THE INSPIRED HOME SHOW® | IHA's GLOBAL HOME + HOUSEWARES MARKET

March 9-11, 2027 | Chicago, USA

TUESDAY - WEDNESDAY - THURSDAY



PRICING & SPONSORSHIP

ERA GLOBAL LOUNGE

MARCH 9 – 11, 2027

CHICAGO

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

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EXCLUSIVE MEMBER ACCESS

We are delighted to once again welcome ERA Global members to The Inspired Home Show 2027 in Chicago!
Join us for another inspiring edition and take advantage of **exclusive access to the ERA Global Lounge** - your dedicated hub for networking, relaxation, and business growth.

Across three vibrant show days, the Lounge will welcome approximately **150 professionals daily** from across the global multi-channel and home shopping community. Enjoy **complimentary refreshments** in a comfortable and inviting environment — the ideal place to recharge or connect with partners amid the buzz of the show floor.

Planning to hold meetings in the Lounge?

Business use of an ERA Global Lounge table is reserved **exclusively for Lounge Sponsors**.
For details about sponsorship benefits and access, please see the Sponsorship Packages on page 7 of this brochure.
With attendees representing more than **120 countries*,** Lounge Sponsors enjoy outstanding visibility and exceptional networking opportunities at one of the industry's most influential international events.

** **Note:** The Inspired Home Show website, accessed on 28 Oct 2026, https://www.theinspiredhomeshow.com/about*

SPONSORSHIP BENEFITS

Maximize Your Impact – Become a Sponsor or Co-Sponsor

Secure your sponsorship early to elevate your brand's visibility well before The Inspired Home Show 2027.
Early confirmation guarantees prominent recognition in all pre-show communications and marketing activities of ERA Global - positioning your company as a key voice within the global housewares and home shopping community.
To support smooth coordination, we kindly ask all sponsors to register **by January 17, 2027**.

Sponsor benefits at a glance:

- **Exclusive Business Club Table Access -** Lounge tables reserved exclusively for sponsor use
- **ERA Global Weekly Newsletter -** Visibility among approximately 2.000 subscribers worldwide
- **Social Media Presence -** Regular sponsor highlights across ERA Global's social media channels
- **Website Exposure -** Company logo featured on www.era-global.org

SPONSORSHIP INFORMATION

PRODUCT DISPLAY RESTRICTIONS

In accordance with guidelines set by the International Housewares Association, product display within the **ERA Global Lounge** is **not permitted** for suppliers classified as Non-Exhibiting Housewares Product Suppliers. This includes companies that have previously exhibited at The Inspired Home Show as well as those offering products that fall within the categories represented at the Show and are therefore expected to exhibit if their goal is to showcase products. Please note that the Show's operations team may conduct periodic checks to ensure compliance during Lounge usage.

MARKETING MATERIAL

Sponsors are welcome to display marketing materials (such as roll-ups) inside the Lounge, provided these do not cause any damage to the venue.
Please make sure to obtain prior written approval from **ERA Global** before setting up any promotional items.

ROOM SET-UP

On the following pages, you will find a preliminary draft of the **ERA Global Lounge** layout. Please note that the final arrangement may vary depending on specific sponsorship requirements.
ERA Global Lounge tables remain **exclusively available to Sponsors**.

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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.*

VAT not included

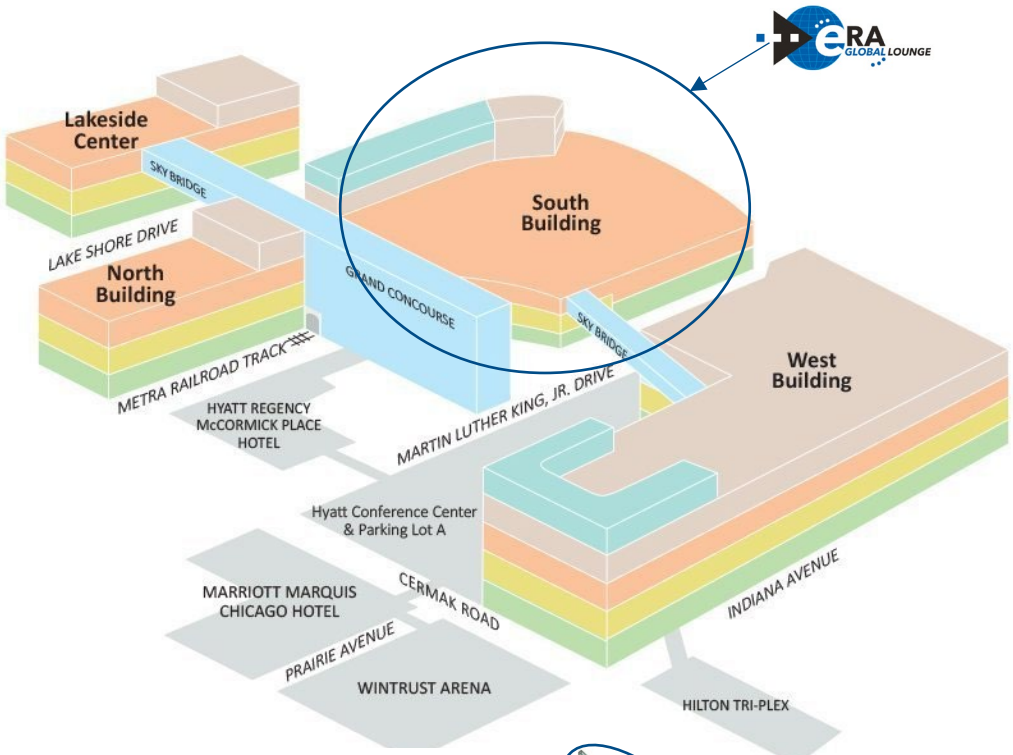
SPONSORSHIP PACKAGES

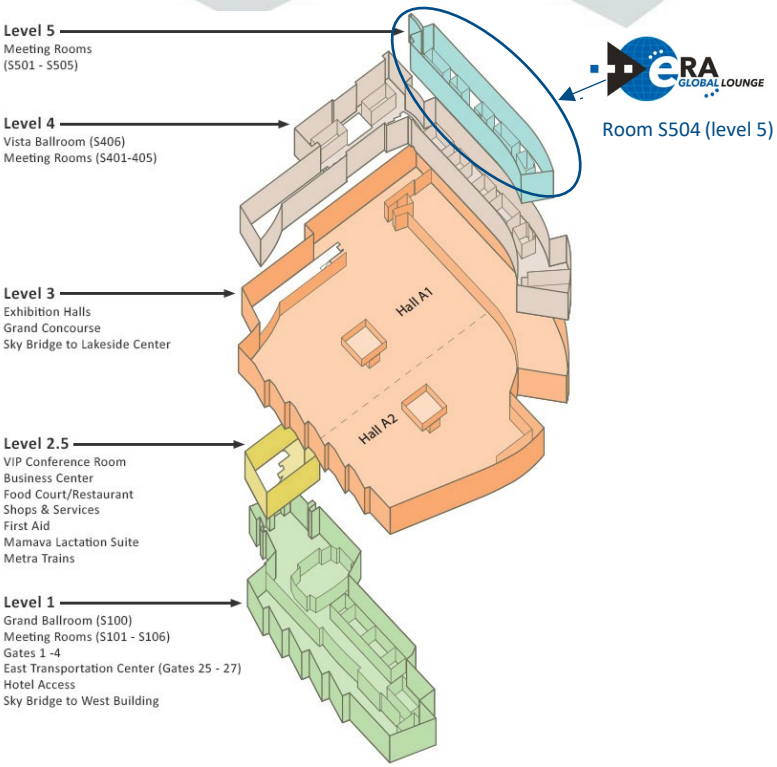
PACKAGE	BENEFITS
SPONSORSHIP PACKAGE	▪ *Reserved meeting table (6-8 chairs) as dedicated meeting space for your business purposes.** ▪ *Company logo on the ERA Global Sponsorship Roll-up in the Lounge.* ▪ *Recognition as a Sponsor in the ERA Global weekly newsletter.* ▪ *Recognition as a Sponsor in the ERA Global weekly social media posts.* ▪ *Company logo on the Chicago Show sponsorship page of the ERA Global website.*
CO-SPONSORSHIP PACKAGE	▪ *Food & Beverage sponsoring for 1 show day with "sponsored by" signage on the buffet stations.* ▪ *Company logo on the ERA Global Sponsorship Roll-up in the Lounge.* ▪ *Recognition as a Co-Sponsor in the ERA Global weekly newsletter.* ▪ *Recognition as a Co-Sponsor in the ERA Global weekly social media posts.* ▪ *Company logo on the Chicago Show sponsorship page of the ERA Global website.*

** **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.*

VAT not included

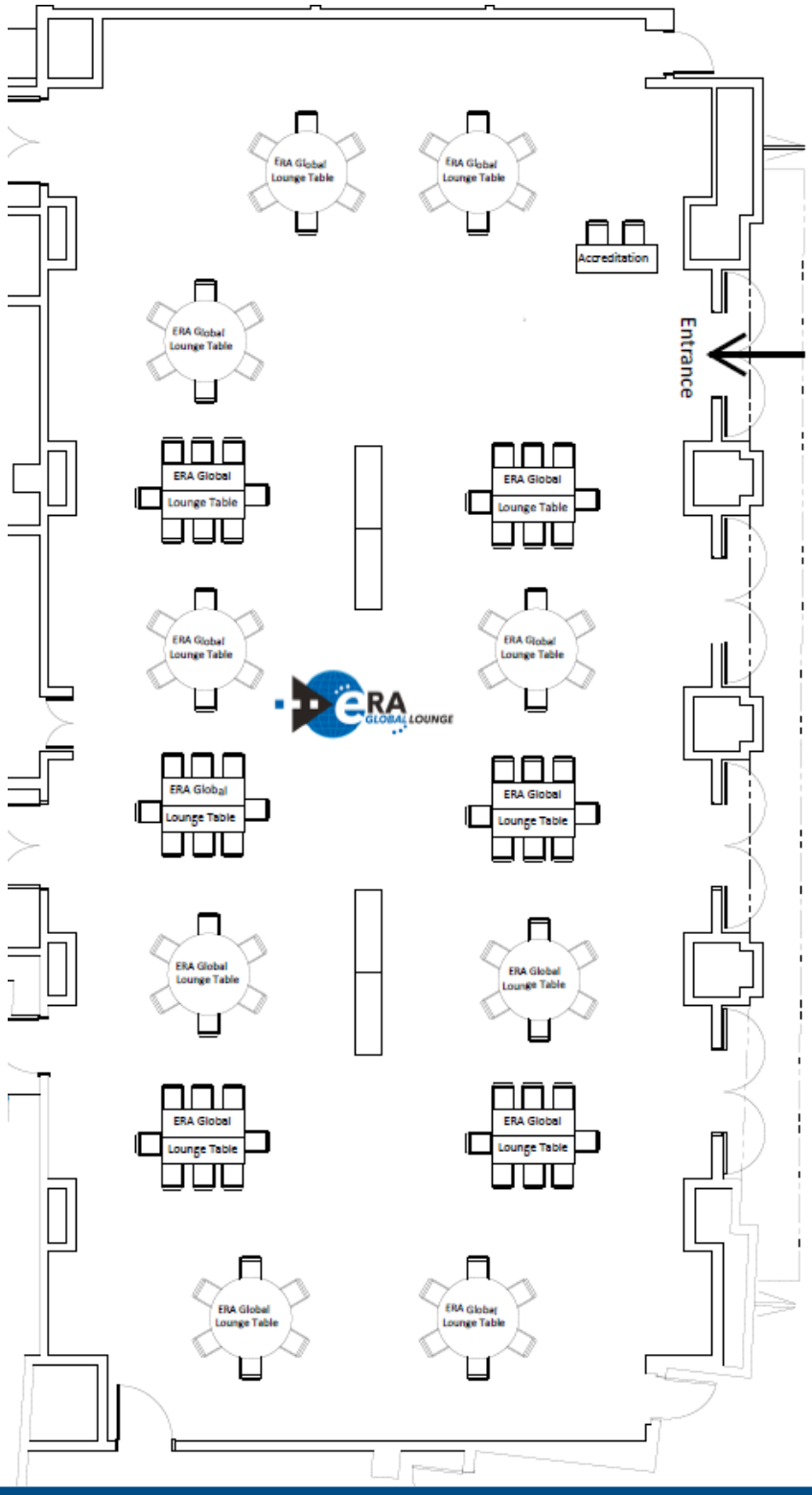
LOCATION





Room S504 (level 5)

LOCATION*



** **Note**: The room plan only serves 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

Follow ERA on social media: