

## **FOR IMMEDIATE RELEASE**

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## **THE CHICAGO MARKET: LIVING AND GIVING® ANNOUNCES ITS LINEUP OF HIGH-PROFILE BUSINESS ENTREPRENEURS AND DESIGN EXPERTS FOR ITS JULY MARKET**

**CHICAGO, IL** (May 18, 2010) – The Chicago Market: Living and Giving®, July 22-28, 2010, promises to be action packed with an exciting calendar of business and retailer seminars and special events. The Market's highlights include an exciting keynote presentation from Jerry Greenfield, co-founder of Ben & Jerry's Homemade Inc. and The Power Lunch Seminar Series, where buyers will learn from leading retail consultants.

### **KEYNOTE PRESENTATION**

**Jerry Greenfield, Co-founder of Ben & Jerry's Homemade, Inc.**

**Monday, July 26, 2010, 4:30 p.m. – 5:30 p.m.**

*An Afternoon of Social Responsibility, Radical Business Philosophy and Free Ice Cream*

Holiday Inn Chicago Mart Plaza, Sauganash Ballroom, 14th floor.

Jerry Greenfield delivers a rousing tribute to America's entrepreneurial spirit. His presentation is full of anecdotes and radical business philosophy illustrating one of today's successful business models. Retailers will learn how Jerry and Ben built their store front venture into a \$300 million ice cream empire, covering the promise and pitfalls of a "value-led" business strategy along the way. The presentation includes an inspiring wake-up call about the growing international influence of being a "socially conscience" or "mission driven" corporation. A Ben & Jerry's ice cream reception will follow the presentation. Seats are limited so register early.

RSVP Required: [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events). Please print out and present your auto confirmation for admission.

### **POWER BREAKFAST & LUNCH SEMINARS**

Fuel your business and your body through our complimentary Power Lunch Seminar Series.

RSVP is required. Visit [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events) to RSVP. Please print out and present your auto confirmation for admission.

### **SATURDAY, JULY 24, 2010 – BREAKFAST SEMINAR**

**8:00 a.m. – 9:00 a.m., Temporary Suites, FL 8th Room 8**

Carmen K. Iezzi, Executive Director of the Fair Trade Federation

*Great Products, Tremendous Impact: Introduction To Fair Trade And The Fair Trade Federation For Buyers And Retailers*

For more than sixty years, Fair Trade Organizations have offered high quality products that create tremendous, sustainable, and positive change among the poorest of the poor. The Fair Trade Federation (FTF) is the trade association that strengthens and promotes North American organizations fully committed to that process. During this presentation, Carmen K. Iezzi, FTF's Executive Director, will introduce the Principles of What Fair Trade is, ways to identify Fair Trade Organizations, and outline how to easily source these great products that can create a tremendous impact on your business and for the poor.

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**SATURDAY, JULY 24, 2010**

**12:00 Noon – 1:00 p.m., Temporary Suites, FL 8th Room 8A**

Mick Santiago, Interior and Commercial Designer, Mick Santiago Designs  
*Merchandising Methods: Timeless Tricks for Building & Revitalizing Eye-Catching & Enticing Product Displays*

Mick Santiago, one of Chicago's top interior designers, will entertain you with great tips and fun ideas for creating eye-catching displays throughout your store and in your windows to keep customers wanting more as you hear the cash register ring! Santiago will demonstrate how you can revitalize product displays and merchandise without spending money and making your store look brand new. RSVP Required: [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events). Please print out and present your auto confirmation for admission.

**SUNDAY, JULY 25, 2010**

**12:00 Noon – 1:00 p.m., Temporary Suites, FL 8th Room 8A**

Bruce Baker, Sales and Visual Merchandising Consultant  
*Thrive Not Merely Survive In The Current Economic Climate: Merchandising And Sales Are The Key*

Bruce Baker delivers a lively, entertaining and motivational seminar full of great ideas and examples of how to drive the customers off the street and into your store to spend money! Baker discusses how to turn those customers into repeat, loyal buyers by training your front line staff, merchandising displays, reading buyer body language, avoiding customer "turnoffs" and never say "thank you" until a sale is transacted. Following the seminar, *Country Business* editor Susan Wagner and Bruce Baker will be announcing the *Country Business* Retailer and *Country Business* Vendor of the Year winners. Seminar sponsored by *Country Business*.

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**MONDAY, JULY 26, 2010**

**12:00 Noon – 1:00 p.m., Temporary Suites, FL 8th Room 8A**

Krissa Rossbund, Senior Style Editor, *Traditional Home* Magazine and Frank Ponterio, Interior Designer, Frank Ponterio Design  
*Traditional Now*

Celebrate Designer Day with Krissa Rossbund, senior style editor, *Traditional Home* and Frank Ponterio, Frank Ponterio Design as they dissect the new "Traditional" in 2010. It's all in the interpretation, and *Traditional Home* magazine has widened the definition of what traditional means now. Graceful silhouettes and beautiful embellishment are the linchpins of a transitioning style whose breadth starts at classic and storied, then cascades into varied aesthetics that celebrate traditional in a way that's not modern, but modern day. A dessert champagne reception will follow in the Temporary HOME section.

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**TUESDAY, JULY 27, 2010**

**12:00 Noon – 1:00 p.m.**

Eshwar Noojibail, Chapter Chair, S.C.O.R.E  
*Image Building 101: The Power Of Marketing In The 21st Century*

Presentation: 12:00 noon – 1:00 PM, Suite 13-107

Lunch: 1:00 – 2:00 PM, Sarm & Navtovski Showroom, Suite 13-203

SCORE, The National Counselors to America's Small Business, will show you how a little marketing can go a long way into creating a business image that drives the customer right into your store. The power of marketing has changed significantly with many tools, traditional and new, that can make a huge impact on your business. Presented by SCORE and sponsored by

Sarm & Navtovski, LLC. RSVP Required: [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events). Please print out and present your auto confirmation for admission.

### **CHICAGO MARKET: LIVING AND GIVING SHOW HOURS**

Thursday, July 22 – Wednesday, July 28, 2010

#### **Showrooms:**

Thursday – Tuesday 9 am – 6 PM | Floors 13, 14 & 15

Saturday 9 am – 8 PM (Shop Late Night)

Wednesday 9 am – 5 PM

#### **Temporaries & Beckman's™ Handcrafted Show:**

Saturday, July 24 – Tuesday, July 27 | Floor 8

Saturday – Monday 9 am – 6 PM

Tuesday 9 am – 3 PM

#### **Shop Late Night Charity Event**

**Saturday, July 24 | 6 – 8pm | Floors 13, 14, 15**

Join us for The Chicago Market's "Shop Late Night" charity event for an international wine and culinary "tasting" featuring 16 of Chicago's best celebrity chefs serving up their signature dishes along side a presentation of international wines, in-showroom hospitality, music and late night shopping all in the name of charity. Proceeds will benefit **GiftForLife / DIFFA** a charitable organization that funds life-saving AIDS research and education.

Check the website to see which of your favorite chefs and restaurants' will be feature this Market at [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events).

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

**The Chicago Market: Living and Giving** is a trademark of MMPI. **Beckman's Handcrafted Gift Show** is a registered trademark of MMPI. The Chicago Market: Living and Giving is the longest running gift show in the United States and is a quarterly wholesale tradeshow designed for store owners, retail buyers and designers to shop a wide array of quality products ranging from home accents and furniture to handcrafted or eco-friendly product to collectible items, holiday, baby/children's product, gourmet and more. The Chicago Merchandise Mart is located at 222 Merchandise Mart Plaza, Chicago, IL 60654. For more information call 800.677.6278 (MART) or visit [shopchicagomarket.com](http://shopchicagomarket.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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