

**FOR IMMEDIATE RELEASE**

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**WEST COAST'S LARGEST SHOW INVITES BUYERS TO UNCOVER THE LATEST TRENDS AND ATTEND OUTSTANDING EVENTS AND WORKSHOPS DURING THE CALIFORNIA GIFT SHOW®**

**COME EARLY AND SHOP THE L.A. MART® SHOWROOMS JULY 13 – 19, 2010  
WITH TEMPORARIES AT THE LOS ANGELES CONVENTION CENTER AND L.A. MART  
JULY 16 – 19, 2010**

**LOS ANGELES, CA (July 7, 2009)** – The California Gift Show is a must-shop location for the most prominent lines in the gift industry this July, Tuesday, July 13 – Monday, July 19, 2010. The lineup for the California Gift Show includes a week of special events, workshops and the latest in gift and home furnishings as well as unparalleled amenities that West Coast buyers won't see anywhere else.

"The California Gift Show is one that buyers don't want to miss. In addition to being the largest gift show on the west coast, we offer a unique product mix that buyers won't find elsewhere. The Los Angeles Convention Center and L.A. Mart offers buyers a combined roster from which to choose," said Frank Joens, vice president of sales, California Gift Show. "With the unveiling of the new Kentia Hall, it's a show that is not to be missed."

"We are looking forward to an exciting market with over 230 new exhibitors," said Peggy Coleman, vice president marketing, L.A. Mart and California Gift Show. "We have worked to ensure that we continue to provide our attendees with a valuable experience at The California Gift Show. We are thrilled to offer buyers an amazing product selection, along with exciting programming including a keynote presentation by Gordon Segal of Crate & Barrel, and workshops to help retailers in differentiating their stores."

As always, retailers and designers traveling from all over – whether by air, train or car – will find the building's central location makes getting here a snap. Travel discounts, complimentary parking and shuttles and free taxis to and from Union Station are also offered to assist buyers.

**SPECIAL PRESENTATIONS AND EVENTS:**

**WEDNESDAY, JULY 14**

**ISES MONTHLY MEETING**

Time: 7:30 – 11 a.m.

Location: L.A. Mart, California Room

**THURSDAY, JULY 15**

**ONECOAST PREMIER EVENT**

Time: 4 - 7 p.m.

Location: L.A. Mart, OneCoast, Suite 439

Join us for something extra special! Take a walk on the OneCoast Red Carpet and pose for a photo as OneCoast celebrates their new location during their Premier Ribbon Cutting Ceremony.

**FRIDAY, JULY 16**

**GORDON SEGAL, CHAIRMAN AND CO-FOUNDER OF CRATE AND BARREL**

Time: 11 AM - 12 PM

Location: Los Angeles Convention Center, Room 403A

Keynote speaker Gordon Segal, chairman and co-founder of Crate and Barrel, will offer his insights on the home décor business to inspire and educate retailers. Segal will share his inspiring story of how he and his wife Carole conceived Crate and Barrel out of a desire to provide tasteful, well designed products to the consumer at a good value. His presentation will offer specific methods and strategies on how to find unique products that will help retailers differentiate their stores, how to use products to establish a point of view or brand position and how to educate employees to get customers excited about your products. From Big Box to the independent retailer, Segal explores the basic strategies that are time tested to achieve success. **RSVP required to:**

**[info@lamart.com](mailto:info@lamart.com)**

## **CALIFORNIA ASSOCIATION OF HOSPITALS & HEALTH SYSTEMS COFFEE POWER HOUR**

Time: 9:30 am - 10:30am

Location: Los Angeles Convention Center, room 307

CAHHS (California Association of Hospitals & Health Systems) will host a coffee hour with Hospital Gift Shop Managers & Buyers to spend some time sharing information on the latest products and ideas on how to make your fourth quarter the best ever for your customers.

## **SUSTAINABLE CHOICES FOR WALL COVERINGS**

Presented by Sandy Yester, Vice President Corporate Sales, Wallteriors

Time: 11 a.m. – 12 p.m., Reception to follow

Location: L.A. Mart

Environmental sensitivity and quality-of-life issues are now critical forces shaping the design process. As clients trend toward more eco-minded interiors, professionals must present informed and responsible choices when sourcing products for the home. From production to installation, learn the latest LEED standards in wall covering manufacturing, ASTM testing procedures and implications, zero VOC dyes, sealants and glues, recycled materials, as well as a comprehensive understanding of related NCIDQ requirements that qualify professionals as knowledgeable specifiers of ecologically sound wall covering products. RSVP 213.763.5801. **ASID Los Angeles will offer 0.1 CEU credits for this seminar.**

## **A TRADE SHOW PRIMER FOR INTERNATIONAL PAVILIONS PANEL DISCUSSION**

Time: 2 – 4 p.m.

By Invitation Only for Consulates and Trade Commissioners

## **WORLD STYLE STORIES**

Time: 4 - 6 PM

Location: Kentia, Los Angeles Convention Center

Help us display the spirit of World Style and debut World Style Stories in Kentia. Our selection committee has selected five exhibitor stories that best represent World Style. Join us as we honor these exhibitors, share their inspirational stories, and screen print their logos on bags you can take home with you! Experience the newly designed Kentia show floor, join the fun, and enjoy complimentary refreshments.

## **WHEN COCKTAILS WERE OFFICE SUPPLIES**

Time: 4 – 8 p.m.

Location: L.A. Mart, Kathleen Milne Company, Suite 867

We've shaken things up and moved to a permanent showroom. Join our soiree and enjoy a refreshing, classic Gimlet nostalgic of the 60's with a kick of basil and lemon; in KMC fashion. Walk out with your orders written on a cocktail napkin or two, humming your favorite Motown tune.

## **MEET OUR NEW EXHIBITOR BLITHE AND BONNY**

Time: 5 – 8 PM

Location: L.A. Mart, Blithe and Bonny, space 2-312

Come meet the owners of Blithe and Bonny and learn how they balance creativity, quality and affordability in their line of hand-crafted gifts for the home. Wine, soda, water, cheese, crackers, and snacks will be served and special offers will be available to attendees.

## **INKDISH: SHOW ME YOUR TATS!**

Time: 5 - 8 PM

Location: L.A. Mart 2<sup>nd</sup> floor

Show me your tats! Come experience the famed Paul Timman perform his magic for InkDish from Kregger, Suite 855. Paul is based out of the famed Sunset Tattoo and has worked on clients such as Angelina Jolie and Jennifer Lopez. He has also been known to tattoo Tommy Lee on his kitchen table! Hear the buzz, feel the vibe, and experience how Paul Timman gives dishware a tattoo makeover! InkDish has already received accolades in Metropolitan Home, The LA Times Home and Garden, Tableware, and Inked, among others. You are what you eat off of!

## **LATE NIGHT SHOPPING "SUMMER OF LOVE" LOBBY PARTY**

Time: 6 - 8 p.m.

Location: L.A. Mart, Main Lobby

Start your late night buying experience off right with a delectable, interactive chocolate tasting and groovy cocktail party in the L.A. Mart lobby. Boogie around the LA Mart to live music from the Sugarettes and enjoy two extra hours to shop while you tempt your taste buds at this delicious event.

### **LATE NIGHT AT JOANNE & COMPANY**

Time: All day

Location: L.A. Mart, Joanne & Company, Suite 340

Come and spend the day with us! Enjoy bagels and cream cheese for breakfast, pizza party for lunch and cocktails starting at 3:00. And back by popular demand, join us for a Japanese noodles and teriyaki chicken dinner!

### **HANDMADE GALLERIES QUINCENARA**

Time: 6 PM

Location: L.A. Mart, Handmade Galleries, Space 2-503

What better way to celebrate the 15th birthday of LA landmark boutique Handmade Galleries than with a proper Quincenara! Cut the "cake" and celebrate with us while getting discounts and free shipping! Handmade Galleries LA features the unique work of local artisans and indie crafters and is proud to be part of Beckman's West. The first 150 party guests will receive delicious cupcakes! (Tiaras optional)

### **CAPTURE THE MOMENT**

Time: 6pm

Location: L.A. Mart, Plein Air Life, Space 2-408

Plein Air Life will be hosting "Capture the Moment", offering complimentary glasses of their labeled Red Wine and Chocolates in our booth in the LA Mart. Plein Air Life offers natural body products and candles. Come on over to our house for a glass of red and a nibble of chocolate.

## **SATURDAY, JULY 17**

### **MERCHANDISING WORKSHOP: KID'S BIRTHDAY PARTY**

Time: 10 – 11:30 AM

Location: South Hall, Los Angeles Convention Center

Join Michelle Craig, Visual Merchandiser with 20+ years in retail with Fred Segal, Z Gallerie and Anthropologie, as she uses her distinct style to teach us how to merchandise a "one stop shop" for kid's birthday parties and create an easy in-store event. We will teach you how to make fun display party hats and faux birthday cake that you can include among other product in a display in your store. In the second half of the workshop you will discover how to launch a mini in-store event to drive traffic to your business. We will discuss catering, food, entertainment, and invitation ideas. And of course, we will be trying all of these wonderful treats at our own little party. All merchandise featured is sourced directly from our exhibitors!

### **MERCHANDISING WORKSHOP: NAPA WINERY**

Time: 3 – 4:30 PM

Location: South Hall, Los Angeles Convention Center

Cheers! Join Michelle Craig, Visual Merchandiser with 20+ years in retail with Fred Segal, Z Gallerie and Anthropologie, as she uses her distinct style to teach us how to merchandise and create your own wine tasting event at home or Napa Winery display in your retail store! We will start by teaching you how to make your own wine bottle Chandelier. Once you have mastered this lush lighting, we will merchandise a tablescape surrounding the wine tasting theme using the new chandelier and other suggested décor, dinnerware, and food. All merchandise featured is sourced directly from our exhibitors!

## **SUNDAY, JULY 18**

### **MERCHANDISING WORKSHOP: SEASIDE LIVING**

Time: 10 – 11:30 AM

Location: South Hall, Los Angeles Convention Center

Even if you don't live by the beach, you can pretend like you do with the right display. Join Michelle Craig, Visual Merchandiser with 20+ years in retail with Fred Segal, Z Gallerie and Anthropologie, as she uses her distinct style to teach how to merchandise a "one stop shop" for a seaside living party. We will start by making beachy, whitewashed pots with a shell detail. These pots will then become the centerpieces for a seaside tablescape you will learn how to create. We will also discuss affordable catering, food, entertainment, and invitation ideas to pull off this event in your store. But we won't let you leave without trying some delicious gourmet treats. All merchandise featured is sourced directly from our exhibitors!

### **LONE ORCHID SILK HANDBAG GIVEAWAY**

Time: 2 PM

Location: Los Angeles Convention Center, South Hall, Lone Orchid, Space 1710

Visit Lone Orchid's booth the Los Angeles Convention Center for the chance to win a beautiful silk handbag!

### **MERCHANDISING WORKSHOP: HALLOWEEN PARTY**

Time: 3 - 4:30 PM

Location: South Hall, Los Angeles Convention Center

Trick or Treat! Join us in this interactive workshop to discover how to create a "one stop shop" for a Halloween party. We will teach you how to easily make faux candy corns for a window display in your retail store! We will then create a tablescape using various Halloween product, the candy corn displays we made, and licorice and real candy corn as centerpieces to tie to the merchandise in the shop. In the second half of the workshop we will create a spooky special event and provide you with invitation, entertainment, food, party favors and décor ideas – complete with sampling of treats. All merchandise featured is sourced directly from our exhibitors!

### **DRAWING FOR LOS ANGELES DODGERS VS SAN FRANCISCO GIANTS TICKETS!**

Time: 5 PM

Location: L.A. Mart, Crystal Group, Suite 330, and Joanne & Company, Suite 340

Find out if you won a pair of prime tickets to the Dodger game! Game is scheduled for Monday July 19<sup>th</sup> at 7:10pm. To enter, pick up a raffle ticket Tuesday, July 13 - Sunday, July 18 in Crystal Group or Joanne & Company. See showrooms for details. Winner need not be present to win.

### **MONDAY, JULY 19**

#### **LUCKY BUYER GIVEAWAY**

Time: 3 PM

Location: L.A. Mart, Searcey Designs, LLC, Space 2-103

Visit Searcey Designs on the 2nd floor in the L.A. Mart during Market and leave your business card for the chance to win one of Searcey Designs' best selling Birthstone Bars. Drawing held Monday @ 3pm.

### **DAILY EVENTS**

#### **WIN LOS ANGELES DODGERS VS SAN FRANCISCO GIANTS TICKETS!**

Dates: Tuesday, July 13 – Sunday, July 18

Time: All Day

Locations: L.A. Mart, Crystal Group, Suite 330, and Joanne & Company, Suite 340

Shop the Crystal Group suite 330 and Joanne & Company suite 340 for a chance to win a pair of prime tickets to the Dodger game Monday July 19<sup>th</sup> at 7:10pm. How do you enter? Pick up raffle ticket in either Crystal Group or Joanne & Company. See showrooms for details. Drawing held Sunday, July 18 at 5:00pm in Joanne & Company. Winner need not be present to win.

#### **WIN A \$50 RESTAURANT, NORDSTROMS, OR HOME DEPOT GIFT CARD!**

Dates: Thursday, July 15 – Sunday, July 18

Time: All Day

Locations: L.A. Mart, Wilco Imports, Suite 166

Shop Wilco Imports for a chance to win a \$50 gift card to a delicious restaurant, Nordstroms, or Home Depot! Pick up a raffle ticket in the Wilco Imports showroom. Drawing for 2 gift cards each day to be held at 5:00 p.m. each day Thurs - Sun. No Purchase Necessary, see showroom for details. Winner need not be present. And be sure to join us for champagne before and after the drawing!

### **AFGHAN FELT CARPET MAKING DEMONSTRATION**

Presented by One World Projects

Dates: Friday, July 16 – Monday, July 19

Time: 9 AM and 2 PM

Location: Los Angeles Convention Center, Kentia, Space 1004, 1007.

Dr. Ghulam ullah Muradi, Manager of Turkmen's Women Active Rights Association (TWARA) and the Turkmen's Women Handicrafts Center, will demonstrate the traditional art of felt carpet making. Turkmen artisans hand make these felt rugs using natural dyes and ancient techniques that have been passed down through generations. In a country where most people make less than \$1/day, for the Turkmen artisans and their families, the creation of these unique rugs are critical to their survival. The Turkmen are a minority group living in remote parts of Afghanistan.

### **SANKOFA CENTER ORGANIZATION PRODUCT RAFFLE**

Dates: Friday, July 16 – Monday, July 19

Time: 12 Noon

Location: Los Angeles Convention Center, Kentia, The Sankofa Center Organization, Space 606

Enter for the chance to win a \$500 retail value raffle of our products each day Friday, July 16 – Monday, July 19 day at noon in The Sankofa Center Org space, #606 in Kentia Hall. Stop by, shop, and explore our vibrant selection of bags, women's & children fashion, tabletop, home accents, and eco-recycled products and win free product!

### **LIVE WOOD BURNING DEMONSTRATION**

Dates: Friday, July 16 – Monday, July 19

Time: 10 AM and 3 PM

Location: L.A. Mart, WS Fine Art, space 2-414

Come experience a live demonstration of wood-burning originals on hand crafted furnishings, accessories, and jewelry boxes to make each piece unique and one of a kind. William Howard will be wood-burning images of California on handcrafted solid and recycled wood, for green lovers, built in his Appalachian Mountain workshop. Original drawings on furnishings are signed by the artist and all furnishings have function of storage. Refreshments will be served at 3 PM.

### **ORIGAMI AND JAPANESE GIFT WRAPPING**

Dates: Friday, July 16 - Sunday, July 18

Time: 2 – 4 p.m. (4 – 6 p.m. on Friday)

Location: L.A. Mart, Lynn Mitchell Group, Suite 856

Vicky Mihara Avery, award winning Origami instructor and author of Origami Workshop's DVD instruction series will demonstrate origami, as well as easy and fast techniques to use eco-friendly handmade papers for elegant Japanese style gift wrapping. Specializing in a wide range of paper arts, Vicky has lectured about "Tsutsumi" the Japanese art of gift wrapping at museums, conferences and corporate events throughout the country. She has appeared on Martha Stewart, the Carol Duvall Show, and Good Morning America. Vicky is CEO of Mountain Valley Paper Company.

### **"THE DIGITAL EASEL"**

**Presented by Bettie Grace Miner**

Dates: Friday, July 16 – Sunday, July 18

Time: 3 PM

Location: L.A. Mart, Miner Works of Art, Space 2 - 316

Bettie Grace Miner, fine art photographer and painter, will perform live demonstrations creating a digital painting from a photograph. Watch as she brings a musical, wine or nature inspired image to life. Or, collaborate with her using your own digital file and watch her create a fine art painting from your photo. If you cannot make it to one of these demonstrations, Bettie will be available for a mini-demonstration upon request.

### **INTRODUCTION TO FAIR TRADE**

Dates: Friday, July 16 - Monday, July 19

Presented by Carmen K. Iezzi, Executive Director, Fair Trade Federation

Time: All Day

Location: Los Angeles Convention Center, Kentia Hall, Space 1043

For more than 60 years, Fair Trade Organizations have offered high-quality products that create tremendous, sustainable, and positive change among the poorest of the poor. Carmen K. Iezzi will be in attendance to represent the Fair Trade Federation.

## **ARTISANS GALLERY**

Dates: Friday, July 16 - Monday, July 19

Time: All Day

Location: Los Angeles Convention Center, Kentia Hall, Center Stage

Diversity is the common theme in the Artisan's Gallery Showcase, a special feature of World Style. Here, musicians, artists, authors and craftsman from all over the world bring their talents together for a rich and unforgettable array of daily presentations from great music to incredible dance performances.

## **ARTE CABALTURO: LIFESIZE PAPER MACHE DEMONSTRATION**

**Presented by Art Lopez**

Dates: Friday, July 16 - Monday, July 19

Time: All Day

Location: L.A. Mart 2<sup>nd</sup> floor

Self-taught Latino artist, Arturo Lopez has been building paper mache props since the age of 13. His work ranges from jewelry, framed paintings, and detailed masks to puppets and life-size sculptures. Lopez found inspiration in "Dia de los Muertos" (Day of the Dead) and the idea that the afterlife could be full of life, which inspired him to paint his skeletons in vivid colors that bring about the celebration of death. Art will be creating an ARTE cabaltURO paper mache sculpture during market, marrying "Dia de los Muertos" with his own creative essence, sights and rituals. The finished sculpture will be donated to A Gift for Life.

## **CALIFORNIA GIFT SHOW HOURS:**

### **LOS ANGELES CONVENTION CENTER**

9 a.m.–6 p.m. Friday, July 16 – Sunday, July 18

9 a.m.–4 p.m. Monday, July 19

### **L.A. MART**

9 a.m.–6 p.m. Tuesday, July 13 – Thursday, July 15

9 a.m.–8 p.m. Friday, July 16 **LATE NIGHT!**

9 a.m.–6 p.m. Saturday, July 17 – Monday, July 19

(Temporaries close at 4 p.m. on Monday)

## **LOCATION:**

### **LOS ANGELES CONVENTION CENTER**

1201 South Figueroa St. Los Angeles, CA 90015

South and Kentia Halls

### **L.A. MART**

1933 S. Broadway, Los Angeles, CA 90007

## **ABOUT L.A. MART**

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 Temporaries feature over 800 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries at L.A. Mart and Los Angeles Convention Center making the 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.californiagiftshow.com](http://www.californiagiftshow.com) or [www.lamart.com](http://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 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.