

THE  
INSPIRED  
HOME  
SHOW.

MARCH 17-19, 2024



# SPONSORSHIP

## ERA GLOBAL LOUNGE

### CHICAGO, 17 – 19 MARCH 2024

Location:  
McCormick Place  
2301 S. King Drive  
Chicago, Illinois 60616

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## SPONSORSHIP BENEFITS

During **The Inspired Home Show (17 – 19 March 2024)** in Chicago, ERA Global members will have access to the **ERA Global Lounge**.

For the entire Home Show (3 days) ERA Global expects approx. 150 professionals from the multi-channel and home shopping industry from all over the world to visit its Lounge daily. With home and housewares professionals from more than 120 countries attending the Chicago Show\*, sponsors of the ERA Global Lounge will benefit greatly from exposure.

With its complimentary drinks and snacks, the Lounge is the perfect place to take a rest during a hectic show day. For conducting business on an ERA Global Lounge Table with other partners \*\*, please refer to the Sponsorship Packages on page 5 of this brochure. Only as a Sponsor you will have access to an ERA Global Lounge Table for doing business.

### Sponsor benefits at a glance:

- ERA Global Weekly Newsletter | Approx. 2000 weekly industry subscribers: decision-makers and professionals from the industry.
- Weekly social media posts | ERA Global LinkedIn and Facebook accounts, beginning of December 2023.
- On [www.era-global.org](http://www.era-global.org) | Your company's logo on the Chicago Show sponsorship page of our website.
- Exclusive ERA Global Lounge Table for business purposes as a Sponsor.

Take advantage of the opportunity for your organization to be presented as a Sponsor or Co-Sponsor of ERA Global Lounge well in advance of the show. Early confirmation of your partnership will ensure a higher level of exposure leading up to the Chicago Show.

\* **Note:** The Inspired Home Show website, accessed on 13 Nov 2023, <https://www.theinspiredhomeshow.com/about>

\*\* **Note:** As stipulated by the International Housewares Association (IHS), only ERA Global members and non-members exhibiting at the Chicago Show may have access to the ERA Global Lounge.

## SPONSORSHIP PRICING

PACKAGE	MEMBER
SPONSORSHIP PACKAGE	from EUR 1.250,00 *
CO-SPONSORSHIP PACKAGE	from EUR 500,00 *

\* **Note:** The sponsorship packages will be tailored to your company's needs and expectations.

## SPONSORSHIP PACKAGES

PACKAGE	BENEFITS
<b>SPONSORSHIP PACKAGE</b>	<ul style="list-style-type: none"> <li>▪ Reserved meeting table (6-8 chairs) as dedicated meeting space for your business purposes.*</li> <li>▪ Company logo on the ERA Global Sponsorship Roll-up in the Lounge.</li> <li>▪ Recognition as a Sponsor in the ERA Global weekly newsletter.</li> <li>▪ Recognition as a Sponsor in the ERA Global weekly social media posts.</li> <li>▪ Company logo on the Chicago Show sponsorship page of the ERA Global website.</li> </ul>
<b>CO-SPONSORSHIP PACKAGE</b>	<ul style="list-style-type: none"> <li>▪ Food &amp; Beverage sponsoring for 1 show day with “sponsored by” signage on the buffet stations.</li> <li>▪ Company logo on the ERA Global Sponsorship Roll-up in the Lounge.</li> <li>▪ Recognition as a Co-Sponsor in the ERA Global weekly newsletter.</li> <li>▪ Recognition as a Co-Sponsor in the ERA Global weekly social media posts.</li> <li>▪ Company logo on the Chicago Show sponsorship page of the ERA Global website.</li> </ul>

\* **Note:** Only the purchase of a Sponsorship Package gives you the possibility to hold meetings on an ERA Global Lounge Table. There will be no “sponsorship free” tables on a “first come, first serve” basis in the ERA Global Lounge.

## IMPORTANT INFORMATION

### ROOM SET-UP

On the next page you will find a preliminary draft of the set-up of the ERA Global Lounge. Please note that this set-up is subject to change, based on the specific sponsorship requests. ERA Global Lounge Tables will only be available for Sponsors.

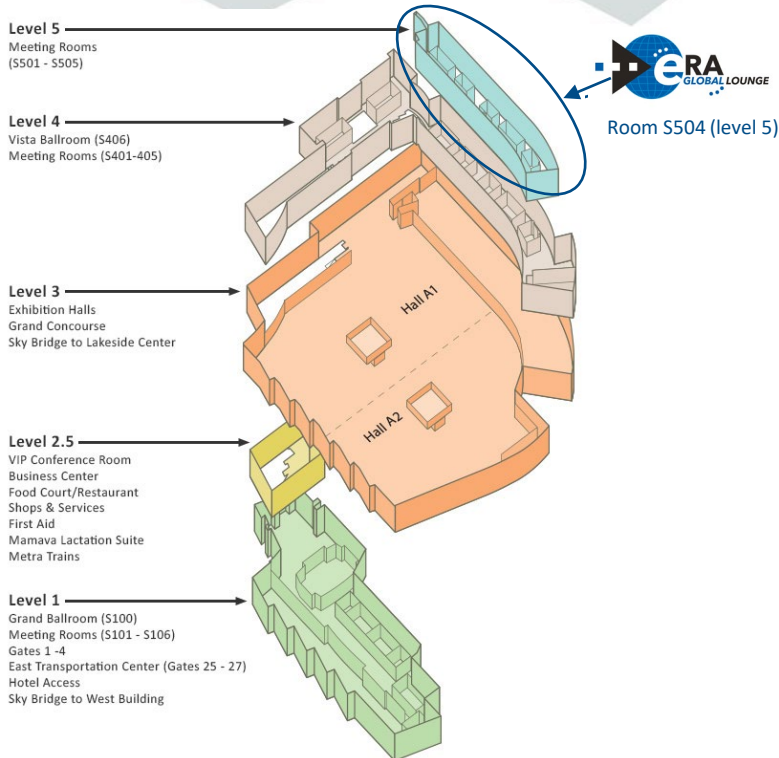
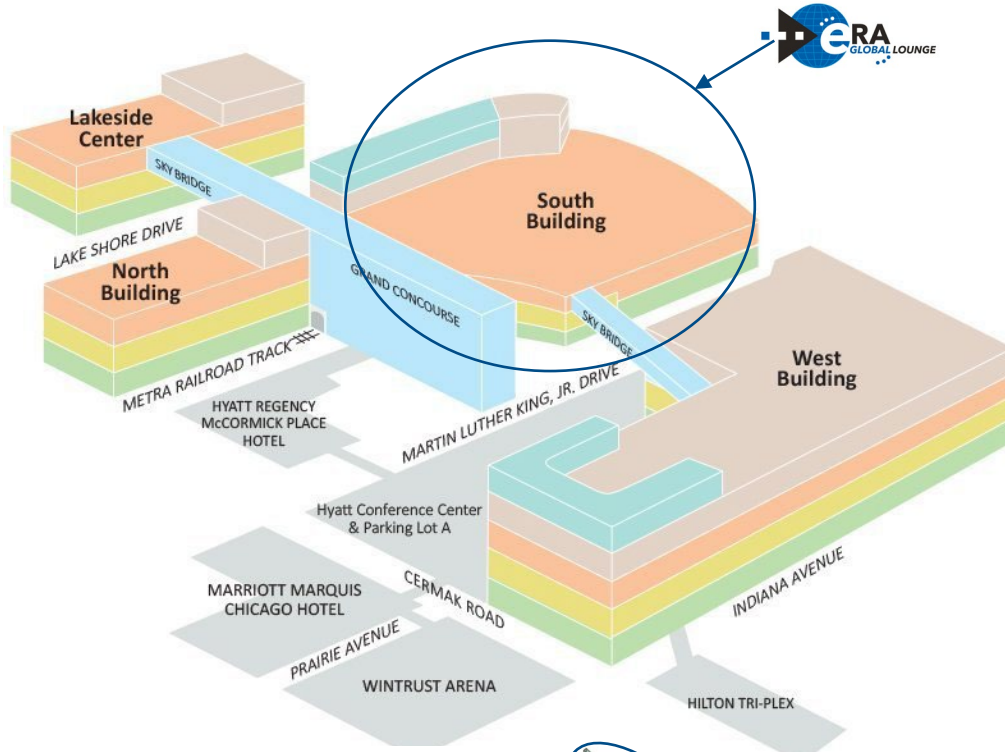
### PRODUCT PLACEMENT

Due to the rules of the International Housewares Association, the placement of products in the ERA Global Lounge is allowed only for ERA Global members who are exhibiting at the show. Please inform ERA Global prior to the event about the possibility of product placement.

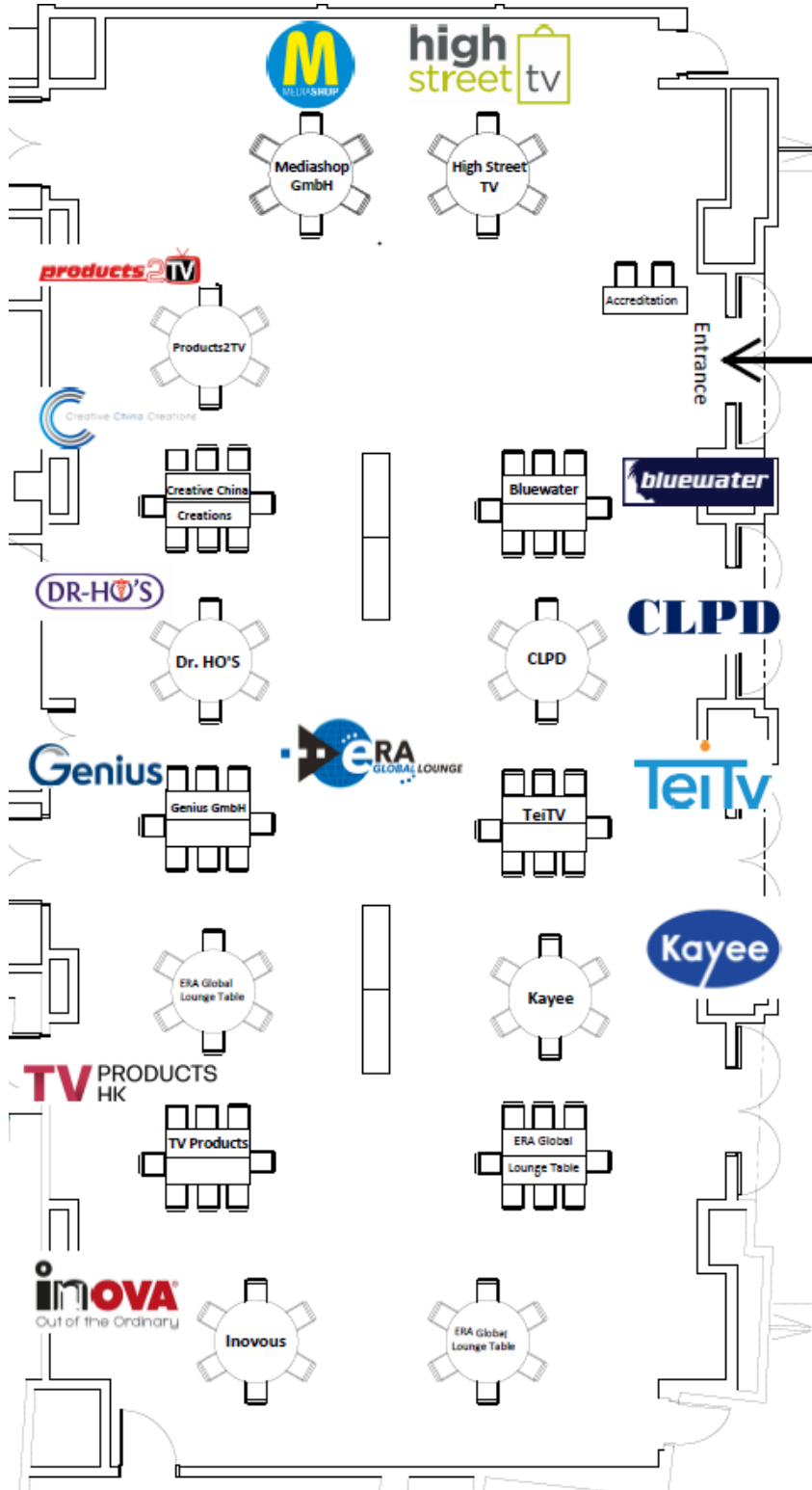
### MARKETING MATERIAL

Placement of marketing materials (such as roll-ups or banners), that do not result in damage to the room, is possible. Please inform ERA Global of such so that it is included in your sponsorship contract. For further guidance please find the McCormick Place plans on the following pages.

# LOCATION



# LOCATION\*



\* Note: The room plan serves only as an overview and does not provide exact information on the size of the conference space and the set-up.



## CONTACT



Please support ERA Global by becoming a Sponsor of our Lounge. For information on our SPONSORSHIP PACKAGES or to reserve a table in our lounge, please contact:

The **ERA Global Team**  
[conference@era-global.org](mailto:conference@era-global.org)

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