

**FOR IMMEDIATE RELEASE**

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**THE CHICAGO MARKET: LIVING AND GIVING® ANNOUNCES NEW PRODUCTS AND  
BUSINESS FOCUSED PROGRAMMING DURING THE SPRING MARKET  
MARCH 21-23, 2010**

**CHICAGO** (February 26, 2010) - The Chicago Market: Living and Giving® delivers the right mix of value and trend for retailers during the Spring Market at the Merchandise Mart, March 21-23, 2010. This year's Spring Market will offer buyers and retailers informative retail and business seminars to help boost their businesses. Adding to the expansive amenities and products that buyers deserve, The Chicago Market is combining forces with STYLEMAX™, Kidz at STYLEMAX and The National Bridal Market™, giving buyers access to the largest women's apparel and bridal markets in the country.

"The Chicago Market: Living and Giving is a destination for incredible collections of premier products and one-of-a-kind events," said Joan Ulrich, senior vice president, MMPI. "From our informative retail and business seminar series to our partnership with STYLEMAX, Kidz at Stylemax and The National Bridal Market, our unique programming and on-trend offerings bring new inspiration to the Chicago experience."

**SPRING MARKET: RETAIL / BUSINESS SEMINAR SERIES**

**"Effective Marketing with your Web site"**

**Courtney Hill, Chief Executive Officer, Market M, LLC**

**Monday, March 22, 2010**

**Suite # 13-550**

**Noon Lunch/Seminar**

Courtney Hill, Chief Executive Officer, Market M, LLC will share insights on how to use your website as a central tool in managing an effective marketing program. This interactive training session will help you to understand how to best structure and utilize your web site in line with a broad variety of marketing tactics ranging from advertising to sales, public relations, events, search engine optimization, pay-per-click advertising, and social media. The goal is to help you understand the role of web sites in the marketing mix while showing you a wide variety of tactics and techniques that can make your marketing campaigns more seamless and effective. Presented By: Women's Business Development Center.

**Seating is limited, RSVP required: [events@shopchicagomarket.com](mailto:events@shopchicagomarket.com).** Please include the event title in the subject line.

**"Melrose: Throughout the Seasons...."**

**Monday, March 22, 2010**

**Melrose Intl., Suite #13-526**

**9am -11am: Champagne Mimosa & Continental Breakfast**

**11am: Design Program with Ken Fetgatter AIFD**

Ken Fetgatter will lead an informative and fun 60 minute presentation, sharing quick and innovative design and display ideas using Melrose silk floral and home décor items that will definitely inspire you and your customer.

For questions, please contact Gina Lempa at 574.546.5055 or email at [ginalemp@yahoo.com](mailto:ginalemp@yahoo.com). **RSVP by March 20<sup>th</sup>. Please RSVP to your favorite Melrose Rep.** For Chicagoland-Suburban Area Zip codes ranging from (600 - 605) & (607 - 608): call Gina Lempa at 847.697.4630. For IL: call Mary Creasey-Brookhart at 309.833.4842. For MI: call Cindy Valerio at 734.645.8498. For Northern IN: call Carla Bogunia/Shemberger Inc.

**“Creating The Buzz No Matter What The Budget In Hospital Gift Shop Marketing”**

**Jo Anne Stone-Geier, Marketing, Branding Expert and Author of *More in Store***

**Tuesday, March 23, 2010**

**Seminar room, Suite # 13-550**

**1:00pm High Tea / dessert / seminar**

Learn how hospital gift shops can brand and create a niche customer base with merchandising, display marketing, and promotions to help build a true profit center. This seminar is open to all retailers interested in new branding strategies that help produce profits. Sponsored by: North Region Gift Shop Managers Association.

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**“Getting Into Your Customers Minds, To Get Into Their Wallets”**

**Jo Anne Stone-Geier, Marketing, Branding Expert and Author of *More in Store***

**Tuesday, March 23**

**A&B Home showroom, Suite # 14-100**

**1:00pm Lunch/seminar**

Learn to target your merchandising and promotions to extend your brand and use the right language to speak to Gen X and Y and on through the “baby boomers” to support the selling process. Sponsored by: Women’s Business Development Center. Hosted by: Duncan & Company.

**Seating is limited, RSVP required: [events@shopchicagomarket.com](mailto:events@shopchicagomarket.com).** Please include the event title in the subject line.

**Plan Chicago:**

Plan your time in Chicago before you arrive with our online market planning and product locator tool, Plan Chicago. Search for all your favorite categories, showrooms and exhibitors and print the results mapped to a floor plan to help guide you through market with ease.

**Travel to Chicago:**

Travel to Chicago for next-to-nothing this Market. Contact Mart Travel Services at 800.528.8700 for all of your discounted Market-travel needs.

**While shopping the Chicago Market, be sure to visit the other exciting shows that will run concurrently at the Chicago Merchandise Mart.**

**STYLEMAX™, March 20-23, 2010**

Stylemax is a women’s apparel and accessory trade show running March 20-23, 2010, where buyers can shop thousands of today’s best sellers and most unique lines, featuring over 4,000 in all.

**Kidz at STYLEMAX, March 20-23, 2010**

Kidz at STYLEMAX is the show for the children’s wear buyer who wants to stay one step ahead of the competition. Kidz at STYLEMAX will provide the lines, the resources and the brands in one friendly and convenient marketplace.

**The National Bridal Market™ Chicago, March 21-23, 2010**

The National Bridal Market Chicago™ is the leading show for bridal & special occasion lines, offering the latest styles from the industry's top manufactures of bridal gowns, both moderate and designer, bridesmaids gowns and mother of the bride, flower girl, accessory, prom, quinceañera and special occasion resources.

**SAVE THE DATE: July 2010 Market**

It's never too early to book reservations for the July 2010 The Chicago Market: Living and Giving®, as summer in the city is something every buyer should experience. Call 312.527.6448.

**July 2010: The Chicago Market: Living and Giving®**

Showrooms: Thursday, July 22 through Wednesday, July 28

Temporaries and Beckman's™ Handcrafted Show: Saturday, July 24 through Tuesday, July 27

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 National Bridal Market™ Chicago** and **STYLEMAX™** are trademarks of MMPI.

**The Chicago Market: Living and Giving** is a 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 [www.shopchicagomarket.com](http://www.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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