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NATIONAL BRIDAL MARKET CHICAGO HOSTS LARGEST MARKET OF THE SEASON

CHICAGO (JAN. 25, 2011) – As the nation’s largest and longest-running bridal show, the National Bridal Market Chicago is *the* destination for buyers looking for the widest selection from the industry’s top manufacturers. The National Bridal Market Chicago combines unparalleled selection of lines, informative seminars and show amenities all on one floor of The Merchandise Mart.

The Chicago Market, running April 3-5, 2011, will host all of the industry’s top manufacturers, offering the latest styles of both moderate and designer gowns. For a full list of exhibitors, please visit nationalbridalmarket.com

“There really is no other show that can offer what we have here” said Susan McCullough, senior vice president of apparel at MMPI. “Not only do we have more product than any other market, but we have buyer amenities that are unmatched. Buyers are our top priority and we go to great lengths to make the Chicago market the most profitable and pleasurable buying experience.”

The April market’s not-to-be-missed special events include:

“Bridal at its Best” Fashion Show & Market Party

6 p.m., April 3

Buyers may enjoy a cocktail before viewing the latest looks for Bridal and special occasion on the runway.

“How to Court Brides Using Social Media”

Presented by Melissa Cassera, President of Cassera Communications

8 a.m., April 4

Attendees many learn how to update your social media strategy to engage your customers and increase your sales.

The National Bridal Market Chicago features top manufacturers of bridal gowns, both moderate and designer, bridesmaids gowns and mother of the bride, flower girl, accessory, prom, quinceañera and special occasion resources. National Bridal Market is the one-stop-shop for everything bridal and special occasion.

To register for the market or for additional information, attendees can visit www.nationalbridalmarket.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 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, 7 W New York, and Piers 92 & 94 in New York City; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; the Washington Design Center in Washington DC.

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.