

## **FOR IMMEDIATE RELEASE**

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### **DISCOVER INNOVATIVE PRODUCTS AND TRENDS AT THE INTERNATIONAL CASUAL FURNITURE & ACCESSORIES MARKET AT CHICAGO'S MERCHANDISE MART, SEPTEMBER 21-24, 2009**

CHICAGO, IL (June 2009) – The International Casual Furniture & Accessories Market™ returns to The Merchandise Mart September 21-24, 2009, offering the most complete collection of furniture, trends and accessories for outdoor living.

The only show in North America dedicated to the indoor and outdoor casual furniture industry that is exclusively endorsed by the International Casual Furnishings Association - formerly known as the Summer & Casual Furniture Manufacturers Association, (SCFMA) and the Casual Furniture Retailers Association (CFR) - the International Casual Furniture & Accessories Market encompasses 350,000 square feet of exhibit space filled with more than 350 permanent and temporary exhibitors.

The annual trade show is expected to attract thousands of retailers including: specialty casual furniture retailers, home furnishings retailers, department stores, pool and spa retailers, garden center retailers, hearth and fireplace retailers, cataloguers, hardware stores, discount/mass merchandisers, gift, holiday and decorative accessory retailers, interior designers, hospitality specifiers, architects, landscape designers and landscape architects.

Buyers will have the opportunity to see the latest product introductions from the industry's leading manufacturers from categories such as Furnishings (including wrought iron/aluminum, cast metal/cast combination, rattan/wicker/woven materials, tubular materials, resin/fiberglass and wood), umbrellas, hammocks, outdoor lighting, outdoor carpeting and rugs, garden accessories, tabletop, statues, fountains, outdoor bars, outdoor hearth and heating products, alternative tabletops, barbeques, pool and spa accessories and much more.

Along with incredible products, buyers will have access to numerous educational seminars and networking opportunities throughout the four-day Market, hosted by ICFA and MMPI. These seminars offer opportunities to learn insights in trends in the industry, network with peers, and further professional education.

New this year, **The Garden Accessories Courtyard**, a 10,000 square-foot-area dedicated to all things accessories, will be located on the Northwest side of the 8<sup>th</sup> Floor Market Suites. Sponsored by *Hearth & Home* magazine, the new Garden Accessory Courtyard will be home to exhibitors featuring decorative accessories, outdoor lighting, hearth products, tabletop, rugs, pottery, statuary and much more.

### **SPECIAL EVENTS + AWARD PRESENTATIONS**

The following is a summary of exciting special events and award presentations that will take place during Market:

**Monday, September 21**  
**Design Excellence Awards Presentation**  
**6 p.m. • Market Suites 7th Floor**

The Design Excellence Awards salute the best in new product design in now eleven categories. A Market Welcome Party located on the 8th Floor will immediately follow the presentation.

### **Market Welcome Party**

**6 - 8 p.m. • Market Suites 8th Floor**

After viewing the Design Excellence Presentation, kick off your Market experience right with this fun event. Complimentary cocktails and hors d'oeuvres served. Hosted by MMPI and *Casual Living* Magazine.

### **Wednesday, September 23**

**50th Annual Apollo Awards + Fashion Show**

**6:30 p.m. • Chicago Union Station Great Hall – NEW LOCATION**

The grandest event of Market, the Apollo Awards celebrate the influential contributions made by industry icons. This year's awards will also celebrate the 50th Anniversary of the ICFA and Apollo Awards and the 50<sup>th</sup> anniversary of the founding of the Summer and Casual Furniture Manufacturers Association, one of the predecessor organizations of the ICFA. Leading retailers in single- and multi-store categories will be honored for their industry achievements and the 2009 Design Excellence "Best of Show" Award winner and the 2009 Lifetime Achievement Awards will be announced.

Additionally, attendees are encouraged to take in the latest fabric trends during dinner with the "Textile Trends: Al-Fresco Fashion Show." Presented by *Casual Living* magazine and headlined by Sunbrella, this premier runway event previews the latest fabric collections from top outdoor fabric manufacturers.

By invitation only and tickets required. Hosted by MMPI and the ICFA.

### **INDUSTRY PRESENTATIONS AND ROUND TABLE DISCUSSIONS**

The International Casual Furniture & Accessories Market is pleased to present complimentary, informative, entertaining and educational industry presentations intended for Market attendees and exhibitors alike.

Join us at 1 p.m. Monday, Tuesday and Thursday. On Wednesday, the presentation begins at 9 a.m. with a light breakfast to kick off your day at Market!

All presentations take place on the 15<sup>th</sup> floor in the Library, Suite 1520 by the center elevator banks.

### **MONDAY, SEPTEMBER 21**

**Going From Better to Best: Best Retail Practices**

**1 p.m. | The Library, Suite 1520, 15<sup>th</sup> Floor**

This informative discussion will feature successful retailers from around the country, and their best ideas and best practices that have helped them survive economic and competitive challenging times. This panel discussion is ideal for retailers who want to learn more about improving their bottom line by gaining insight from proven best practices. Sponsored by *Casual Living* magazine.

### **TUESDAY, SEPTEMBER 22**

**Accessories: Visual Interest, Substantial Profits**

**1 p.m. | The Library, Suite 1520, 15<sup>th</sup> Floor**

*Hearth & Home's* editor Richard Wright will moderate a panel discussion on the proper use of accessories and what it could mean to a store's bottom line.

### **WEDNESDAY, SEPTEMBER 23**

**How to Market Your Store: Panel and Roundtable Discussion**

**9 a.m. | The Library, Suite 1520, 15<sup>th</sup> Floor [Breakfast Seminar]**

This lively panel and networking session will focus on ideas and ways that stores can market themselves in local communities. The expert panel will consist of Kevin O'Brien, president of Obrien et al Advertising Agency; Penny Schneck, online sales manager for Reed Business Information; and Doug Sanicola, owner of Outdoor Elegance.

Following the panel discussion, attendees will be able network and partake in small roundtable discussions. Sponsored by *Casual Living* magazine.

**THURSDAY, SEPTEMBER 24**

**Trends in Design—Beyond 2009**

**1 p.m. | The Library, Suite 1520, 15<sup>th</sup> Floor**

Discover what's hot in the home—both indoors and out—during this informative panel discussion. Moderated by *Garden Design* magazine, top experts in the industry will speak on the latest in furniture designs and styles, popular paint colors and finishes, plant and floral pairings and tips to create the ultimate outdoor kitchen. Also learn how the green movement is affecting homeowners' choices. Interior designers, landscape architects and buyers are all encouraged to attend. Sponsored by *Garden Design* magazine.

**SPECIAL FEATURE AREAS**

**The Garden Accessories Courtyard**

The **NEW** Garden Accessories Courtyard on the Northwest side of the 8<sup>th</sup> Floor Market Suites, is dedicated to the latest garden accessories and outdoor accents. Featuring decorative accessories, outdoor lighting, hearth products, tabletop, rugs, pottery, statuary and more, the new Garden Accessories Courtyard is home to all the essentials needed to create the ultimate outdoor living space. Sponsored by *Hearth & Home* Magazine.

**New Exhibitor Showcase**

Attendees can discover all the new resources available at Market at the New Exhibitor Showcase on the 8<sup>th</sup> Floor of Market Suites. "New Exhibitor" signage will highlight new manufacturers at the Market. Sponsored by *Hearth & Home* Magazine.

**See It Here First: New Product Gallery**

The New Product Gallery returns to present a comprehensive overview of the newest casual furniture and outdoor accessories for the 2010 season. View the latest in furniture designs, color and fabric trends, and more on the 1<sup>st</sup> floor of The Merchandise Mart.

**SHOW INFORMATION**

The Merchandise Mart  
Chicago, IL

Monday, September 21– Wednesday, September 23, 2009

**Permanent Showrooms: Floors 15, 16, 17**

Monday-Wednesday, September 21-23, 8:30 a.m.-6 p.m.  
Thursday, September 24, 8:30 a.m.-4 p.m.

**Temporary Exhibitors: Floors 7, 8**

Monday – Wednesday, September 21-23, 8:30 a.m.-6 p.m.  
Thursday, September 24, 9 a.m.-4 p.m.

For more information, please visit [www.casualmarket.com](http://www.casualmarket.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 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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