

# **THE CHICAGO MARKET: LIVING AND GIVING™ UNVEILS UNIQUE PRODUCT, EXCLUSIVE, CELEBRITY-HOSTED SPECIAL EVENTS AND PREMIER AMENITIES**

*Inspiring Trends Define The Chicago Market: Living and Giving*

*at The Merchandise Mart, January 17-23, 2008*

CHICAGO (October 23, 2007) – With a world of product at buyers’ fingertips, The Chicago Market: Living and Giving™ will host more excitement than ever before at the world-famous Merchandise Mart, January 17-23, 2008. From the latest, new designs to next season’s stylish trends, The Chicago Market will feature what consumers crave across every product category, as well as a variety of unique special events and world-class amenities.

## **BUYING INSPIRATION AND CATEGORY TRENDS AT THE CHICAGO MARKET**

### **TEMPORARY MARKET SUITES**

Featuring hundreds of exhibitors across every major product category, Market’s temporary suites will be open from January 19-22. From General Gift to Urban Chic, the exclusive Market Suites will offer the industry’s newest products, as well as next season’s hip trends.

### **BECKMAN’S HANDCRAFTED GIFT SHOW®**

**January 19-22**

Undergoing a tremendous renaissance, Beckman’s Handcrafted Gift Show® will feature countless new-to-Chicago exhibitors with both contemporary and traditional handcrafted, artisan products.

As the leader of handmade resources for more than 30 years, Beckman's is the show with a “Meet the Artist” focus and feel, featuring both handmade contemporary and traditional works in a large array of styles. Conveniently located on the 7th floor, Beckman's is the best way to shop one-of-a-kind, exclusive product that customers crave.

This January, buyers will find product from leading, innovative product designers. New and returning exhibitors will feature a collection of trends and product that you won’t find anywhere else.

### **LAKE LIVING**

Featuring a relaxed, inspired lifestyle, Lake Living at The Chicago Market emphasizes the lifestyle-inspired product defined by fresh-water living.

The only-in-Chicago Lake Living category extends across even more lifestyle-inspired resources this January, offering buyers a wide array of products designed to enhance waterside retreats and fresh-water living. These appealing resources can be found throughout Market on display in showrooms and Temporary Suites and merchandised in the unique Lake House — featuring a “*Holiday on the Lake*” theme—in the North Lobby and the inviting Lake Living Lounge on the 8<sup>th</sup> floor.

### **LIVING AND GIVING: GREEN**

Debuting in January at The Chicago Market: Living and Giving – Green will offer earth-friendly ideas, trends and products — all under one roof.

## **MARKET SQUARE CHICAGO**

The newest design destination for lifestyle retailers at The Merchandise Mart, Market Square features a broad array of home accents and furnishings that bridge The Chicago Market's fine retail and home accessories with the luxury resources of the Design Center. Shop Market Square during The Chicago Market on the 15<sup>th</sup> Floor.

### **SPECIAL EVENTS**

#### **The Big Night**

**Monday, January 21, 6-7:30 p.m.**

#### **North Lobby**

Celebrate retailers at The Big Night – The January Market's premier event hosted by funny-man and Second City alum Richard Laible. After a full day of buying, attendees could find themselves on stage entertaining the crowd or simply enjoying the talent from afar as Chicago's very own Live Band Karaoke transforms The Mart's North Lobby for a night to remember.

#### **Garden Party with P. Allen Smith**

**Saturday, January 21, 6-7:30 p.m.**

#### **Club Room, 8<sup>th</sup> Floor**

*Brought to you by GKI/Bethlehem Lighting, Showroom 1494*

Catch up on the hottest trends in outdoor living from keynote speaker P. Allen Smith, award-winning garden designer and host of two nationally syndicated television shows. Smith has emerged as America's foremost expert in demonstrating ways to increase seasonal backyard enjoyment through regular appearances on *The Today Show*, and author of best-selling garden books and magazine features in *Cottage Living*, *Woman's Day* and *Southern Accents*.

During this **PREMIER GARDEN PARTY**, Smith will discuss the newest consumer trends in adding comfort and style to outdoor settings with the latest in color, garden lighting, fabrics and accessories. Find out what's new and notable in expanding the look and feel of interior rooms to outdoor spaces. Sure to inspire you, both in your store and your home, don't miss Smith's engaging presentation. See Smith's ideas in action at the Illuminated Garden Display in booth 8-9105.

#### **Signatures**

**Sunday, January 20, 2-3 p.m.**

#### **Signatures Room, 8<sup>th</sup> Floor**

Meet Alpana Singh, author of *Alpana Pours: About Being a Woman, Loving Wine, and Having Great Relationships*. Television host of the Chicago-station WTTW-TV series *Check Please!*, Singh's entertaining commentary informs readers on all things important — relationships, entertaining and wine.

**Monday, January 21, 2-3 p.m.**

### **Signatures Room, 8<sup>th</sup> Floor**

Meet Bill Kurtis, world-renown broadcast journalist for more than thirty years and host of *Cold Case Files* on A&E. Kurtis is the author of *Prairie Table Cookbook*. This fascinating history and cookbook delves into the world of cowboys, while teaching of the growing Tallgrass Beef movement — a return to the "classic," more healthy and better-tasting ranching method of raising grass-fed cattle. *Prairie Table Cookbook* features recipes from celebrity chefs, such as Charlie Trotter, of the celebrated Charlie Trotter Restaurant, and Rick Bayless, of the nation's number one restaurant, Frontera Grill.

### **Power Lunch Seminars**

***Turning your Store into a Lifestyle Destination: Mary Carol Garrity Shares how she Built her Store, Nell Hill's, into a Retail Wonder***

**Sunday, January 20, 12-1 p.m.**

### **Power Lunch Room**

Mary Carol Garrity, owner of the famous Nell Hill's in her small hometown of Atchison, Kansas, will share the inside story of how she made her small store into one of America's favorite shopping destinations with more than 75,000 yearly visitors. Garrity will discuss how to turn any retail store into a countrywide success. R.S.V.P. required by January 5, 2008. Call 312.527.7885 or e-mail [shall@mmart.com](mailto:shall@mmart.com).

### ***How to Build Your Business through Handcrafted Product***

**Monday, January 21, 12-1 p.m.**

### **Power Lunch Room**

Brought to you by *Country Business* magazine, buyers will learn the fine art of handcrafted, artisan work and how it can truly impact their business. Presented by *Country Business* Editor Susan Wagner. R.S.V.P. required by January 5, 2008. Call 312.527.7885 or e-mail [shall@mmart.com](mailto:shall@mmart.com).

Immediately following this Power Lunch Seminar, stay for a champagne toast as *Country Business* recognizes this year's top specialty gift retailers and gift and home décor vendors at the Country Business Magazine Retailer and Vendor of the Year Awards.

### ***Cozy up with Lake Living***

**Tuesday, January 22, 12-1 p.m.**

### **Power Lunch Room**

Susan Fredman, owner of Michigan Harbor Country's very own At Home with Nature store, will show buyers how to maximize their store's potential through incorporating the growing Lake Trend. R.S.V.P. required by January 5, 2008. Call 312.527.7885 or e-mail [shall@mmart.com](mailto:shall@mmart.com).

## **The Chicago Market: The Next Generation**

**Saturday, January 19-Tuesday, January 22**

Be inspired by the gift industry's next generation of product designers! Students of the famed Columbia College School of Art and Design are creating product — tabletop, gift, decorative accessories, furniture and functional art — which will be on display during Market. Participating students are looking to make the career connection of a lifetime by showcasing their innovative designs to leading industry buyers and exhibitors throughout Market. First-and-second place winners will be selected by a dedicated panel of expert judges and through the Retailer's Choice Awards Program.

### **New Buyer Breakfast**

**Sunday, January 20, 9-10 a.m.**

Enjoy a special presentation from leading retailer Carol Schroeder with a complimentary breakfast. Learn how to shop The Mart and the best ways to maximize your buying time.

R.S.V.P. required by January 5, 2008. Call 312.527.7885 or e-mail [shall@mmart.com](mailto:shall@mmart.com).

## **AMENITIES**

### **\$10 Parking at The Mart**

Once again, attendees can park for only \$10 a day during Market. Park in MartParc Wells (Kinzie St. and Wells St.), MartParc Orleans (Hubbard St. and Orleans St.) or Wolf Point (350 West Mart Center Dr.) parking lots. Parking is first-come, first-served, and spots fill up quickly. Parking vouchers may be picked up in Club Chicago during Market hours.

### **Free Trolley Service**

The Mart is offering free trolley services to and from all of our participating hotels. Trolley services run every 10–15 minutes. All pick-ups and drop-offs at The Merchandise Mart take place on the South Drive (river side).

### **Personal Concierge Services**

Take advantage of all that Chicago has to offer and make reservations with our complimentary market concierge. The Chicago Market has teamed up with Concierge & Event Services World Wide, Inc. (CESWW) to bring attendees a professional concierge service able to assist with reservations for a variety of exciting events in the city. Call toll free 866.567.9724 or e-mail [concierge@mmart.com](mailto:concierge@mmart.com) to make your reservation today.

### **Club Chicago**

A Market favorite, Club Chicago is a beautiful lounge to relax in anytime during Market — with open space and tables to meet or a place to kick back with your feet up. Whether it's to grab a bite

to eat, sip a cocktail or wrap up shopping for the day, Club Chicago is the place to go.

Be sure to stop by during Happy Hour every day of Market, beginning at 4 p.m. \$10 parking passes can be picked up here.

For more information on The Chicago Market: Living and Giving, please visit [www.mmart.com/livingandgiving](http://www.mmart.com/livingandgiving) or call 800.677.6278 (MART).

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**Merchandise Mart Properties, Inc. (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 W. 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 L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

**Vornado Realty Trust**, owner of MMPI, based in New York City, is a fully integrated 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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