

## **FOR IMMEDIATE RELEASE**

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**7 W New York® Gift and  
Home Textiles Market Week®  
January 29 – February 4, 2010**  
Introducing  
**NYC Baby & Kid Fair  
January 30 – February 1**

(New York, NY – November, 13 2009) Plans are in place for 7 W's Winter Gift and Home Textiles Market Week® which will run from January 29 – February 4, 2010. This year, the show will include the first-ever NYC Baby & Kid Fair on the building's 11<sup>th</sup> Floor. This new component of the Gift show is yet another enhanced 7 W market offering, attracting a fresh new cross-section of buyers and vendors. 7 W attendees will see the best in new products from the gift, home textiles and children's industries and have the ability to maximize business opportunities across these markets.

According to Chris Collins, vice president and general manager, 7 W New York, "Given the very positive outlook that we have heard from our tenants, exhibitors and retailers in the final months of the year, we expect the NY Gift Week to be a very exciting and successful market. The favorable news that has come out of the retail sector recently should fuel a successful holiday shopping season which will in turn fuel a successful winter market season".

Rounding out the week will be an extensive lineup of presentations that focus on business-savvy information such as social networking as well as in-suite events and building-wide festivities. The NYC Baby & Kids Fair Opening Night Party and 7 W's late night shopping bash, 7 W Sock Hop will give attendees a chance to network with industry insiders and experts. Due to its continuing popularity, there will also be an International Buyer's Day on Friday with showroom specials, raffles, giveaways and more.

Additionally, show-goers can enjoy free admission to the New Museum of Contemporary Art, 235 Bowery, between Stanton and Rivington Streets, during the Market—compliments of NYIGF, 7 W New York, 41 Madison and 230 Fifth Avenue.

### **Day-to-Day Events**

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**Friday, January 29 – 9 a.m. – 5 p.m.**

**International Buyer Appreciation Day**

The red carpet is out and the door is open for all International buyers with showroom specials, raffles, giveaways and specialty refreshments – co-sponsored by the 7 W Exhibitors Association.

**Complimentary Buyers' Lunch • Noon–2 p.m.**

**Saturday, January 30 – 9 a.m.- 7 p.m.**

***NYC Baby & Kids Fair Opens at 7 W • 11 a.m. – 7 p.m.***

**In-Suite Events**

The market week starts with a day of in-suite events with a spotlight on home textiles. Featuring special product launches, receptions and personal appearances, a complete listing will soon be available.

**Complimentary Buyers' Lunch • Noon - 2 p.m. • 11<sup>th</sup> Floor Café**

Sponsored by ***Kids Today***

**Kids' Keynote: Presentation: *Trends from Tots to Tweens***

1 - 2 p.m. • 11<sup>th</sup> Floor Event Space

Editorial Director, Jenny Heinzen York of ***Kids Today*** will cover all the key business & fashion trends in the baby & kids industry today and will offer helpful statistics.

**Saturday Night at 7 W – 5 - 7 p.m.**

Show-goers can take advantage of additional shopping hours at 7 W while enjoying beer, wine and snacks throughout the building.

**NYC Baby & Kids Fair Opening Night Party – 5 - 7 p.m. • 11<sup>th</sup> Floor**

Attendees will enjoy cocktails and hors d'oeuvres while networking with manufacturers, buyers and experts in the baby & kids fashion accessories, furnishings, gifts and textile industries.

**Sunday, January 31 – 9 a.m. - 6 p.m.**

***NYC Baby & Kids Fair 11 a.m. – 6 p.m.***

**Complimentary Buyers' Lunch • Noon - 2 p.m. • 11<sup>th</sup> Floor Café**

Sponsored by ***Baby & Children's Product News***

**Kids' Keynote: Presentation: *Out of the Mouth of Babes' Moms***

1 - 2 p.m. • 11<sup>th</sup> Floor Event Space

Moderated by Lori-Fisk-Connors, publisher of ***Baby & Children's Product News*** magazine, a panel of new moms and moms-to-be will discuss their wish list for baby & kids manufacturers and retailers.

**Gift For Life's KINGS and QUEENS Casino Night, benefitting DIFFA •  
6 - 10 p.m. at la. venue, 608 W 28<sup>th</sup> Street @ 11<sup>th</sup> Avenue**

Gift for Life and DIFFA (Design Industries Foundation Fighting AIDS) will pair up for a great event benefitting a great cause. Fair and market attendees have the opportunity to join the gift & home industry for an evening of gambling, food, drink, music and dancing. Individual tickets are \$150. For tickets and information on becoming a sponsor, interested persons can visit [www.diffa.org/giftforlife](http://www.diffa.org/giftforlife) or contact [swilliams@diffa.org](mailto:swilliams@diffa.org).

**Monday, February 1 – 9 a.m. - 8 p.m. – Late Shopping Day**

***NYC Baby & Kids Fair 11 a.m. – 8 p.m.***

**In-Suite Events**

Monday's in-suite happenings will focus on vendors who specialize in holiday, every day décor and entertainment items. Launches, special appearances and receptions will soon be announced.

**Complimentary Buyers' Lunch • Noon - 2 p.m. • 11<sup>th</sup> Floor Café  
Sponsored by The Giggle Guide™**

**Kids' Keynote: Presentation: *Social Media Marketing to Moms***

1 - 2 p.m. • 11<sup>th</sup> Floor Event Space

Editorial Manager of *The Giggle Guide*, Leesa Valentino, will discuss the dos and don'ts of social media marketing and how to use these new tools to improve business operations.

**Sock Hop @ 7 W • 5 - 8 p.m. • 11<sup>th</sup> Floor**

Attendees can enjoy a festive 50s/60s era vibe while taking advantage of extended shopping hours on the 11<sup>th</sup> floor and throughout the building. On each floor, there will be cocktails and appetizers and a chance to win one of five 8GB iPod touches.\*

**Tuesday, February 2 – 9 a.m. – 6 p.m.**

**Complimentary Buyers' Lunch • Noon - 2 p.m.**

Vouchers can be retrieved at the Lobby Registration Desk

**Wednesday, February 3 – 9 a.m. – 6 p.m.**

**Complimentary Buyers' Lunch • Noon - 2 p.m.**

Vouchers can be retrieved at the Lobby Registration Desk

**Thursday, February 4 – 9 a.m. – 5 p.m.**

Show Wrap-Up @ 7 W

**Amenities @ 7 W**

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**CLUB 7 W—BUYERS' LOUNGE – Suite 729**

- Phone, fax and Internet access
- Library of industry periodicals
- Parking/commuter/taxi rebate desk
- Complimentary coffee and water

**NYC Baby & Kids Fair Information Kiosk – 11th Floor**

- Parking/commuter/taxi rebate desk
- Building & city information

**Complimentary Transportation Between Show Venues**

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Let the 7 W Travel Ambassadors help you get back and forth with ease. Visit them at 7 W New York, the Jacob K. Javits Convention Center or Pier 94 for assistance and information.

**Luxury Bus Transport**

From the Jacob K. Javits Center

Sunday, January 31 • 9 a.m.–5 p.m.

Monday, February 1 • 9 a.m.–7 p.m.

Tuesday, February 2 • 9 a.m.–5 p.m.

Wednesday, February 3 • 9 a.m.– 5 p.m.

Thursday, February 4 • 9 a.m.– 1 p.m.

**Luxury Limos**

From The Passenger Ship Terminal Piers – Pier 94

Saturday, January 30 • 10a.m. – 6 p.m.

Sunday, January 31 • 10 a.m.– 4 p.m.

Monday, February 1 • 10 a.m.–7 p.m.

Tuesday, February 2 • 10 a.m.–4 p.m.

Wednesday, February 3 • 10 a.m.– 1 p.m.

**Taxi**

From anywhere—rebates are available for your ride to 7 W

**Other Options**

NYC Bus – M34 (34th Street Crosstown Bus) or Walk (less than a 20 minute stroll across 34th Street)

**Transportation to 7 W New York**

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**Hotel Accommodations:**

Premier hotel accommodations at discounted rates are available now for The New York Gift Week. Spots fill up quickly, so visit [www.7wnewyork.com](http://www.7wnewyork.com) and click on “Travel” to make your reservation today.

**Save on Hotel Accommodations with Club Quarters:**

To make your reservation at the Membership Only Boutique Hotel, visit [clubquarters.com](http://clubquarters.com), using 7 West as your password, or call 212.575.0006 and ask for the 7 W New York rate.

**Save 7 percent on American Airlines:**

Flight discounts are available when you fly with American Airlines. Available on all fares including first class, the 7% discounts applies to all domestic and international segments of American Airlines and American Eagle flights. **NO Booking fees will be charged when booking flights online.** Service fees apply when making reservations over the phone. To book directly with American Airlines, log on [www.aa.com](http://www.aa.com) or call (800) 433 1790. Be sure to use the follow code: **A4210AN**

**Save 10 percent on AMTRAK Rail:**

Please call 800.USA.RAIL and reference fair code **X02A - 974** to receive a 10 percent discount off of the lowest fare.

For complete and updated information visit [www.7wnewyork.com](http://www.7wnewyork.com) or find 7 W on Facebook and Twitter.

**7 W NEW YORK®** is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industries. Its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of Merchandise Mart Properties, Inc. (MMPI).

**MMPI** is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows 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 and Federal Center Southwest 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.

Home Textiles Market Week® is a registered trademark of GLM, LLC, a dmg world media business.

\*No purchase necessary. Void where prohibited. Odds depend on number of applicants who participate. Retail price value of \$199 each. Participants may enter by dropping their business cards in the glass bowls located on each gift floor or by sending a self-addressed stamped envelope to "7 W Giveaway", c/o Merchandise Mart Properties, Inc., Marketing Department, 7 West 34th Street, New York, New York 10001. All mail entries must be received by February 1, 2010 for participation. Rules are available upon request.

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