

## **THE CHICAGO MARKET: LIVING AND GIVING® PARTNERS WITH GOOGLE.COM TO HELP RETAILERS TAKE THEIR BUSINESSES TO THE NEXT LEVEL**

**CHICAGO** (May 2009) –The Chicago Market: Living and Giving® is proud to announce that Google.com will lead the keynote presentation at this year's July Market, on Monday July 20. Google offers retailers online tools, many of them free, to help their businesses reach new levels.

The purpose of this event is to help retailers utilize Google tools, as well as the Internet to help target specific customers and reach new audiences. Google has a variety of tools to help users grow their own businesses. After the seminar, retailers can participate in a Q & A session with Google representatives with a networking cocktail reception to follow.

"For many small business owners, the Internet can be an easy and accessible way to grow their business," said John McAteer, director of retail, Google. "We're here to help them harness its power and utilize it to their benefit."

### **Event details:**

GOOGLE Keynote Presentation

**Reach New Audiences & Target Your Ideal Customers**

**MON. July 20 | 4 pm**

**2009 Chicago Market: Living and Giving™**

Thursday, July 16 – Wednesday, July 22, 2009.

**Temporaries and Beckman's Handcrafted Show®**

Saturday, July 18 – Tuesday, July 21, 2009.

For more information or to RSVP, please contact Sara Hall at 312.527.6448 or email

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[www.shopchicagomarket.com](http://www.shopchicagomarket.com)

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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.

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