

**FOR IMMEDIATE RELEASE**

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**WEST COAST BUYERS FIND ONE-OF-A-KIND TRENDS AND PRODUCTS DURING THE  
NEWLY INTEGRATED CALIFORNIA GIFT SHOW®  
COME EARLY AND SHOP THE L.A. MART® SHOWROOMS JULY 14-20, 2009  
WITH TEMPORARIES AT THE L.A. CONVENTION CENTER AND L.A. MART  
JULY 17-20, 2009**

**LOS ANGELES, CA (JUNE 2009)** – The L.A. Mart®, combining two leading shows, is the spot to shop the most prominent lines in the gift industry this July during the California Gift Show® at the Los Angeles Convention Center and L.A. Mart®, Tuesday, July 14-Monday, July 20, 2009. The L.A. Mart hosts a week packed with the biggest lineup of the latest in gift and home furnishings as well as not-to-be missed special events and unparalleled buyer amenities that west coast buyers won't see anywhere else.

"The new California Gift Show is proud to offer west coast buyers a combined temporary exhibitor roster of more than 1,000 fresh and unique resources at both the Los Angeles Convention Center and L.A. Mart," said Mark Furlet, vice president and general manager, L.A. Mart and California Gift Show. "Our buyers will see some of the hottest, most innovative lines available today."

"We are thrilled to offer buyers unparalleled product selection, a streamlined market experience and tremendous programming and events," said Peggy Coleman, vice president marketing, L.A. Mart and California Gift Show. "Los Angeles is now a one-stop resource for west coast buyers and a force to be reckoned with."

As always, buyers traveling from all over – whether by air, train or car – will find the building's central location makes getting here a snap. Travel discounts, complimentary parking and shuttles and free taxis to and from Union Station are also offered to assist buyers.

**SPECIAL PRESENTATIONS AND EVENTS:**

**THURSDAY, JULY 16**

**MEET THE MANUFACTURER: NOUVELLE CANDLES**

Time: 3 pm

Location: L.A. Mart, Home Sweet Home, Suite 405

Meet and mingle with Nouvelle Candles! Meet Brett, creator of Nouvelle Candle Fragrances. Chat over wine and cheese and enjoy an extra freight deal and all qualifying orders.

**JTA's GRAND RE-OPENING ON 10**

Time: 4-6pm

Location: L.A. Mart, JTA Eclectic Furnishings, Suite 1000

Join JTA for drinks and appetizers as they celebrate the grand opening of their new showroom on the 10<sup>th</sup> floor!

**FRIDAY, JULY 17**

**ART OF MOORCROFT**

Presented by Peter Harrison, Moorcroft Artist

Time: all day – Friday, July 17-Monday, July 20

Location: L.A. Mart, W. Moorcroft Plc, Space 2-332

Moorcroft artist, Peter Harrison is visiting from England to demonstrate the techniques of underglaze painting and tubelining recognized the world over as Moorcroft hallmarks. Design led for over 100 years, Moorcroft is still made entirely by hand at its original works in Stoke-on-Trent.

### **ROBYN WATERS KEYNOTE PRESENTATION THE TRENDMASTER'S GUIDE FROM A TO Z**

Presented by Robyn Waters

Time: 11:30 am–12:30 pm

Location: L.A. Mart, California Room

Join Robyn Waters, *Trend Master* and former vice president of Trend, Design & Product Development at Target, as she offers a new of looking at the world! The Trendmaster's Guide from A to Z is a practical and fun exploration of the trend-tracking process that simplifies and demystifies the art of trend. Every letter offers an insight into how to navigate the unknown and a useful suggestion to help you prepare for what's next. Current and emerging trends in business and retail are presented as examples of how to be more than just up to the minute. A to Z will show you where the minute is going, and it will help you get there ahead of the competition.

### **BOOK SIGNING WITH NANCY SPILLER**

Time: 1–4 pm

Location: L.A. Mart, Rosalie & Friends, Suite 750

Nancy Spiller is a writer and artist living in Los Angeles. She was a staff feature writer at the *San Jose Mercury News* and the *Los Angeles Herald Examiner*, and her writing has appeared in numerous publications such as *Cooking Light*, *Town & Country*, and *Salon.com*. *Entertaining Disasters* is her first novel about a trendy food writer who hasn't entertained in years, and an editor she needs to impress with a fabulous dinner party—a sure recipe for entertaining disasters is her first novel.

### **MILLION \$ MARKETING ON A SHOESTRING BUDGET**

Presented by Barbara Wold

Time: 1:30–2:30 pm

Location: Los Angeles Convention Center

PR? Advertising? Promotion? Are you overwhelmed by so many ways to market your business that you just don't do anything? Don't let marketing scare you; join us for a crash course in cost-effective ways to promote your business. Is your business getting enough daily traffic? Are you seeing any new faces? If not, it is time to try some traffic builders. This program will arm you with concepts, strategies and tactics to help your business reach the level of success you desire—all within your limited budget. Create bullet-proof promotions, public relations and direct mail pieces that always work, traffic building events, expand your stores market base, find out what will pull customers through the door, meet and always exceed your customer's expectations, and get noticed in an over-retailed marketplace. This program will strip away the hype and hoopla and reveal what you need to do to increase your company's sales and profits with productive, cost-effective ideas.

### **ARTIST SIGNING & DEMONSTRATION**

Time: 2–7 pm

Location: L.A. Mart, Joanne & Company, Suite 340

Meet Rhonda Coleman, artist and owner of ROOMS & BLOOMS located in Santa Clarita, CA, and see a demonstration of her mixed-media art work. Her art appears on the shop's "Instant Attraction" Magnet Bulletin Boards which are represented and distributed by Joanne & Company, Suite 340. Her artistic creations can also be found on tote bags, aprons and baby products. Rhonda's work is also available in framed giclee prints. Rhonda will sign art and answer questions regarding her collage drawing creations.

### **PRESENTATION & INTRODUCTION TO JENSEN LEISURE**

Time: 2:30pm

Location: L.A. Mart, R P Brooks & Son, Inc., Suite 1145

Introducing Jensen Leisure Furniture – R P Brooks' latest line of beautiful, durable ipe-wood furnishings. Jensen produces heirloom pieces handed down from generation to generation; their specifications ensure that each piece will endure the extremities of nature and repeated sittings throughout a lifetime of lounging, reading, dining and moments of garden-side solitude. Join us for the unveiling of this very special collection as Bob Snyder presents an inside-out look at our newest line.

### **GREAT PRODUCTS, TREMENDOUS IMPACT: INTRODUCTION TO FAIR TRADE AND THE FAIR TRADE FEDERATION**

Presented by Carmen K. Iezzi, Executive Director, Fair Trade Federation

Time: 3-4 pm

Location: Los Angeles Convention Center

For more than sixty years, Fair Trade Organizations have offered high quality products that create tremendous, sustainable, and positive change among the poorest of the poor. The Fair Trade Federation (FTF) is the trade association that strengthens and promotes North American organizations fully committed to that process. During this presentation, Carmen K. Iezzi, FTF's Executive Director, will introduce participants to the Principles of Fair Trade and ways to identify Fair Trade Organizations and outline how to easily source these great products that create a tremendous impact.

### **SELL MORE WITH FUN, HUMOR, AND HONESTY**

Presented by Jen Bilik, owner and founder of Knock Knock

Time: 3:30 pm

Location: L.A. Mart, California Room

With a background in book editing, writing, design, and arts and crafts, Knock Knock was a natural way to bring all those interests together. Knock Knock's witty, design-driven books, gifts and stationery products are sold in 3,500 stores across the United States, not to mention Canada and the rest of the world. In addition to her boring CEO duties, Jen continues to serve as Knock Knock's lead writer and creative director.

### **DESIGNS BY FERDOD PRODUCT FEATURE**

Time: 4:00pm

Location: L.A. Mart, TREBOR/NEVETS, Suite 1020

Introducing TREBOR/NEVETS' new line, Designs by Ferdod – where artist collaborates with artisan to create a collection of custom contemporary rugs. Ferdod creates rugs inspired from his artistic works – each rug he produces is a unique work of art with a secondary function of serving as a floor covering for any interior. Showcasing over a dozen of his latest environmentally friendly works that mix coarsely spun organic hemp with raw silk, Ferdod Haghghi will be joining us for an informal presentation; join us for an interesting look at his new works and enjoy cocktails, wine and cheese during our showroom reception.

### **LATE NIGHT COCKTAIL PARTY & RAFFLE**

Time: 5–7 pm

Location: L.A. Mart, Platt Collections, Suite 1026

Party the night away at Platt Collections and enter a raffle for the chance to win a beautiful, porcelain, hand-decorated vase! Enjoy wine and cheese while taking advantage of a fabulous 20% show special.

## **SATURDAY, JULY 18**

### **RETAIL BY DESIGN: DESIGNING YOUR STORE'S SIGNATURE STYLE**

Presented by Melissa Haberstroh

Time: 10:30–11:30 am

Location: Los Angeles Convention Center

Today, being successful in retail is more than simple merchandising of product; it's about building a retail brand experience that sparks your customers' interest, provides them with a unique experience and creates loyalty. You'll learn how to develop your store's signature style and how to communicate your brand to your customers. You learn how to create a unique blueprint for your store—a custom mix of product and merchandising; atmosphere and events; and marketing and customer service that sets you apart from the competition. Perfect for the new store owner and reinvigorating for the seasoned veteran.

### **INTRODUCING THE COASTAL LIVING COLLECTION BY STANLEY FURNITURE**

Time: 11:00am

Location: L.A. Mart, The Home and Office Show, Suite LL-06

Take a tour of Coastal Living – Stanley Furniture's latest collection of timeless pieces inspired from the shorelines and landscapes of America's scenic coasts. Join us as we welcome John Donnelly to introduce designers to this refreshing collection of furnishings that will breathe freshness into any interior. Reception to follow.

### **RETAIL RESET: SIMPLE STRATEGIES FOR SUCCESS**

Presented by Andy Spyros, owner of Handmade Galleries LA

Time: 12–1pm

Location: L.A. Mart, California Room

Ever wish you could simply press a button and reset your business? Wishing you were a superhero so you had special powers to overcome the economic challenges of late? Learn the tools and techniques that ALL successful business people use to achieve their goals even in challenging economic times. Join seasoned retailer and superhero, Andy Spyros, owner of one of Los Angeles Magazine's Top 25 Gift Shops, as she shares the simple strategies that not only keep top business people going these days, but also help them thrive in any economy.

### **GREAT PRODUCTS, TREMENDOUS IMPACT: INTRODUCTION TO FAIR TRADE AND THE FAIR TRADE FEDERATION**

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### **SOCIAL NETWORKING 201: YAPPING ON YELP, BABBLING ON BLOGS, FINDING FANS ON FACEBOOK FOR YOUR BUSINESS—NOW WHAT?**

Presented by Lynn Switanowski

Time: 1:30–3:00 pm

Location: Los Angeles Convention Center

Lynn Switanowski, a retail consultant and founder of Creative Business Consulting Group, is a nationally acclaimed speaker with over 24 years of retail experience. Join Lynn as she introduces advanced methodologies to maximize results from any social networking investment.

## **SUNDAY, JULY 19**

### **WEBSITE 201: BEYOND THE BASICS**

Presented by Oscar Muro

Time: 10:30 am–12 pm

Location: Los Angeles Convention Center

Do you currently have a Web site but feel it is too difficult or expensive to upgrade? Are you looking for a company that specializes in building high quality Web sites for small or growing business' but you only have a small budget? Then this seminar is for you! We'll show you step-by-step how to build and maintain a fully functional store Web site that can increase in-store traffic and add the possibility of online sales. Plus, one lucky attendee will win a Rhino Web Group Consulting (Rhinowebgroup.com) gift certificate valued at \$500 to use to update their current website or to start fresh with a new one.

### **SPECIAL GUEST APPEARANCE BY JOSÉ FROM JOSÉ EBER ATELIER**

Time: 11:00am – 1:00pm

Location: L.A. Mart, East West International, Suite 1207

Celebrity stylist José and his talented entourage offer guests complimentary beauty consultations from 11:00am to 1:00pm. Place an order during Market for your chance to win a complimentary makeover including hair and make-up at José Eber Atelier of Beverly Hills.

### **MAKING MONEY ON LOW PRICE IMPULSE ITEMS**

Presented by Sandy Lepire, owner of Sunshine Sales, Inc. and Edde Martinez, West Coast Sales Manager for Toysmith

Time: 12–1 pm

Location: L.A. Mart, California Room

Tired of not making a full mark up on the items you are selling? Come learn how to maximize your sales per square foot in your store. See how you can average more than 50% gross profit on a great impulse section. This has been proven successful in a wide variety of retailers including home décor, gift, toy and specialty retailers. With 20 years of sales experience, Sandy and Edde will give you the basics of how impulse is a must for your store.

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Please visit [californiagiftshow.com](http://californiagiftshow.com) for a complete list of events, exhibitors and show amenities.

### **SHOW HOURS:**

#### **L.A. MART**

9 a.m.–6 p.m. Tuesday, July 14–Thursday, July 16

9 a.m.–8 p.m. Friday, July 17 **LATE NITE!**

9 a.m.–6 p.m. Saturday, July 18–Monday, July 20

#### **LOS ANGELES CONVENTION CENTER**

9 a.m.–5 p.m. Friday, July 17–Sunday, July 19

9 a.m.–4 p.m. Monday, July 20

#### **LOCATION:**

##### **L.A. MART**

1933 S. Broadway, Los Angeles, CA 90007

##### **LOS ANGELES CONVENTION CENTER**

1201 South Figueroa St. Los Angeles, CA 90015

South and Kentia Halls

For more information, visit [www.californiagiftshow.com](http://www.californiagiftshow.com).

**L.A. Mart®** is a registered trademark of MMPI. **The California Gift Show®** is a registered trademark of MMPI. L.A. Mart is home to nearly 300 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. The California Gift Show and L.A. Mart Temporaries features over 500 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries @ L.A. Mart, and Los Angeles Convention Center making the New California Gift Show the preeminent market for gift and home furnishings products on the West Coast. L.A. Mart is located at 1933 South Broadway, Los Angeles, CA 90007. For more information call 213-763-5800 or visit [www.lamart.com](http://www.lamart.com)

**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 W. 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**, owner of MMPI, based in New York City, is a fully integrated 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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