

## PRESS RELEASE

[May 3, 2024 | Rosemont/Chicago, IL ]

### **h+h americas 2024 sets new records**

- [Successful third edition of "h+h americas"]
- Premier US event for Handicraft industry
- Record breaking 402 exhibitors and 3,500 attendees
- 85+ conference sessions
- 2025 Show dates: May 7-9, 2025

The third edition of h+h americas confirmed its status as the fastest growing US event for the handicraft industry. A record number of 3,831 **professionals from 36 countries and all 50 US states ventured to Rosemont to source the latest crafts products from 402** vendors, increasing exhibitor participation by 50% compared to the previous year.

Attendees consisted of major retailers such as Michaels, JOANN Fabrics, Hobby Lobby, Blick Art Materials as well as store owners from all across North and South America and Europe. Combined social media engagement reached 17 Million viewers based on data provided by attending content creators.

The event featured 120 educational events among them a Fashion Show and a first time "Cosplay contest" providing interaction with artists, creators and enthusiasts on stage. All educational sessions such as the Opening Keynote, Masterclasses and Conference Programs reached maximum attendance.

"We couldn't be any happier since the show floor was buzzing with energy and exhibitors reported excellent results. Our exhibitor and attendee numbers have set new records again and all major players in the craft business are now participating in our event. A special thank you to our partners who worked tirelessly on creating content especially our conference partner, the Craft Industry Alliance," said Mette Petersen, President and Managing Director of Koelnmesse Inc.

"A big shout out to our loyal exhibitors, the show team and all those who have been working behind the scenes to deliver another successful event! We are proud to be the organizers of two h+h events on each side of the Atlantic for the handicraft industry in Rosemont/Chicago and Cologne. This year also marks a major milestone for our company as Koelnmesse GmbH is celebrating its 100<sup>th</sup> birthday," said Gerald Böse, President and CEO of Koelnmesse GmbH.

"As the weeks went by leading up to this year's show, the excitement on social media was palpable, "said Craft Industry Alliance President Abby Glassenberg.



Uniting the soft crafts industries in North America  
May 1-3, 2024  
May 7-9, 2025 ]  
[www.hh-americas.com](http://www.hh-americas.com)

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Mette Petersen

“h+h americas is exactly what our industry needed. A time to come together, in person, to reconnect, get inspired, and form new partnerships. As the trade association for the industry, we are so proud and grateful to be part of this show!”

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“This year’s event has not only showcased the latest trends in yarn, fabric, and sewing materials but also brought together a vibrant community of creators, exhibitors and attendees from across the globe. We are delighted about the continued support and enthusiasm of all our partners, sponsors and participants and we can’t wait to see what the future holds for h+h americas,.” added Darrin Stern, h+h americas Show Director.

#### Future Show Dates:

h+h cologne - March 7 - 9, 2025 - Cologne, Germany - [www.hh-cologne.com](http://www.hh-cologne.com)  
(Friday - Sunday)

h+h americas - May 7 - 9, 2025 - Rosemont, USA - [www.hh-americas.com](http://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 in Social Media:

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**Koelnmesse Inc.**, located in Chicago, IL for the past 22 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 and Canadian companies** at more than 25 trade shows around the world.

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