

GIFT & HOME TEXTILES MARKET WEEK® at 7 W NEW YORK
In-Suite Events and Show-Wide Happenings Enliven Experience
January 28 – February 3, 2011

(New York, NY – January 10, 2010) 7 W New York will be providing exciting promotions, learning opportunities, extended shopping hours, and an array of in-suite events that are all sure to please market-goers at the upcoming Gift & Home Textiles Market Week. Highlights of the week at 7 W 34th Street include a “Holiday Showroom Shopping Stroll,” complete with prizes; one-on-one consulting by business dynamo Christina Norsig on the “hot” new retail model, the Pop-Up Shop; and “extra-curricular” bonuses such as an opportunity to skate with a U.S. Olympian at Bryant Park gratis and Gift for Life’s Party for Life gala. As always, attendees can find 7 W on Facebook and follow them on Twitter for live feeds from the show. They can also check in on Foursquare to find friends and resources.

According to Chris Collins, vp and general manager, 7 W New York, “I believe all would agree that 2010 was a rebuilding year that should yield exciting results in 2011. There is great anticipation for the NY Market and we expect this show season and in particular the NY International Gift Fair to be a phenomenally successful industry show.”

MULTIPLE DAY MARKET EVENTS

GIFT WEEK SHOWROOM SPOTLIGHT

Friday, January 28 – Thursday, February 3 - Daily Prize Drawings

7 W will shine the spotlight on two suites every day of the market. Attendees can check the Spotlight Board as they arrive, shop those suites, then leave their business card for a chance to win a gift box of product worth more than \$100 at retail.* Daily winners will be posted on the 7 W Facebook page.

HOLIDAY SHOPPING STROLL

Friday, January 28 – Thursday, February 3

Showgoers can visit the 7 W holiday/seasonal décor showrooms for a chance to win* a Grand Prize Box of seasonal goodies plus an iPad at the end of the market. “Holiday Cards,” distributed at registration, will serve as passports for attendees who will receive a stamp at each showroom they visit. Complete Holiday Cards can be entered in the Holiday Stroll Drawing. *

Pop – Up Shop 101: One-on-One

Monday, January 31- Wednesday, February 2

Club 7 W – Buyer’s Lounge, Suite 729

1:00 PM – 2:00 PM

Christina Norsig, founder & CEO of **PopUpInsider** will be available for one-on-one consultations, offering expert advice on all you need to know about running a pop-up shop - the latest phenomenon in the industry. Appointments can be booked directly with Christina at CNorsig@popupinsider.com.

2011 Trend Right Product Introductions

Friday, Saturday & Monday, January 28, 29 & 31

Compact Novelties, Inc., Suite 1033

Sande Zatt, VP of Sales, Upper Canada USA will introduce the 2011 Danielle Collection of personal care and travel accessory items. She will share the latest trend forecasts and show how to interpret them in new and exciting ways. Refreshments will be served.

“Showroom Soiree”

Friday, January 28 – Thursday, February 3
Spruce, Suite 822

Spruce invites attendees to celebrate their new showroom opening in Suite 822. On Monday night, January 31 from 5:00 PM – 8:00 PM, the expanded suite will hold another celebration, offering the opportunity for buyers to find inspiration, visual ideas and new product for their stores as well as enjoy food and drinks.

“Try Your Luck at AA Importing”

Friday, January 28 – Thursday, February 3
AA Importing, Suite 917

A \$250 company gift certificate at AA Importing will be on offer for all buyers who come to the showroom and leave their business cards. The prize drawing will take place on Thursday, February 3rd.

“Tis the Season for tag”

Friday, January 28 – Thursday, February 3
tag, Suite 904

tag’s new fall/holiday 2011 line is sure to get visitors in the holiday spirit. Fresh new product will be on display at this festive suite.

“Bossa Nova with Caipirinhas”

Friday, January 28 – Thursday, February 3
Ecoarts / Transconnection Corporation, Suite 739

The newest Brazilian product introductions will be on display and caipirinhas will be on offer at this suite. A live Bossa Nova band will provide great music. The signature drinks and music will be available Saturday and Monday afternoons after 2:00 PM.

Day – To – Day Events

FRIDAY, JANUARY 28 • 9 AM – 5 PM

SHOP 7 W FIRST ON FRIDAY

All early birds to 7 W will walk away with a complimentary tote bag, lunch voucher and a personalized list of showroom specials.

Complimentary Buyer’s Lunch

Noon – 2:00 PM

Vouchers can be picked up at the Lobby Registration Desk

Sponsored by **K&K Interiors, Inc.**, Suite 804

Ribbon Ceremony at Gallery On Six

2:00 PM – 6:00 PM

Sake & sushi will be on hand as Gallery On Six launches their new ***Japanese Kaga Maki-e Collective***. Those who drop their business card get a special door prize!

SATURDAY, JANUARY 29 • 9 AM – 6 PM

Complimentary Buyer's Lunch

Noon – 2:00 PM

Vouchers can be picked up at the Lobby Registration Desk

Sponsored by **SARO**, Suite 900

TWILIGHT SHOPPING

All Showroom Floors

4:00 PM - 6:00 PM

Refreshments will be served throughout the floors to make weekend shopping more enjoyable.

ONLY IN NYC!

Ice Skating with U.S. Olympian Ryan O'Meara

6:30 PM – 8:30 PM

CitiPondSM at Bryant Park

Attendees to the NY Market are invited to convene at CitiPondSM at Bryant Park and skate with Ryan O'Meara – a former Olympic ice dancer turned home retailer! Participants need simply to present their winter 2011 NY Market badge for free admission and skate rental. During Market Week (January 28 – February 3) admission to The Pond is free to the public – and skate rental is free to NY Market participants – upon presentation of a winter 2011 badge – compliments of NYIGF, 7 West New York, Forty One Madison and 230 Fifth Avenue. www.CitiPondAtBryantPark.com

SUNDAY, JANUARY 30 • 9 AM – 6 PM

Complimentary Buyer's Lunch

Noon – 2:00 PM

Vouchers can be picked up at the Lobby Registration Desk

Sponsored by **Richard Cohen Collection, Inc.**, Suite 907

PARTY FOR LIFE The Boathouse, Central Park

6:30 PM – 10:00 PM

Show attendees are invited to celebrate Gift for Life honorees Kathy Ireland, Marcia Miller and David Moses. This event provides an opportunity to mingle with fellow industry colleagues for an evening of fun, food and frolic in support of DIFFA (Design Industries Foundation Fighting AIDS). Tickets are available through Steven Williams at swilliams@diffa.org, 212.727.3100 or www.diffa.org/giftforlife.asp.

MONDAY, JANUARY 31 • 9 AM – 8 PM – LATE NIGHT SHOPPING

Complimentary Buyer's Lunch

Noon – 2:00 PM

Vouchers can be picked up at the Lobby Registration Desk

Sponsored by **Barreveld International/ DK Living**, Suites 507/511

Bringing the Old World to a New World of Luxury

2:00 PM – 8:00 PM

Gallery On Six, Suite 604

Celebrity interior designer and fine artist, Lisa Carrier of **Lisa Carrier Designs** and Gallery On Six invite attendees to view her latest candle designs. Swarovski cocktails will be on hand so guests can toast the new collection.

“Meet the Masters ”

4:00 PM – 8:00 PM

Gallery On Six, Suite 604

The masterminds behind the **Japanese Kaga Maki-e Collective** will serve up sake and other treats from 4 pm onward. Attendees should stick around for a special drawing of business cards at the very end of the party.

“Let’s Get Cookin’!”

5:00 PM -7:00 PM

Wilton Armetale, Suite 923

Perfect for those who cook or entertain, Wilton Armetale invites showgoers to a cooking demonstration with their Symphony collection. Attendees can enjoy delicious treats and refreshments as they check out the new products.

“Patiently Waiting for Patience Brewster”

6:00 PM – 8:00 PM

Isadora & Mizrahi, Suite 807

After much anticipation since last Market, renowned Christmas and jewelry designer, Patience Brewster will return for a special meet and greet.

WINTER WONDERLAND

5:00 PM - 8:00 PM

The 7 W New York lobby will be the perfect place to warm up pre or post shopping on the Monday night of market. Seasonal libations and winter decorations will add to the magic of winter in NYC. In addition to the food, drinks and lively in-suite events on offer during the evening, there will also be a Holiday Prize Wheel boasting goodies from the 7 W suites.

TUESDAY, FEBRUARY 1 • 9 AM – 6 PM

Complimentary Buyer’s Lunch

Noon – 2:00 PM

Vouchers can be picked up at the Lobby Registration Desk

Sponsored by the **Mary Harper Group**, Suite 831

WEDNESDAY, FEBRUARY 2 • 9 AM – 6 PM

Complimentary Buyer’s Lunch

Noon – 2:00 PM

Vouchers can be picked up at the Lobby Registration Desk

Sponsored by **Isadora & Mizrahi**, Suite 807

THURSDAY, FEBRUARY 3 • 9 AM – 5 PM

Wrap up the show @ 7 W

7 W SHOW DATES & HOURS:

Friday, January 28	9:00AM – 5:00 PM
Saturday, January 29	9:00 AM – 6:00 PM
Sunday, January 30	9:00 AM – 6:00 PM
Monday, January 31	9:00 AM – 8:00 PM - <i>Late Night Shopping!</i>
Tuesday, February 1	9:00 AM – 6:00 PM
Wednesday, February 2	9:00 AM – 6:00PM
Thursday, February 3	9:00 AM – 5:00 PM

AMENITIES & SERVICES @ 7 W

CLUB 7W – BUYERS' LOUNGE

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

BAG & COATCHECK

Open during show hours on the Concourse Level

COMPLIMENTARY TRANSPORTATION BETWEEN SHOW VENUES

LUXURY BUS TRANSPORT FROM THE JACOB K. JAVITS CENTER

Sponsored by **Kurt S. Adler, Inc.**, Suite C100

Sunday, January 30	• 9:00 AM – 4:30 PM
Monday, January 31	• 9:00 AM – 6:30 PM
Tuesday, February 1	• 9:00 AM – 4:30 PM
Wednesday, February 2	• 9:00 AM – 4:30 PM
Thursday, February 3	• 9:00 AM – NOON

LUXURY BUS TRANSPORT FROM PIER 94

Sponsored by **RAZ Imports, Inc.**, Suite 1015

Saturday, January 29	• 9:00 AM – 4:30 PM
Sunday, January 30	• 9:00 AM – 4:30 PM
Monday, January 31	• 9:00 AM – 6:30 PM
Tuesday, February 1	• 9:00 AM – 4:30 PM
Wednesday, February 2	• 9:00 AM – 3:00 PM

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

**NO PURCHASE NECESSARY.* Void where prohibited. Odds depend on number of applicants who participate. Retail value of prizes \$10 – \$500. Participants may enter by dropping a business card in the containers indicated by contest signage each day of the market week. Applicants must be 16 years of age to participate and win. The winners will be notified by email address or phone number provided on the business card. Entrants may also participate by sending a self-addressed stamped envelop to 7 @ January Gift Giveway, 7 W 34th Street, New York, NY 10001 by January 31, 2011. Rules are available upon request.

All in all, the Gift Week at 7 W promises to be a must-attend show, with more opportunities to find unique and fresh product, learn about trends and business techniques and win prizes. In-suite events and out-of-market activities will make it all the more lively and productive.

For complete and continually updated information about 7 W New York, keep visiting www.7wnewyork.com. You can also find 7 W on Facebook and follow them on 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.

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