

PRESS RELEASE

[June 23, 2023 | Chicago, IL]

h+h americas sets new records

- [Successful second edition of the leading North American trade fair "h+h americas"]
- Hosting various soft crafts industries under one roof
- Record breaking 267 exhibitors and 2,535 attendees
- 35 + conference sessions
- Digital After Show - the week after show closing
- New future show dates: May 1-3, 2024

The second edition of h+h americas continued the positive trend that started last year and left many exhibitors and attendees in awe. The three-day trade show and conference took place from June 21-23, 2023 and set new record numbers. **More than 2,500 professionals from 22 countries attended the sold-out event featuring 267 exhibitors (2022: 196 exhibitors), a 34% increase underlining the fast growing recognition for this event held at the Donald E. Stephens Convention & Conference Center in Rosemont/Chicago.** Attendees consisted of major retailers such as Michaels, Joann Fabrics, Hobby Lobby and Blick Art Materials as well as store owners from all across North and South America, Europe and even buyers from Australia and Singapore.

“We are grateful and humbled by the fast-building momentum and strong support for our show. It seems that our event has really closed the gap for a much needed and relevant handicraft tradeshow for the North American B2B community. Many domestic attendees really appreciated the increased number of quilting and fabric lines as well as the ability to touch and feel international products normally not seen in the US.” said Mette Petersen, President and Managing Director of Koelnmesse Inc.

“A big thank you to all who worked hard to make the second edition of h+h americas a successful one - especially to our North American team and our conference partner, the Craft Industry Alliance. We are proud that we now can provide two strong and viable events on each side of the Atlantic for the handicraft industry,” said Gerald Boese, President and CEO of Koelnmesse GmbH.

“This was our second consecutive year as a strategic partner and conference organizer for this fantastic event,” said Craft Industry Alliance President Abby Glassenberg. “Our program included Keynote Speeches, Masterclasses, Conference Sessions as well as Meetup Groups. We already received great feedback that will lead to new ideas and inspiration for next year’s program. We



h+h americas
Uniting the soft crafts
industries in North
America
June 21-23, 2023
www.hh-americas.com

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value our partnership with Koelnmesse and the h+h team and look forward to seeing everyone in Rosemont next May!”

“To offer a meaningful event it is key to understand the needs and wants of our customers while building relationships with relevant associations and media partners. We are working with 20 of them now and their input has resulted in the successful onsite integration of Pavilions for Newcomers, Craft Books, Cosplay Costumes, Sewing & Quilts, Creators, Learning Labs and a Fashion Stage. Based on feedback from buyers and sellers we will also move our show dates to early May next year to better align with product introductions,“ added Darrin Stern, Show Manager of h+h americas.

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Three days after show closing, h+h americas will be followed by a “Digital After Show”. The dates of the Digital After Show are June 26-30, 2023. The virtual event offers video-based meetings, instant messaging, and access to all pre-recorded educational sessions. The combined social media exposure of attending creators and influencers amounted to 5.7 million viewers underlining the power and reach of h+h americas.

The 2024 edition will be held from May 1st to May 3rd (Wednesday through Friday) at the Rosemont location. The earlier dates will enable North American retailers to view international product introductions in Chicago just 5 weeks after the March event in Cologne.

“With the early May date, we can bring our team together at h+h americas, unveil our new line, and invite our retailers to witness it firsthand. This move allows us to transform h+h americas into a show where we optimize our time with customers at the very start of the new season launch. It’s a fantastic opportunity for our sales representatives.” Jan Hurwitz, Vice President at Premier Needle Arts and General Manager of Berroco.

“With h+h americas being the first week in May, it perfectly supports our introduction of new products. We are thrilled to showcase our latest offerings to the enthusiastic attendees.” said Lissa Alexander, Director of Marketing at Moda Fabrics.

Future Show Dates:

h+h cologne - March 22-24, 2024 - Cologne, Germany - www.hh-cologne.com
(Friday - Sunday)

h+h americas - May 1-3, 2024 - Rosemont, USA - www.hh-americas.com
(Wednesday - Friday)

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About Koelnmesse GmbH:

Koelnmesse is the number 1 trade fair location for numerous industries with some 1,000 employees and representatives worldwide. Cologne, Germany is centrally located in Europe and the Koelnmesse fairgrounds with 400,000 square meters ranks in the top 3 within Germany and top 10 worldwide. Every year, Koelnmesse organizes and conducts more than 80 trade fairs, exhibitions, guest events and special events in Cologne and in the world's most important markets connecting 54,000 exhibitors from 122 countries with more than 3 million visitors from 200 countries.

Koelnmesse Picture Material:

<https://www.koelnmesse.de/news/bilddatenbank/bilddatenbank.php>

Koelnmesse in Social Media:

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Koelnmesse Inc., located in Chicago, IL for the past 20 years, is the North American subsidiary and marketing arm of the Koelnmesse Group, one of the world's leading organizers of international trade shows. Their experienced team of marketing and sales professionals organizes trade shows and events in North America as well as North American Pavilions for **US, Canadian and Mexican companies** at more than 25 trade shows around the world.

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