

PRESS RELEASE



FOR IMMEDIATE RELEASE

Koelnmesse and Synchrony Announce Strategic Partnership for h+h americas and Fiber + Fabric Craft Festival

Chicago, IL - March 31, 2025 -Koelnmesse Inc., a leading international trade show organizer, and Synchrony (NYSE:SYF), a premier consumer financial services company, announce a multi-year partnership where Synchrony's Sewing & More credit card will serve as the premier presenting sponsor of the Fiber + Fabric Craft Festival, produced by h+h americas.

The partnership emphasizes a shared commitment to supporting small businesses, fostering educational growth, and bringing crafting communities together professionally and creatively. These events join Koelnmesse's prestigious global family of h+h events, including h+h Cologne, scheduled for March 20-22, 2026. These platforms offer unparalleled opportunities for industry professionals to learn, source, buy, and network, driving innovation and growth in the craft industry.

h+h americas 2025 is set for May 7-9 at the Donald E. Stephens Convention & Conference Center in Rosemont, IL, with classes beginning May 6. This wholesale-only event emphasizes its purpose with the tagline, "For Handmade Business: It's for YOU!" catering exclusively to industry professionals.

The Fiber + Fabric Craft Festival, scheduled for May 1-3, 2026, also at the Donald E. Stephens Convention & Conference Center in Rosemont, IL, invites the general public to celebrate creativity and passion for crafts. With classes starting April 30, this consumer-facing festival encourages attendees to "Craft, Create, Celebrate" and truly "Craft Your Passion!™" The event uniquely positions manufacturers and retailers to directly engage and interact with their consumer base.

Following this consumer-focused festival, h+h americas 2026 will occur May 6-8 at the same venue, with educational sessions commencing May 5. This event reinforces its wholesale focus with the continued message, "For Handmade Business: It's for YOU!"

"We are thrilled to partner with Koelnmesse and the global h+h family of events," said Franshaun Thomas, General Manager, Specialty, Synchrony. Synchrony is deeply invested in empowering

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Mette Petersen



For Handmade Business
www.hhamericas.com
May 7 - 9, 2025
May 6 - 8, 2026
WHOLESALE



*Craft Your Passion, Celebrate
Creativity!™*
www.fiberfabriccraft.com
May 1 - 3, 2026
Open to the PUBLIC

creative communities. Through this partnership, we provide necessary financial flexibility, empowering businesses and craft enthusiasts alike to bring their creative ambitions to life.”



Mette Petersen, President & Managing Director, Koelnmesse Inc.:
“Our partnership with Synchrony underscores our dedication to strengthening the global crafting community. With their support, we can expand our educational offerings and networking opportunities, enriching the experience for industry professionals and passionate consumers. Together, we are poised to create even greater impact across the crafting industry.”

This partnership marks an exciting milestone for the crafting industry, bridging the gap between businesses and consumers while fostering creativity, education, and community engagement. With Synchrony’s support, h+h americas and the Fiber + Fabric Craft Festival will continue to provide invaluable opportunities for industry professionals and craft enthusiasts alike. As we look ahead, this collaboration promises to enhance the crafting landscape, ensuring a vibrant and thriving future for makers, retailers, and manufacturers worldwide.

About Koelnmesse Inc.: Koelnmesse Inc. is a leading global trade fair organizer responsible for international events such as h+h americas, connecting professionals and enthusiasts within the creative sector. Visit <http://koelnmesse.us> for further details.

About the Synchrony Sewing & More Credit Card: The Synchrony Sewing & More Credit Card provides specialized financing solutions for crafting enthusiasts, supporting their creative pursuits. Learn more at <https://www.synchrony.com/financing/sewing-more>.

Future Show Dates:

h+h americas - May 7 - 9, 2025 - Rosemont, USA - www.hh-americas.com
(Wednesday - Friday)

h+h cologne - March 20 - 22, 2026 - Cologne, Germany - www.hh-cologne.com
(Friday - Sunday)

Fiber+Fabric Craft Festival - May 1 - 3, 2026 - Rosemont, USA -
www.fiberfabriccraft.com
(Friday - Sunday)

h+h americas - May 6 - 8, 2026 - Rosemont, USA - www.hh-americas.com
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www.hh-americas.com

www.instagram.com/hhamericas

www.linkedin.com/showcase/hhamericas

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Koelnmesse - trade fairs for the handicraft industry

As an organizer of innovative and important trade fairs worldwide Koelnmesse is the global market leader in the handicraft & hobby sector. h+h cologne is the leading trade fair for textile handicrafts and the industry's largest international inspiration and order platform. Koelnmesse also supports companies in reaching international markets, which is why it has expanded its fiber arts portfolio in the USA: h+h americas, a platform for the North American knitting, sewing, textile and craft industries, uses pioneering formats and online solutions to put the industry's products and services center stage. The hybrid trade show in Rosemont, Illinois, offers both digital and on-site experiences to maximize reach and impact. The Fiber+Fabric Craft Festival in Rosemont, Illinois, is a new consumer trade show that brings together crafters, creatives, and innovators for education and to showcase the latest trends, products, and techniques in knitting, crochet, needlepoint, cross stitch, felting, sewing, quilting, and cosplay.

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