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McCormick Place
Chicago, IL

JOHN SCHAFFELD PRESENTS AT 2005 INTERNATIONAL HOME & HOUSEWARES SHOW

Top 10 Things Manufacturers Need to Know About Preparing for Line Reviews

Presented by John Schaffeld

Director of Product Development at Proteus Design

Sunday, March 20th, 2005 at 4:00 PM

2005 International Home & Housewares Show

McCormick Place, Design Center Theater in the Lakeside Building

Chicago, Illinois

You're only as good as your last line review, and retailers know it. Today's line reviews are sporadic, more frequent and more competitive than ever. As such, they demand different rules of engagement. This session will provide the game plan that savvy manufacturers are using to successfully preserve, replace and expand shelf space for their SKUs during line reviews. Attendees will learn:

- Do's and Don'ts for navigating a line review successfully
- The Top 10 things to include in your line review presentation
- The single biggest thing manufacturers forget during line reviews - and how to plan for it

To register, visit www.housewares.org/lihshow/attendeeinfo.asp