# Shows, news & events

This season's most unmissable events



h+h americas sets new records 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 21st to 23rd June, 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 per cent 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 fastbuilding 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.

The 2024 edition will be held from May 1st to May 3<sup>rd</sup> (Wednesday through Friday) at the Rosemont location. The earlier dates will enable North American retailers to view international product introductions in Chicago just five 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.

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