

**FOR IMMEDIATE RELEASE**

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**MMPI IS THE MARKET LEADER IN OFFERING INNOVATIVE AND DISTINCT PRODUCTS  
WITH ITS BECKMAN'S™ HANDCRAFTED SHOW IN LA AND CHICAGO  
L.A. and Chicago offer the best in handcrafted**

**CHICAGO (June 25, 2010)** – MMPI leads the way in providing the best in handcrafted products by offering expanded Beckman's™ Handcrafted Shows in California and Chicago. Beckman's™ West and Beckman's™ Chicago offers fresh and functional pieces from contemporary apparel to jewelry to classic home accents, making it a trusted resource among specialty retailers for innovative and unique product opportunities.

"MMPI is excited to once again offer the Beckman's Handcrafted Show at The California Gift Show and The Chicago Market. We are pleased to welcome a significant number of new artists to both July Markets," said Joan Ulrich, senior vice president, MMPI. "Beckman's is a great compliment to all of the unique resources and products that are available at both Markets. Beckman's offers buyers and retailers the opportunity to shop contemporary and traditional handcrafted products locally in L.A. and Chicago."

Designed as a "show within a show", the Beckman's™ Handcrafted Show is the most highly recognized handmade wholesale trade event in the gift industry. For over 30 years, Beckman's™ Handcrafted Show has showcased the best in original work to discerning specialty retailers looking to differentiate themselves from their competition. Beckman's reflects trends in the marketplace through the original work of true artisans not seen elsewhere, increasing the overall value of the market, by showcasing unique handcrafted work within the framework of a vibrant gift show.

After a successful Beckman's launch at the January Market, the California Gift Show is excited to offer an expanded Beckman's™ West section at its new location at the L.A. Mart. Beckman's™ West will feature over 72 new-to-market exhibitors and buyers will see more than 137 Beckman's West exhibitors in all, many of whom are local artisans with product unique to the West Coast.

Please visit <http://www.californiagiftshow.com/index.cfm/directory-search/la-mart/la-mart-temporaries/> for a current Beckman's™ West exhibitor list.

Beckman's™ West exhibitors have expressed their excitement over the inclusion of the Beckman's Handcrafted Show at The California Gift Show®.

The quality of the Beckman's West show brings my perfect buyers virtually to my door! Beckman's West is constantly innovating to create a fun and profitable experience for exhibitors, buyers and retailers. I love it," **said Andy Spyros, Handmade Galleries.**

"Having a presence at Beckman's is a perfect way to target just the right audience for my hand poured, lovingly hand packaged candles and body balm. The buyers who are attracted to Beckman's have an eye for conscientious goods, and it makes writing orders a delight for all," **said Ianthe Kabakov, Objects With Purpose.**

The Chicago Market is the market leader in offering the best in handcrafted products and is excited to offer more than 57 new Beckman's Chicago exhibitors to the July Market. Buyer and retailers will see more than 140 Beckman's Chicago exhibitors, many of who are local artisans with product only found in Chicago.

The need for retailers to keep pace with market demand seeks innovative handcrafted products and Beckman's offers retailers' looking to differentiate themselves with unique, original works which help to set themselves apart from the competition.

Under the direction of the Chicago Market, Beckman's has experienced growth with its product offering with expanding product categories, varied price points and high perceived value.

**Please visit <http://www.shopchicagomarket.com/exhibitorlisting/BeckmansHandcrafted/> for a current Beckman's™ Chicago exhibitor list.**

Beckman's™ Chicago exhibitors have expressed their excitement over the expansion of the Beckman's Handcrafted Show at The Chicago Market: Living and Giving®.

"Beckman's is an integral and crucial part of The Chicago Market. The Midwest is an important market for us and Beckman's Chicago is the only way for us to reach that market. We would certainly not be in Chicago were it not for the Beckman's Handcrafted Show. It is important that artists such as myself have a venue dedicated to American Made Handcrafts. Many buyers are specifically seeking work by American artists and craftspeople. Beckman's allows them unfettered access to a wide range of handcrafts, all on one convenient floor, with thoughtful amenities for the buyer," **said Marty Kubicki, The Porcelain Garden, Inc.**

"We have done Beckman's for the last five or six years and it is a mainstay show for us. We do it religiously every year because our sales have grown each time. The show continues to get better and better and there are always more buyers, more exhibitors and more enthusiasm," **said Jody Norton, Something So Charming.**

**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 PERMANENT SHOWROOMS**

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

**L.A. MART TEMPORARIES**

9 a.m.–4 p.m. Tuesday, July 13–Thursday, July 15

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

9 a.m.–4 p.m. Saturday, July 17–Monday, July 19

**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

For more information on The California Gift Show, please visit [www.californiagiftshow.com](http://www.californiagiftshow.com).

**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

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).

**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).

**The Chicago Market: Living and Giving** is a trademark of MMPI. **Beckman's** is a registered trademark of MMPI. The Chicago Market: Living and Giving 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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