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EXCITING NEW PRODUCTS AND ABUNDANT RESOURCES DRIVE TRAFFIC AND BUYING AT THE JANUARY 2010 CALIFORNIA GIFT SHOW®

LOS ANGELES, CA (February 16, 2010) –The January California Gift Show® saw a rise in both attendance and exhibitors during the seven-day show. Showrooms and exhibitors alike reported strong sales and high traffic. Attendees loved the new look of the show and the extensive resources available. Buyers were re-energized as the show brought excitement and new resources to see, from increased exhibitors and interactive resources to inspiring product displays. The launch of Beckman’s West at the Los Angeles Convention Center, in addition to the expanded Resort, Seasonal, Boutique, Fair Trade and World Style categories also added to the number of resources offered.

Highlights from the January Market included a keynote presentation with Caroline Kennedy, Editor of *Gifts & Decorative Accessories* Magazine, interactive Twitter workshops hosted on the Los Angeles Convention Center show floor, the launch of the Beckman’s West brand at the Los Angeles Convention Center, a California Gift Show Twitter raffle campaign and more. In addition to fantastic programming and events, thousands of exclusive product lines were featured at Market. From the permanent showrooms at the L.A. Mart, to the Temporaries at the Los Angeles Convention Center and L.A. Mart 2nd Floor Gallery, fresh, new merchandise across a broad range of categories provided buyers with new money-makers.

“The California Gift Show was very successful. We saw traffic increases at both locations and the energy level was incredibly high,” said Peggy Coleman, vice president, marketing, L.A. Mart and California Gift Show. “The buzz on the show floors was very positive and everyone was so excited about all of the resources available at both venues. We look to continue to this positive energy into our upcoming July Market.”

Highlights of the January 2010 The California Gift Show® included:



Los Angeles Convention Center show floor

Beckman's™ West

Beckman's™ West debuted at the January California Gift Show with an extensive collection of artisans and handcrafters, who offered an exclusive array of distinctive, cutting-edge works. The introduction of Beckman's West™ to the L.A. marketplace tripled the number of handcrafted exhibitors available. Exhibitors and attendees celebrated the launch of Beckman's™ West with a ribbon cutting and champagne toast on the show floor.



Beckman's West Ribbon Cutting

Shop Small Stores

The launch of the "Shop Small Stores" grassroots campaign was well attended and well received. The launch created a buzz among retailers to spread the message about the importance of driving business to small, independent retailers – the leading forces in the retail industry and the local economy.



Shop Small Stores Launch Event

Fair Trade Federation Pavilion

The Fair Trade Federation Pavilion in Kentia Hall represented the largest gathering of Fair Trade Federation exhibitors in North America. The Fair Trade Federation was celebrated with a ribbon cutting and champagne toast in Kentia Hall.



Handmade Expressions, Kentia Hall (www.handmadeexpressions.net)

DesignStudio2

DesignStudio2 at the L.A. Mart expanded this Market and continued to remain a trend-forward resource, targeted at the interior design professional community.

Business Resources

The California Gift Show offered a wide-range of business resources, including PACE business development counseling, Twitter workshops and 6 ceu credit sustainability training and more.



Twitter Workshop with Lynn Switinowski, Creative Business Consulting

The California Gift Show Twitter Raffle Campaign

The California Gift Show partnered with Lynn Switinowski with Creative Business Consulting to provide attendees and exhibitors with mini, personal Twitter workshops on the show floor at the Los Angeles Convention Center. The workshops offered hands-on and personal training on how to best use Twitter as a strategy for small business owners. Attendees learned how to tweet on the road at tradeshows, upload relevant pictures and videos from cell phones and how to connect with customers. Special events, showroom happenings, photos and tips were all shared via the hashtag #cagiftshow, during the show.

Heard At Market

Christine Kolisch, owner, Cheppu Himal, www.cheppu.com

"The California Gift Show is doing very well. Traffic is good and spirits are up. People are encouraged and enthusiastic. 2010 is a new decade and we are looking forward to a lot more good things."

Kasia Matosek Wood, sales manager, Handmade Expressions, www.handmadeexpressions.net

"The show is very well organized. We are getting a lot of new customers from the show and it's been great so far!"

Sonia Schimke, Sosie Designs

"We had one of our best shows at the California Gift Show. LA rocks!"

Pria Kumar, Dream Décor

"I love coming here because of the variety they have. We have gotten an excellent response from our customers."

Johanna Perez, executive director, Chol Chol foundation, www.cholchol.org

"This is our debut in the tradeshow world and we are getting a lot of good energy and a lot of positive feedback and momentum. If we can, we will be back in July, absolutely!"

Nancy Dunitz, CEO, Dunitz & Company, www.dunitz.com

"I am back at the show for the first time in four years and I was pleasantly surprised. I had a good day and I actually saw clients from northern California. I think it's great to have a bunch of fair trade vendors here altogether, as it promotes solidarity and gets the word out about what fair trade is."

Andy Spryos, Handmade Galleries L.A., www.handmadegalleriesla.com

"My experience as a buyer has always been great here. I like that I can come to see so many new and unique items, so close to my home store. I like that the shows are united now, that makes it a really easy shop for me and it makes it a much more powerful show."

Jenny Kirgis, president, Funky Buddha, www.funkybuddhacompany.com

"I drove over to the show to specifically to meet with the Fair Trade Organization and it was very educational. I love the products and I did quite a bit of ordering for my new store, which will be all fair trade, organic and recycled products. I was really impressed with the amount of vendors here along my line."

Michael Walters, president / director north America, White Lines, www.studio503.com

"Day one was pretty good for us, we were busy pretty much the whole day and there were numerous times that all three of us in the booth were busy with buyers lined up. The show has been really good so far for us. This is the first time for us on the west coast at a tradeshow for White Lines."

For more images, exhibitor and product highlights, please visit

www.californiagiftshow.com.

L.A. Mart® is a registered trademark of MMPI. **The California Gift Show®** is a registered trademark of MMPI. **Beckman's Handcrafted Gift Show** is a registered trademark of MMPI. L.A. Mart is home to nearly 200 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. The California Gift Show and L.A. Mart Temporaries features over 800 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries @ L.A. Mart, and Los Angeles Convention Center making the New California Gift Show the preeminent market for gift and home furnishings products on the West Coast. L.A. Mart is located at 1933 South Broadway, Los Angeles, CA 90007. For more information call 213-763-5800 or visit www.lamart.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 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 Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center in Washington D.C.

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