

FOR IMMEDIATE RELEASE

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TREND, UNIQUE NEW PRODUCTS AND EXCITING PROGRAMMING SPUR TRAFFIC AND BUYING AT THE JULY 2009 THE CHICAGO MARKET: LIVING AND GIVING®

CHICAGO (August 14, 2009) – The Chicago Market: Living and Giving® delivered the product and trends buyers needed this July, continuing its mission to keep retailers informed and enlightened with the latest trends and fashion wrapped within not-to-be missed special events and education. Highlights included a keynote seminar with Spencer Frasher, Midwest Industry Director for Google, live store-front window display demonstrations from a Chicago residential/commercial designer, Mick Santiago, a Speed Networking luncheon and a Chicago Market Twitter campaign. The Chicago Market: Living and Giving® ran from July 16-22 with Temporaries including Beckman's Handcrafted Show® from July 18-22.

"The Chicago Market: Living and Giving® is a destination for incredible collections of premier products, educational programs and one-of-a-kind events," said Joan Ulrich, senior vice president, MMPI. "Buyers and exhibitors alike were extremely impressed with the diverse programming offered this year, from the Google keynote presentation, the well-attended Speed Networking lunch to our Chicago Market Twitter campaign that joined giftware and social media together."

Highlights of the July 2009 The Chicago Market: Living and Giving® included:

Interactive Window displays

Attendees overflowed the main entrance lobby as Chicago-based designer Mick Santiago created three different store window display vignettes on Saturday-Monday, July 18-20. The displays were created live in The Merchandise Mart's North Lobby and featured three themes – Paris Flea Market; Everything's for Sale; Finding the Right Price Point.

Buyers talked to Santiago and asked questions as he created a themed, life-size window storefront with up to 100 resources from The Chicago Market in under an hour. Each day, Santiago provided buyers with information to replicate the same displays in their front store windows.

Speed Networking

New vendors to The Chicago Market were offered a great opportunity on Sunday, July 19 to pitch their products to over 80 buyers during the Speed Networking event. Vendors were given three minutes per table to do their best sales pitch as buyers enjoyed lunch. Exhibitors walked away with new contacts and more sales while buyers got the latest scoop in product news direct from the source.

"I wrote three orders just off the event and reached an audience of buyers I never thought I would! Great event!" said Pablo of Pampeana.

The Chicago Market Twitter Raffle Campaign

The Chicago Market and raffle sponsor burton + BURTON™, were extremely excited about the success of the Market's first twitter campaign. Attendees streamed show content live, in real-time, every day directly from the show floors. Special events, showroom happenings, photos and tips were all shared via the hashtag #Chicago09, during the show. Contest winners received prizes such as iTouch, iPod Nano, burton + Burton Bucks (Burton gift certificates) and more.

Special Events:

The Market's **Signatures** events were well-attended and allowed industry personalities to mingle with attendees and autograph copies of their latest books and products. This Market, Signatures personalities included: artist Patience Brewster, artist Erin Smith, and Mary Beth Sammons, author of "Second Acts That Change Lives."

SAVE THE DATE:

Fall Market

Monday, September 21 – Wednesday 23, 2009

January 2010: The Chicago Market: Living and Giving®

Showrooms: Thursday, January 21 - Wednesday, January 27, 2010

Temporaries & Beckman's Handcrafted Show®: Saturday, January 23 - Tuesday, January 26, 2010

TO DOWNLOAD IMAGES: <http://pressroom.mmart.com/livingandgiving/image-gallery/>

The Chicago Market: Living and Giving is a registered trademark of MMPI. **Beckman's Handcrafted Gift Show** is a registered trademark of MMPI.

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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