

## **BIGGER AND BETTER THAN EVER, THE CHICAGO MARKET: LIVING AND GIVING™ CELEBRATES SUMMER IN THE CITY AT THE MERCHANDISE MART, JULY 17-23, 2008**

CHICAGO, IL (April 7, 2008) –Giving buyers more product, more special events and more educational programming, The Chicago Market will offer a lot of something for everyone this July. Ever-expanding temporary exhibitors and leading product category destinations that continue to dominate the Midwest and national marketplace, mean buyers will find the friendly environment of The Merchandise Mart not only productive, but also inspiring—driving consumers to their stores for the season's hottest product.

### **JULY'S EVENTS AND PRODUCT STANDOUTS INCLUDE:**

**Lake Living**: The only-in-Chicago Lake Living category extends across even more lifestyle-inspired resources on the show floors, in addition to the inspiring Lake Living home on the first floor and lounge on eighth floor. This season's Lake House in the North Lobby will demonstrate how simple it can be to incorporate environmentally friendly product into your life: *"Seeing Green in your home and store."*

**Living and Giving: Green**: With the addition to our Green-focused Lake House, and a growing exhibitor base with environmentally friendly product throughout Floors 7, 8, 13, 14 and 15, Living and Giving: Green will feature a collection of ideas, trends and products for your environmentally conscious customers.

**Beckman's Handcrafted Show** will feature an extensive collection of new-to-Chicago artisans and handcrafters, and will offer an exclusive array of distinctive, cutting-edge works. Exclusive to The Chicago Market, Beckman's is a "Meet the Artist" show, encompassing everything from mixed media to functional art and home décor, fiber and fine jewelry, delicacies to tempt the palette and traditional country craft—retailers will truly see a little bit of everything—and a lot never seen before. At Beckman's you'll discover one-of-a-kind resources to set your store apart from the competition with unique products.

**Market Square Chicago** offers an ever-growing array of fabulous home décor product to complete any stylish store. Market Square Chicago features a premier collection of affordable, on-trend decorative accessories and home furnishings. This incredible group of resources allows lifestyle retailers to meet consumers' growing appetite for style and luxury—in one easy-to-shop location.

**The Big Night**: The Chicago Market's premier event returns for another powerful night of networking and enjoyment along the beautiful Chicago River. Pre-register for Market, and download TWO Complimentary Tickets—it promises to be a night to remember.

### **Market Suite Temporaries**

**GIFT AND ACCESSORIES**: The largest section of the show with a broad range of products featuring the latest innovation and creative resources.

**HOME**: Showcasing home furnishings, design trends, including clean modern, refined classic, warm casual and rustic cottage.

**URBAN CHIC**: A collection of unique, high-design products focusing on a modern aesthetic—often with a touch of whimsy.

[WHAT A GIRL WANTS](#): An eclectic assortment of products focusing on women, including personal accessories, stationery, jewelry and personal care/spa items.

### **PLAN AHEAD:**

With Plan Chicago, The Chicago Market's innovative online product locator, you'll be able to search for all of your favorite categories, showrooms and exhibitors and plan your time before you arrive. Save your favorites, print the results mapped to a floor plan, and bring it with you to guide you through Market with ease.

USING "PLAN CHICAGO," YOU CAN:

1. Search our hundreds of showrooms, exhibitors and lines on Floors 7, 8, 13, 14 and 15 by category, location or company name
2. See special offers and incentives, including discounts on orders, free gifts and free freight—made exclusively for Chicago buyers.
3. Save the list of companies you want to visit while at The Chicago Market.
4. Print out your list—including a custom walking map with floor plans showing the locations of the companies highlighted that you want to visit to help you navigate your way through Market.
5. Start all over and make a new search as many times as you want.

### **SPECIAL EVENTS:**

#### **The Big Night: Block Party**

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

#### **The Merchandise Mart, South Drive**

#### **Sponsored by the Alliance for the Great Lakes**

This July, the Big Night will feature all things Summer in the City – great food, great drinks and great music, all on the Merchandise Mart's scenic South Drive. Pre-register for Market, and download TWO Complimentary Tickets—it promises to be a night to remember. This Market's Big Night sponsor, the Alliance for the Great Lakes, is the only independent organization 100 percent devoted to the health of the Great Lakes. Through education, policy and local efforts, the Alliance for the Great Lakes is committed to protecting and restoring our lakes, rivers, streams and coastlines to ensure that more than 40 million people living around the Great Lakes may enjoy them now and for generations to come.

#### **Power Lunch Seminars**

**Saturday- Tuesday, July 19-22, 12 noon, 7<sup>th</sup> floor**

Enjoy a complimentary lunch while learning tricks of the trade from industry experts. R.S.V.P. to Sara Hall at [shall@mmart.com](mailto:shall@mmart.com) or 312.527.7885 or by July 7. RSVPs required, and seating is limited.

Saturday, July 19

12–1 p.m.

Maria Weiskott, editor of *Gifts and Decorative Accessories* magazine

Sunday, July 20

12–1:30 p.m.

Cinda Baxter, Retail Consultant and founder of RetailSpeaks

Monday, July 21

12–1 p.m.

Jenny Heinzen York, editor of *Home Accents Today* magazine

Tuesday, July 22

12–1 p.m.

Jan Parr, editor of *Chicago Home + Garden* magazine

## **GHTA Forum and Retail Tour**

**Sunday, July 20**

### **Forum, 4-5 p.m., Merchandise Mart Conference Center**

Join industry experts from the Gift and Home Trade Association's Retail Advisory Board as they lead a discussion on current trends and skills to benefit any retailer. Complimentary admission – no R.S.V.P. required.

### **Retail Tour, 5:30-7:30 p.m., Meet in the North Lobby**

Join us for a tour of local, Chicago boutiques that exemplify the retailing trends discussed at the GHTA Forum. You'll find inspiration and enjoy the best that Chicago retailers have to offer. Dinner and drinks will be served on this trolley tour. Admission is \$24.99 per person. E-mail Sara Hall at [shall@mmart.com](mailto:shall@mmart.com) or call 312.527.7885 to reserve your space.

## **Ballooniversity 2008 – On the Road**

**Friday, July 18, Merchandise Mart Conference Center**

What is Ballooniversity?

For more than 20 years, burton + BURTON has offered an extensive, weeklong training session for floral and balloon professionals at its corporate campus in Bogart, GA. Due to increasing demand, burton + BURTON is taking this year's Ballooniversity "On the Road" and partnering with The Chicago Market. You are invited to attend a 1-day condensed version of courses, all FREE to registered attendees!

SEMINARS OFFERED:

- Balloon Basics (8–9:45 a.m.)
- Floral Arranging for Beginners (10–11:45 a.m.)
- Merchandising: Strategies and Trends (1:15–3:00 p.m.)
- Profitable and Creative Gift Baskets (3:15–5 p.m.)
- Cocktail Party for Ballooniversity Graduates and Alumni (5–7 p.m.)

For full details and to R.S.V.P. visit [shopchicagomarket.com](http://shopchicagomarket.com)

## **Shop Late Night – Now on Saturday!**

**Shop Late ‘til 8 p.m., Saturday, July 19**

### **Floors 13-15**

Enjoy complimentary appetizers, while shopping our permanent showrooms. Buyers who stay to shop late will receive free parking at the MartParc Wells parking lot. Passes may be picked up in Club Chicago, Suite 1520, after 7 p.m.

### **New Buyer Breakfast with Carol “Orange” Schroeder**

**Sunday, July 20, 9-10 a.m., 7<sup>th</sup> floor**

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 July 7. E-mail Sara Hall at [shall@mmart.com](mailto:shall@mmart.com) or call 312.527.7885.

### **Signatures Book Signings**

**Sunday and Monday, July 20-21, 2-3 p.m., Signatures Lounge, 8<sup>th</sup> floor**

Celebrity author book-signing events featuring famous personalities and best-selling titles – Complimentary books are available while supplies last.

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

**Saturday, July 19–Tuesday, July 22, 7th Floor**

Be inspired by the industry’s next generation of product designers. Students from the famed Columbia College School of Art and Design are creating products—tabletop, gift, decorative accessories, furniture and will be on display during Market. Winners will be announced at The Big Night, on Monday, July 21.

### **AMENITIES:**

#### **Club Chicago – Premier Market Lounge**

#### **Suite 1520**

Club Chicago offers an ideal sanctuary for working or relaxing while at Market. With open space

and tables for meetings (plus Wi-Fi and complimentary Internet access) and comfortable seating to kick back with your feet up, this lounge is a must-see. Join us for nightly cocktail parties every day of Market, beginning at 4 p.m. Also, pick up your \$10 parking pass here.

## Chicago Concierge

Buyers can make their Chicago Market experience their own by taking advantage of the dedicated, full-service concierge service available to all attendees. With countless restaurants, theater productions, cultural attractions and nightlife for any taste just outside the doors of The

Merchandise Mart, this summer in the city will be one to remember. Buyers can contact The Chicago Market concierge at [concierge@mmart.com](mailto:concierge@mmart.com) or 866.567.9724 for full-service assistance in recommendations and reservations.

### *Ten Dollar Parking at The Mart!\**

Buyers can park for only \$10 a day! 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.

**CLAIM YOUR VOUCHERS IN CLUB CHICAGO DURING MARKET—SUITE 1520.**

\*Restrictions apply—this program is for credentialed buyers only and does not apply to overnight stays in garages.

### *Free Trolley Service*

We offer 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).

Other buyer amenities include:

- Internet Café, Saturday, July 19-Tuesday, July 22 in the 8<sup>th</sup> floor pass-through
- Coat and luggage check, 1<sup>st</sup> and 8<sup>th</sup> floors (1<sup>st</sup> floor Tuesday-Wednesday, 8<sup>th</sup> floor Saturday-Tuesday)
- Wireless Internet Access, floors 1, 2, 7 and 8
- Daily Cocktail Hours

## **SHOW DATES AND HOURS**

	<b>PERMANENT SHOWROOMS</b>	<b>MARKET SUITE TEMPORARIES featuring</b>
		BECKMAN'S, GIFT and ACCESSORIES, HOME, URBAN CHIC and WHAT A GIRL WANTS
<b>DATES</b>	<b>FLOORS 13–15</b>	<b>FLOORS 7–8</b>
Thursday, July 17	9 a.m.–6 p.m.	
Friday, July 18	9 a.m.–6 p.m.	

<b>Saturday, July 19*</b>	<b>9 a.m.–8 p.m.</b>	<b>9 a.m.–6 p.m.</b>
Sunday, July 20	9 a.m.–6 p.m.	9 a.m.–6 p.m.
Monday, July 21	9 a.m.–6 p.m.	9 a.m.–6 p.m.
Tuesday, July 22	9 a.m.–6 p.m.	9 a.m.–3 p.m.
Wednesday, July 23	9 a.m.–5 p.m.	

\*SHOP LATE NIGHT

SUMMER IN THE CITY

THE CHICAGO MARKET: LIVING AND GIVING™

7.17.08–7.23.08

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MARKET SUITE TEMPORARIES

7.19.08–7.22.08

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BECKMAN'S

7.19.08–7.22.08

The Chicago Market is a long-standing, premier quarterly gift and home accessory tradeshow with a proven track record of bringing buyers and sellers together. Known for its productive, friendly environment, Chicago is where manufacturers unveil their latest designs and launch new products that reflect the appealing style of the Midwest and beyond. Buyers discover next season's trends and consumers' must-haves, and designers find their next source of inspiration across the expansive resources of The Chicago Market – including permanent showrooms and the complement of hundreds of temporary exhibitors this July.

With a special focus on and ability to serve upscale and specialty, independent retailers, Chicago boasts a broad collection of products and unique events and experiences. Features including Market Square Chicago, Lake Living, Living and Giving: Green, Beckman's Handcrafted Show and The Big Night entice this lucrative base of buyers that you want to target, and that come to shop the latest product lines at The Chicago Market.

For more information on Merchandise Mart Properties, Inc. (MMPI) or The Chicago Market: Living and Giving, please visit [www.merchandisemart.com/livingandgiving](http://www.merchandisemart.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 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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