

THE
INSPIRED
HOME
SHOW® IHA'S GLOBAL HOME •
HOUSEWARES MARKET

Marketing Connect
Promote | Enhance | Achieve

Marketing Kit WEBINAR

Register for the Show Marketing Webinar

Promote your presence to buyers and media at The Inspired Home Show®. Join Nancy Michael and Rachel Crippin Clark of the International Housewares Association (IHA) as they walk through the Exhibitor Marketing Kit during the webinar Maximizing Your Impact at The Inspired Home Show, on Tuesday, December 9 at noon CT.

Discover the many marketing opportunities IHA offers to help you increase your brand exposure, media attention and booth traffic at the Show. The webinar will guide you through available marketing opportunities for brand positioning, new product introductions, lead generation and media opportunities so you can amplify your impact before, during and after the Show.

Exhibitor Marketing Kit Webinar
Maximizing Your Impact at The Inspired Home Show
Tuesday, December 9
12:00 – 1:00 p.m. CT

REGISTER FOR THE WEBINAR

SPLiCE LICENSING HUB



IHA and SPLiCE to Launch First-Ever Licensing Hub at the 2026 Show

The Inspired Home Show will feature a dedicated platform for retailers and product suppliers to connect with brands interested in licensing deals, thanks to a new collaboration between IHA and the Society of Product Licensors Committed to Excellence (SPLiCE). While exhibitors have brought licensors and licensed products to the Show in the past, this formal connection will help exhibitors and buyer attendees identify new licensing opportunities.

LEARN MORE ABOUT THIS EXCITING OPPORTUNITY



Access the Global Buying Audience Through Trade Media Outlets

The Inspired Home Show exhibitors can get free product publicity through U.S. and international trade media. Numerous print and digital trade outlets want information and photos about the new products being displayed at the Show to include as free editorial content. We've put together a list of these unique opportunities to reach U.S. and international buyers, which can be found through the Exhibitor Marketing Kit. It's easy to submit your products and an effective way to gain visibility.

[ACCESS DETAILS AND DEADLINES](#)



**HELP BUYERS AND MEDIA DISCOVER
YOUR PRODUCTS FIRST**

Enter your product information as early
as possible to maximize your exposure!

[LIST YOUR PRODUCTS NOW](#)

**connect
365**

IHA'S DIGITAL MARKETPLACE

EXHIBITOR MARKETING KIT

PREVIOUS ISSUES OF MARKETING CONNECT



IHA, 6400 Shafer Court, Suite 650, Rosemont, IL 60018, U.S.

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