

owns and produces the show expects that it will increase in size to approx 800,000 sq. ft. The show is held twice in Spring and Fall. The Housewares Show regularly attracts 60,000 visitors, and is restricted entirely to the trade. Space rents at \$4.00 per sq. ft. We visited the show in April 1986. About 20 KD furniture companies exhibited there. Interviews with these companies showed that they see many of the major mass merchants there, but almost no conventional furniture retailers. The main problem with this show is that the furniture maker may find himself situated next to completely unrelated products; also incidental costs in Chicago are high and this tends to preclude the construction of the type of display which shows furniture off to advantage. The Housewares Show claims that it has dropped its "priority" reservation system in favour of open reservations in five product categories.

National Kitchen and Bath Industry Show

Gralla Publications

1515 Broadway

New York, NY 10036

212/869 1300

Ms Rachel Hall

The Kitchen & Bath Industry Show will be of interest to Canadian manufacturers making KD kitchens. The show is held twice a year. the main or National show is held in a different city each year during the spring (usually in early April). The 1987 show will be in Atlanta at the Georgia World Congress Center. The Kitchen and Bath West Show is also an annual event. The 1986 edition will be held December 11/13th at the Anaheim Convention Center.

The National show covers 150,000 sq.ft of exhibit space and attracts approximately 30,000 visitors.

Other Shows:

Other shows which may interest Canadian manufacturers include:

Waterbed Show

Waterbed Manufacturers Association

2500 Wilshire Boulevard

Los Angeles, CA 90057

213/384 3179

Mr Delrich, Executive Director

The Unfinished Furniture Show

Unfinished Furniture Institute

1850 Oak Street

Northfield, IL 60093

312/446 8433

Ray Passis, President

Accent on Design held in New York.