

THE CHICAGO MARKET: LIVING AND GIVING® CELEBRATES SUMMER IN THE CITY AT THE MERCHANDISE MART, JULY 16-22, 2009

CHICAGO, IL (JUNE 2009) –The Chicago Market: Living and Giving® will once again offer buyers more product, more special events and more educational programming during the July Market. The ever-expanding temporary exhibitors, leading product category destinations and innovative programming, mean buyers will find the friendly environment of The Merchandise Mart not only productive, but also inspiring—driving consumers to their stores for the season’s hottest product.

JULY’S EVENTS AND PRODUCT STANDOUTS INCLUDE:

Lake Living: The only-in-Chicago Lake Living category extends across even more lifestyle-inspired resources on the show floors, in addition to the inspiring Lake Living lounge and display on the 8th floor. This season’s Lake House Living Lounge will demonstrate how simple it can be to incorporate environmentally friendly product into your life: *"Seeing Green in your home and store."*

Living and Giving: Green: In addition to our Green-focused Lake Living Lounge, and a growing exhibitor base with environmentally friendly product throughout the Market. Living and Giving: Green will feature a collection of ideas, trends and products for your environmentally conscious customers.

Beckman’s Handcrafted Show will feature an extensive collection of new-to-Chicago artisans and handcrafters, and will offer an exclusive array of distinctive, cutting-edge works. Exclusive to The Chicago Market, Beckman’s is a “Meet the Artist” show, encompassing everything from mixed media to functional art and home décor, fiber and fine jewelry, delicacies to tempt the palette and traditional country craft—retailers will truly see a little bit of everything—and a lot never seen before. At Beckman’s you’ll discover one-of-a-kind resources to set your store apart from the competition with unique products.

Temporaries

GIFT, HOME AND ACCESSORIES: Showcasing home furnishings, design trends, including clean modern, refined classic, warm casual and rustic cottage.

GOURMET: Offering the newest in gourmet food, live cooking demonstrations and more.

WHAT A GIRL WANTS: An eclectic assortment of products focusing on women, including personal accessories, stationery, jewelry and personal care/spa items.

PLAN AHEAD:

With Plan Chicago, The Chicago Market’s innovative online product locator, you’ll be able to search for all of your favorite categories, showrooms and exhibitors and plan your time before you arrive. Save your favorites, print the results mapped to a floor plan, and bring it with you to guide you through Market with ease.

USING “PLAN CHICAGO,” YOU CAN:

1. Search our hundreds of showrooms, exhibitors and lines in the Mart by category, location or company name
2. See special offers and incentives, including discounts on orders, free gifts and free freight—made exclusively for Chicago buyers.
3. Save the list of companies you want to visit while at The Chicago Market.
4. Print out your list—including a custom walking map with floor plans showing the locations of the companies highlighted that you want to visit to help you navigate your way through Market.
5. Start all over and make a new search as many times as you want.

SPECIAL EVENTS:

*For full details and to R.S.V.P. for any event visit shopchicagomarket.com

burton + BURTON Presents: Ballooniversity

FRI., July 17 | 8:00 am – 7:30 pm | 2nd floor Conference Center

Breakfast and Lunch will be served.

\$25 for Registered Chicago Market Attendees

Participate in this exciting, one-day seminar of courses pertaining to the floral and balloon facets of the industry. Learn how to create designs, themes and energy with the use balloons and floral arrangements to enhance any business. RSVP at www.ballooniversity.com.

Cooking Demonstrations with Peter Pasta

SAT. July 18 | 11 am and 1 pm

SUN. July 19 | 11 am, 1 pm, 3 pm

MON. July 20 | 11 am, 1 pm, 3 pm

Watch as Peter Robertson shows you how pasta can be fun and good! Peter will be hosting twice-daily cooking demonstrations Saturday, Sunday & Monday.

Interactive Storefront Window

SAT. July 18 - MON. July 20, 2009 | 8:45 am | First Floor Center, under the escalators

Watch as Mick Santiago, a Chicago designer, demonstrates for buyers how they can build eye-catching window displays in their stores by cross-merchandising. Buyers can talk with Mick and ask him questions as he builds and completes themed, life-size window storefronts in under an hour. Each day the display will host a different theme, including tear sheets filled with product information for buyers to replicate the same vignettes in their stores!

Signatures: Patience Brewster

MON., July 20 | 1-3pm | Sarm & Nastovski, Suite 13-203

A Tea Forte cocktail reception to follow in the Sarm & Nastovski, 13-203

Come meet artist Patience Brewster and enjoy a product signing and give-aways. Don't miss out on the chance to receive one of her signed, beautiful collectible cards, fanciful gifts or trendy canvas bags. Afterwards, visit with Patience Brewster while enjoying Tea Forte cocktails in the Sarm & Nastovski Showroom.

Signatures: Erin Smith

SAT. July 18 | 1 pm | Charlie & Me | Booth 8-4062

Meet Erin Smith, artist, who creates "sassy artwork" by mixing old and new to make uniquely modern, often funny, greeting cards and wall art. Hear her inspirational story as she balances entrepreneurship with family and life in general. *Get a free signed product while supplies last.*

Signatures: Mary Beth Sammons

SAT. July 18 | 3 pm | Rep Factor, Suite 13-616

Meet Mary Beth Sammons, author of the inspiring book *Second Acts That Change Lives*, a collection of honest and stirring stories of mid-life trailblazers wanting to make changes in their lives and using their talents to make the world a better place. *Get a free signed copy of the book while supplies last.*

Lunch n' Learn with Cinda Baxter

Cinda Baxter: Social Networking

SAT. July 18 | Noon – 1 pm

Enjoy a complimentary lunch, while learning about social networking and how Twitter, Facebook and LinkedIn are used in the retail environment. Also learn about the Shop Local Campaign, [The 3/50 Project](#) and how it has become popular nationwide through the use of social networking.

Speed Networking!

SUN. July 19 | Noon – 1 pm

Don't miss out on this chance to meet and listen to various new exhibitors! In this Lunch n' Learn seminar, exhibitors present their ideas and new product! Each presentation will last for four minutes in this networking spin on "speed dating." This event delivers the direct attention of exhibitors to retailers as they move from one table to the next during the course of this hour long lunch networking event.

Randy Eller: How to Adapt Your Business to the Current Economy

MON. July 19 | Noon – 1 pm

Randy Eller is a 35-year-veteran of the gift and home industry, and has been a retailer, road rep, and previous part-owner and President of CBK. Randy currently operates Eller Enterprises, an international consulting firm and is also a professional speaker. Come hear this experienced business entrepreneur share his insights on the future changes within the gift industry and how the economy will play a vital role. Visit <http://gw.vtrenz.net/?11SF4SN6D6> to register.

GHTA RETAIL FORUM

SUN. July 19 | 3 - 4 pm | Floor 8 - Room 8A

Members of the Gift and Home Trade Association Retail Advisory Board will speak on industry topics, sharing their knowledge gained from years in the retail industry! Speakers include: noted shop owner and author Carol Schroeder and former academic turned retailer/designer Melissa Haberstroh.

RETAIL TOUR

SUN. July 19 | 5 - 7:30 pm | Meet in the North Lobby

RSVP required; cost is \$24.99 per person and includes drinks, snacks and transportation

Visit Chicago boutiques to see what's next in display and product trends. Hear first-hand how store owners encourage community and increase sales. The tour will be guided by GHTA Retail Advisory Board Members and Market Staff to give you added insight about the shops and the industry. Visit <https://www.martreg.com/reg/gift/retailtour/> to register.

Optional: Stay in the neighborhood for dinner! Blue Bayou Bar and Grill is offering us a private room with dinner and drink specials from 7:30 to 10 pm. Should you stay for dinner, transportation to your final destination is on your own: a taxi back to downtown Chicago will cost about \$15, or the Brown Line CTA station is only a few short blocks away!

GOOGLE Keynote Presentation

Reach New Audiences & Target Your Ideal Customers

MON. July 20 | 4 pm | Floor 2 - Merchandise Mart Conference Center

Cocktail reception to follow

Come listen as Google Retail Business Manager Mark Marinacei presents new, fun and innovative ways to reach customers utilizing the Google Tools, YouTube™, and more! A networking cocktail reception will follow where you can talk with Google representatives one-on-one. Visit <http://gw.vtrenz.net/?11SF4SN6D6> to register.

Michele S. Levitt & Associates Anniversary Party: Sweet Sixteen!

SAT., July 18 | 4-8 pm | Suite 1566

Join Michele Levitt and guests in celebrating their "Sixteen Sweet" years of business at The Merchandise Mart! Enjoy complimentary cocktails and hors d'oeuvres, fabulous raffles, giveaways and much more!

Diane Baker & Company

SAT. July 18 | 4-8 pm | Suite 13-417

Join Diane Baker & Company as they celebrate 20 years in the industry. Daily drawings at 4 pm with raffles, give-aways, and more!

Shop Late Night

SAT., July 18 | 6-8 pm | Showroom Floors 13 and 14

Join the Chicago Market for extended hours at the Shop Late Night. Enjoy delicious complimentary appetizers from participating showrooms as you rock out to a unique DJ on each floor and have some extra time to browse the permanent showrooms!* *Yellow balloons designate participating showrooms.* *Attendees only; buyer badges required.

The Magic of Melrose Floral Event

SAT., July 18 | 4-5 pm | 8th floor atrium

A cocktail reception to follow in the Melrose International Showroom, 13-526

The Chicago Market has partnered with Melrose International to bring Ken Fetgatter, an internationally recognized master floral designer, to the July Market. Ken will share floral design ideas for every season and every reason at this motivational event. Visit

<http://gw.vtrenz.net/?I1SF4SN6D6> to register.

Free Lunch N' Learn

Noon-1 pm | 8A, on the 8th floor

SAT., July 18 | Cinda Baxter: Social Networking

SUN., July 19 | Speed Networking with New to Market Vendors!

MON., July 20 | Randy Eller, Former President of CBK

The Chicago Market offers onsite educational seminars free of charge to all registered buyers. Topics range from trends within the industry to marketing concepts to public relations. These are designed to educate buyers on different ways to improve and strengthen their businesses. Visit

<http://gw.vtrenz.net/?I1SF4SN6D6> to register.

Happy Hours & DJ's

Champagne Lounge | What a Girl Wants Section | 3 pm – 6 pm | SAT, SUN, MON

DJ'S | Beckman's and What a Girl Wants Section | 2 pm – 6 pm | SAT, SUN, MON

Piano Lounge | Gift & Accessories Section | 3 pm – 6 pm | SAT, SUN, MON

AMENITIES:

Ten Dollar Parking at The Mart!*

Buyers can park for only \$10 a day! Park in MartParc Wells (Kinzie St. and Wells St.), MartParc Orleans (Hubbard St. and Orleans St.) or Wolf Point (350 West Mart Center Dr.) parking lots.

CLAIM YOUR VOUCHERS AT THE MAIN DESK CONCIERGE DURING MARKET—1ST FLOOR.

*Restrictions apply—this program is for credentialed buyers only and does not apply to overnight stays in garages.

Free Trolley Service

We offer free trolley services to and from all of our participating hotels. Trolley services run every 10-15 minutes. All pick-ups and drop-offs at The Merchandise Mart take place on the South Drive (river side).

Other buyer amenities include:

- Internet Café, Saturday, July 19-Tuesday, July 22 in the 8th floor pass-through
- Coat and luggage check, 1st floors
- Wireless Internet Access, floors 1, 2 and 8
- Daily Cocktail Hours

SHOW DATES AND HOURS

	PERMANENT SHOWROOMS	MARKET SUITE TEMPORARIES featuring BECKMAN'S HANDCRAFTED, GIFT and ACCESSORIES, HOME, GOURMET and WHAT A GIRL WANTS
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DATES		
Thursday, July 16	9 a.m.–6 p.m.	
Friday, July 17	9 a.m.–6 p.m.	
Saturday, July 18*	9 a.m.–8 p.m.	9 a.m.–6 p.m.
Sunday, July 19	9 a.m.–6 p.m.	9 a.m.–6 p.m.
Monday, July 20	9 a.m.–6 p.m.	9 a.m.–6 p.m.
Tuesday, July 21	9 a.m.–6 p.m.	9 a.m.–3 p.m.
Wednesday, July 22	9 a.m.–5 p.m.	

*SHOP LATE NIGHT

THE CHICAGO MARKET: LIVING AND GIVING®

7.16.09–7.22.09

TEMPORARIES

7.18.09–7.22.09

BECKMAN'S HANDCRAFTED

7.18.09–7.22.09

The Chicago Market is a long-standing, premier quarterly gift and home accessory tradeshow with a proven track record of bringing buyers and sellers together. Known for its productive, friendly environment, Chicago is where manufacturers unveil their latest designs and launch new products that reflect the appealing style of the Midwest and beyond. Buyers discover next season's trends and consumers' must-haves, and designers find their next source of inspiration across the expansive resources of The Chicago Market – including permanent showrooms and the complement of hundreds of temporary exhibitors this July.

With a special focus on and ability to serve upscale and specialty, independent retailers, Chicago boasts a broad collection of products and unique events and experiences.

For more information on MMPI or The Chicago Market: Living and Giving, please visit www.merchandisemart.com/livingandgiving or call 800.677.6278 (MART).

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MMPI is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year. MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center in Washington D.C.

Vornado Realty Trust, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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