

THE  
INSPIRED  
HOME  
SHOW.

MARCH 2-4, 2025



# PRICING & SPONSORSHIP

ERA GLOBAL LOUNGE

2 - 4 MARCH 2025

CHICAGO

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

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## SPONSORSHIP BENEFITS

Join us at **The Inspired Home Show** from **March 2 to 4, 2025**, in Chicago, where ERA Global members will enjoy exclusive access to the **ERA Global Lounge!**

Over three exciting days, ERA Global anticipates around 150 professionals from the multi-channel and home shopping industry around the globe will visit the Lounge each day. With home and housewares experts from more than 120 countries attending the Chicago Show\*, sponsors of the ERA Global Lounge will gain invaluable visibility and networking opportunities.

The ERA Global Lounge offers complimentary drinks and snacks, providing the perfect oasis to recharge during a busy day at the show. 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. Don't miss out on this chance to connect and grow!

### Sponsor benefits at a glance:

- ERA Global Weekly Newsletter with approx. 2000 weekly industry subscribers | Consistent recognition as a Sponsor.
- ERA Global LinkedIn and Facebook accounts | Weekly recognition as a Sponsor on social media.
- [www.era-global.org](http://www.era-global.org) | Company logo on the ERA Global Lounge sponsorship page.
- Exclusive ERA Global Lounge Table for business purposes as a Sponsor.

Seize the chance to showcase your organization as a Sponsor or Co-Sponsor of the ERA Global Lounge well before the event. By confirming your partnership early, you'll secure greater visibility and recognition in the lead-up to the Chicago Show.

\* **Note:** The Inspired Home Show website, accessed on 4 Nov 2024, <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
<p><b>SPONSORSHIP PACKAGE</b></p>	<ul style="list-style-type: none"> <li>▪ <i>Reserved meeting table (6-8 chairs) as dedicated meeting space for your business purposes.*</i></li> <li>▪ <i>Company logo on the ERA Global Sponsorship Roll-up in the Lounge.</i></li> <li>▪ <i>Recognition as a Sponsor in the ERA Global weekly newsletter.</i></li> <li>▪ <i>Recognition as a Sponsor in the ERA Global weekly social media posts.</i></li> <li>▪ <i>Company logo on the Chicago Show sponsorship page of the ERA Global website.</i></li> </ul>
<p><b>CO-SPONSORSHIP PACKAGE</b></p>	<ul style="list-style-type: none"> <li>▪ <i>Food &amp; Beverage sponsoring for 1 show day with “sponsored by” signage on the buffet stations.</i></li> <li>▪ <i>Company logo on the ERA Global Sponsorship Roll-up in the Lounge.</i></li> <li>▪ <i>Recognition as a Co-Sponsor in the ERA Global weekly newsletter.</i></li> <li>▪ <i>Recognition as a Co-Sponsor in the ERA Global weekly social media posts.</i></li> <li>▪ <i>Company logo on the Chicago Show sponsorship page of the ERA Global website.</i></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 ERA Global Lounge layout. Please keep in mind that this arrangement may change based on specific sponsorship requests. ERA Global Lounge Tables are exclusively available to Sponsors.

### PRODUCT PLACEMENT

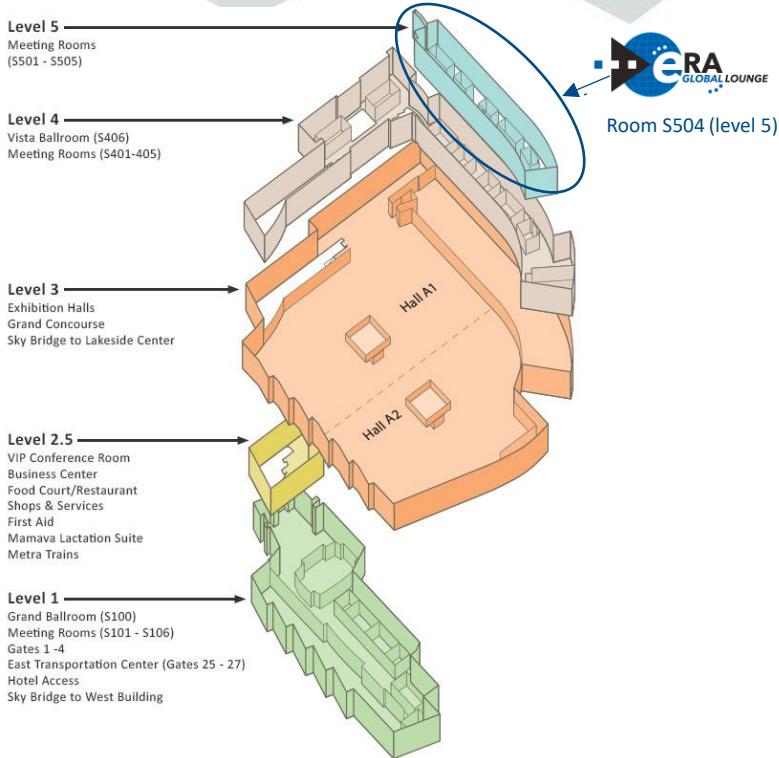
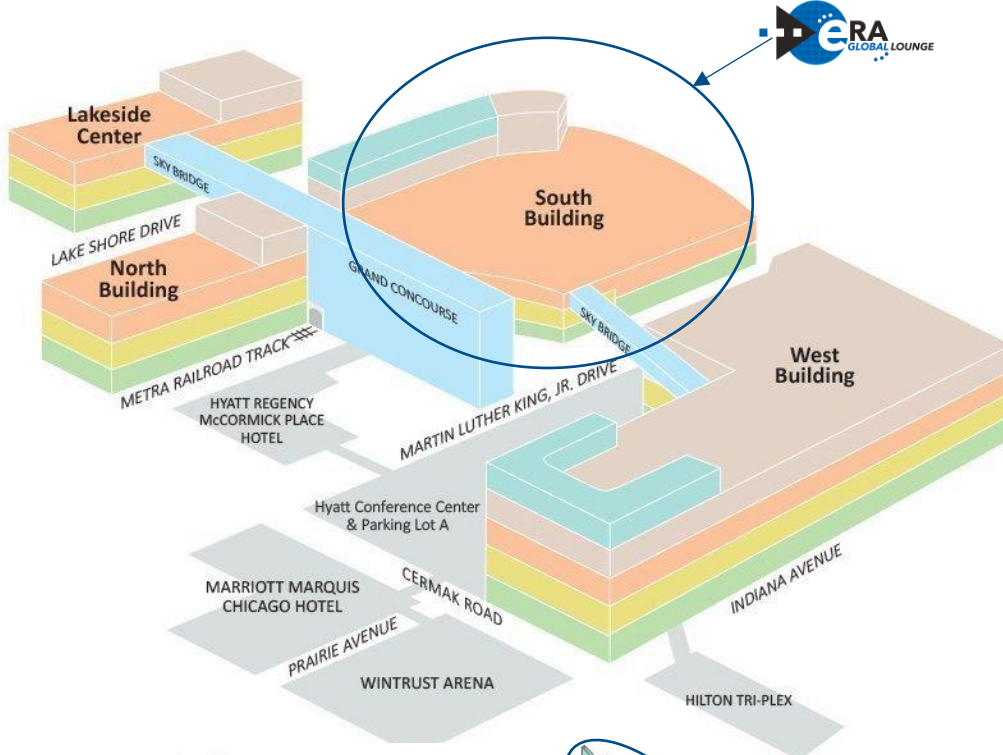
In accordance with the rules set by the International Housewares Association, product placement in the ERA Global Lounge is permitted only for ERA Global members who are exhibiting at the show. Please notify ERA Global in advance about any product placement opportunities you would like to pursue.

### MARKETING MATERIAL

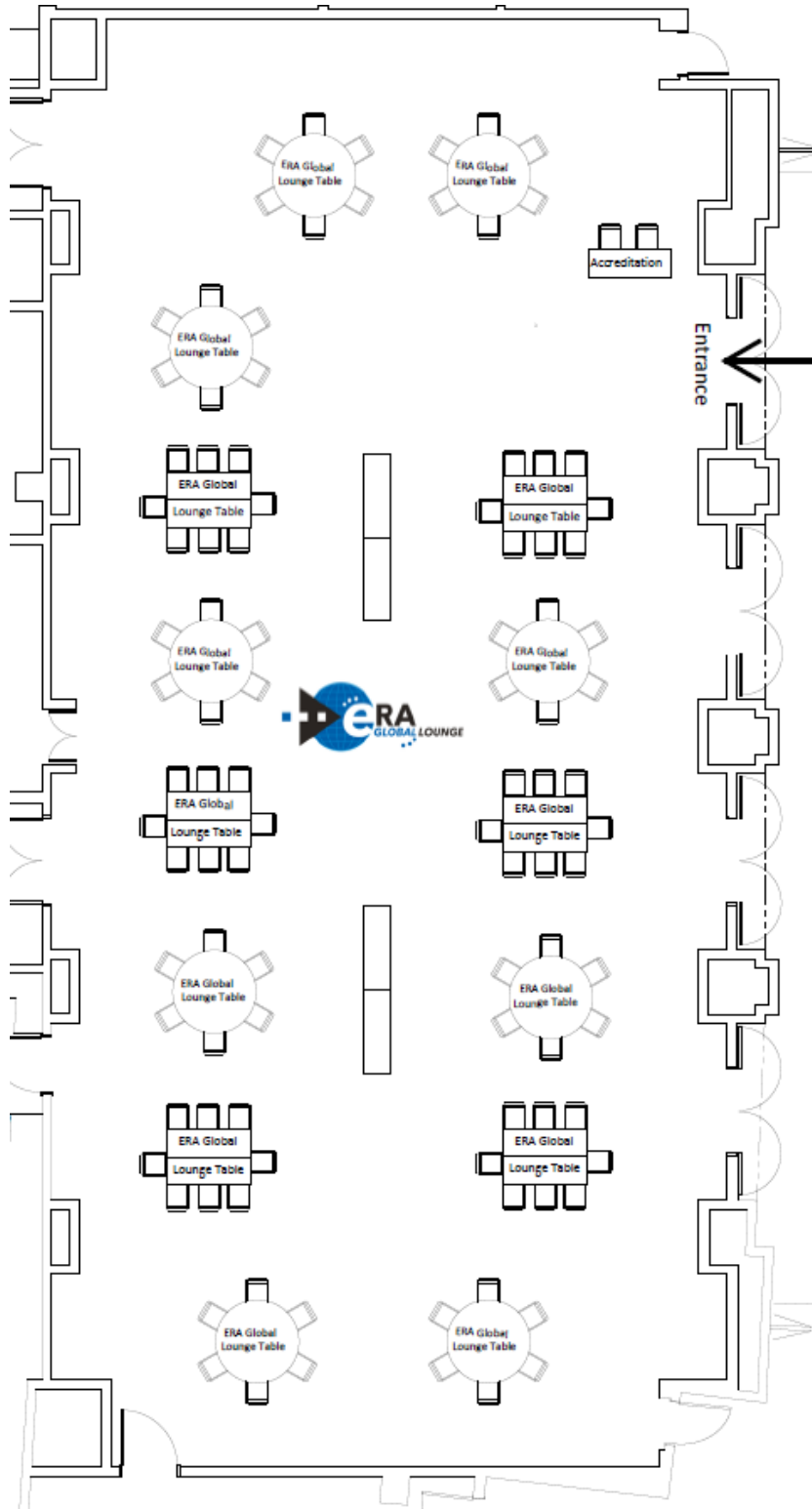
You may place marketing materials (such as roll-ups or banners) in the Lounge, provided they do not cause any damage to the venue. Please inform ERA Global of your plans so that they can be included in your sponsorship contract. For additional details, please refer to the McCormick Place plans included in the following pages.



# LOCATION



# 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](mailto:conference@era-global.org)

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