



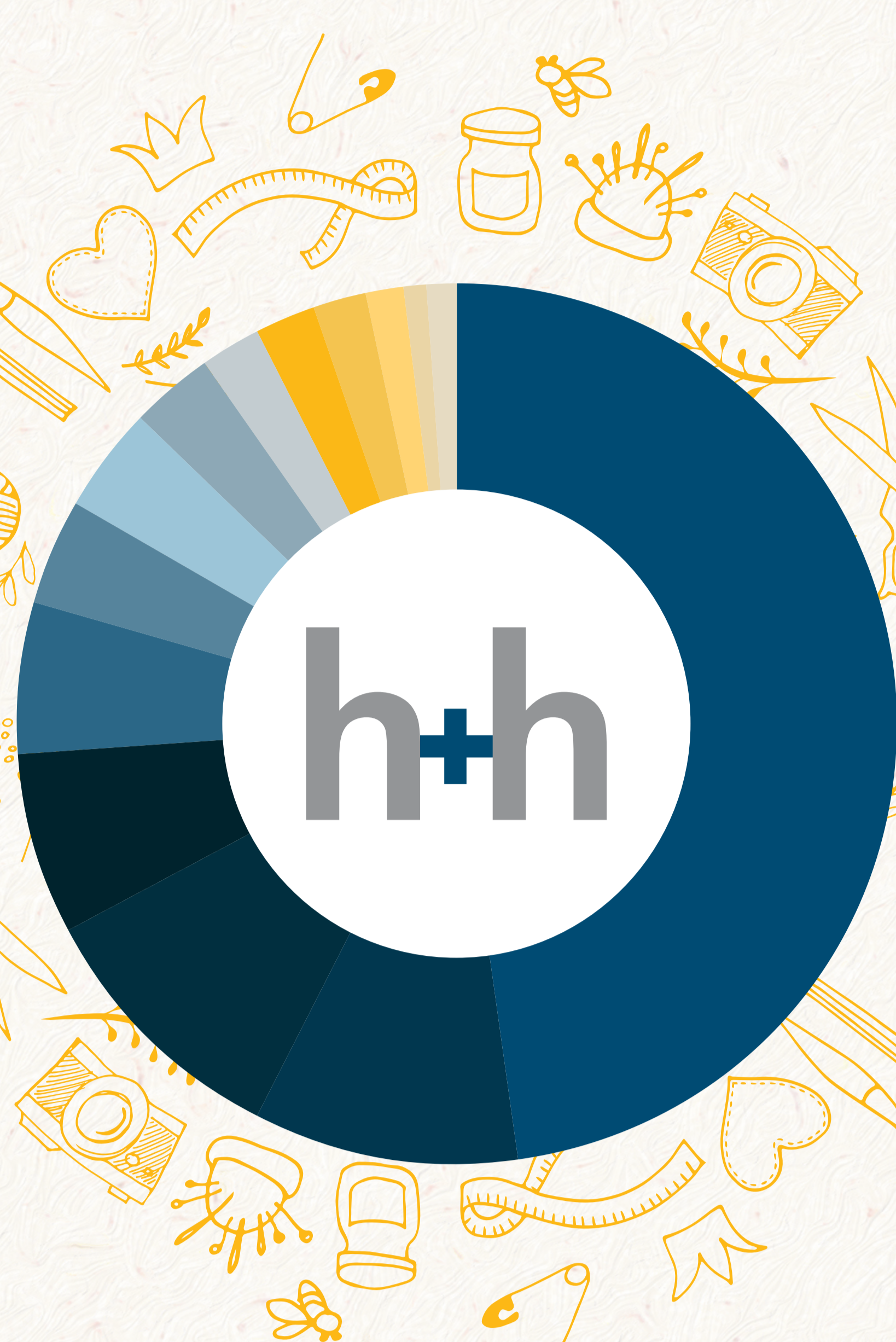
h+h americas: May 1-3, 2024 #hhamericas

Chicago, IL @ Donald E. Stephens Convention & Conference Center in Rosemont

Uniting the crafts industries in North America www.hh-americas.com

OPEN TO ALL MAKING A LIVING THROUGH CRAFTS

Primary Business Category



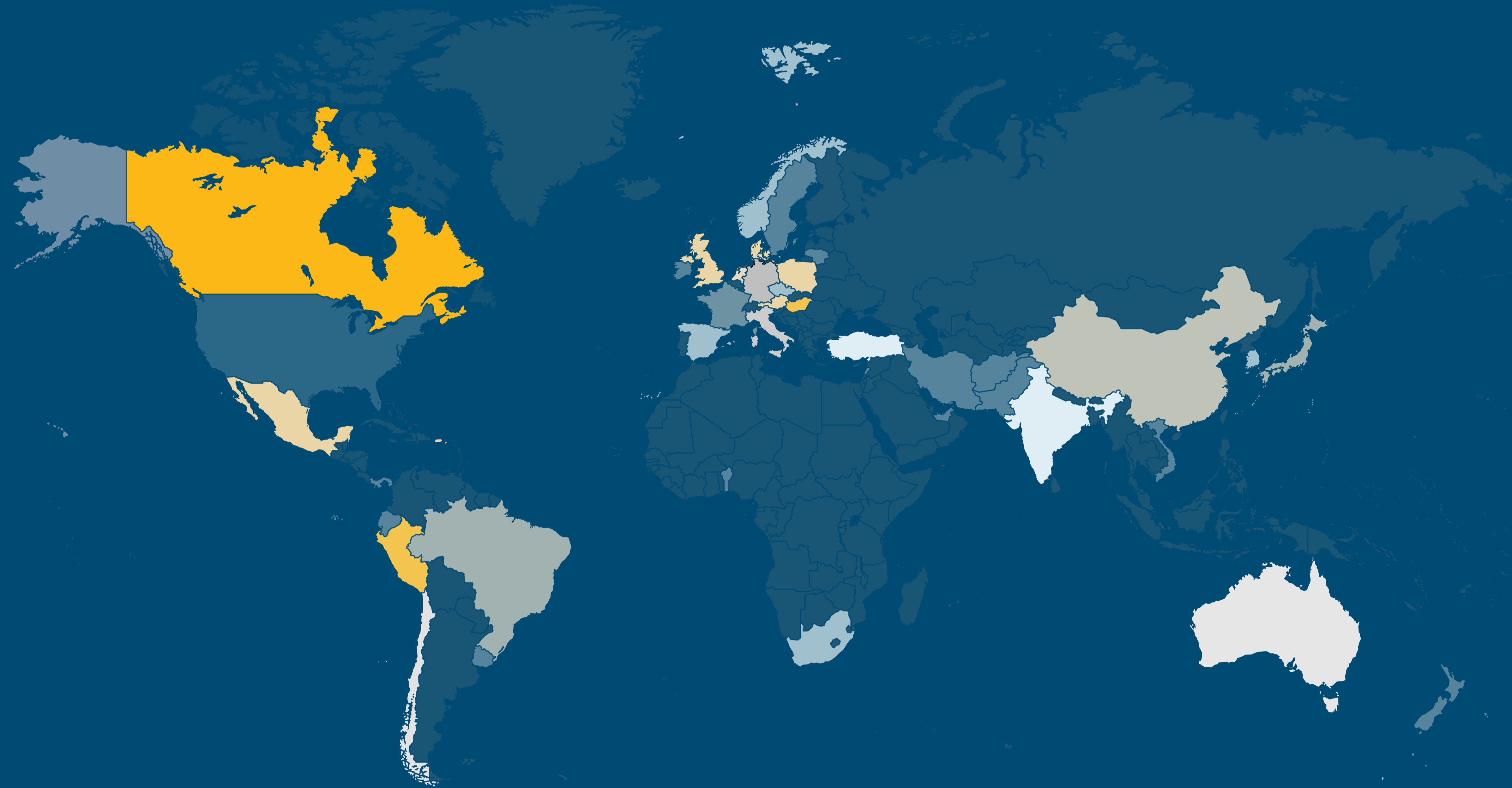
- 33.83%** Retailer (Brick & Mortar)
- 2.08%** Consultant/Service Provider
- 6.88%** eCommerce (Self hosted, Shopify, Etsy, Amazon Handmade, etc.)
- 1.56%** Association/Guild
- 6.84%** Designer
- 1.52%** Content Creator (Blogger, YouTuber, Podcaster)
- 4.76%** Distributors/Suppliers
- 1.52%** Educator/Demonstrator
- 3.88%** Professional Maker/DIYer
- 0.88%** Multi Location Retailer
- 2.88%** Other Service Provider
- 0.68%** Catalog Retailers
- 2.72%** Manufacturer Representative
- 0.64%** Press

78% of attendees had final or significant decision-making authority

3 of the top 5 mass merchants in attendance

The right people are all in one place

This is a map of the attendees



All 50 States represented



The Most International Crafts and Hobby Show in North America



Exhibitors

- Total 267
- Domestic 204
- International 63

Attendees

- Total 2,535
- Domestic 2,233
- International 302

From 41 countries

- 15% internationality

Content Makers / Influencers in attendance

Over **43+ creators** were in attendance. They reach **4,992,133** total engagements with their audiences.

The creators have **1,020,000** monthly page views with **880,000** average unique visitors.

Exhibitor

"We love the energy of this show. Having so many talented people together in one space is inspiring!"

Susie Arkell

@fibermacyver

"Energy — fresh approach — customer service — it was inspiring and gave us the opportunity to make new connections and continue to build our current customer relationships. Our customers in attendance were ones we do not get to see that often."

Nancy Jewell

@freespiritfabrics

"Seeing all the smiling faces, getting to unite face to face with our current customers as well as making new ones."

Brint Fanizza

@famorecutlery

Attendee

"My favourite moments were the random meeting of some of my favourite authors and dyers - plus meeting so many like-minded people. The networking opportunities were amazing."

Karen Mathieson

@the.luckyewe

"Everything! I really enjoyed all of the key notes and sessions. They were informative, educational, and very inspiring. I loved spending three days with individuals who love being creative and speak the same "language." I was truly among my tribe!"

Christina Petrosian

@melgranodesigns

Content Creator

"I love the H&H show! The energy from all was amazing. It is a great way to meet old and new friends from all over the world. And the networking was so much fun! I will be back next year."

Laura Coia

@SewVeryEasy