

FOR IMMEDIATE RELEASE

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**OCTOBER NATIONAL BRIDAL MARKET CHICAGO
BRINGS BUYERS TOP NAME DESIGNERS, INDUSTRY PRESENTATIONS, MORE**

CHICAGO (July 24, 2009) – There is so much for buyers to do and see at the National Bridal Market Chicago, Oct. 3-6, 2009 at The Merchandise Mart. The Market offers buyers top names of bridal, accessories and more, along with industry presentations, fashion shows and special amenities to the show.

"The National Bridal Market Chicago has worked to maximize the buyers' experience," said Susan McCullough, senior vice president, apparel. "It brings together retailers and buyers in an exciting atmosphere, offering the newest trends in the industry, along with events that enhance the experience."

EVENTS AT THE OCTOBER NATIONAL BRIDAL MARKET CHICAGO

Saturday, October 3, 2009

Maximize Your Shopping Experience

9:15 a.m. Presentation
7th Floor Conference Room A

A 15 minute "how to" seminar, highlighting the best way to navigate the 7th floor and where to find all of our latest bridal resources presented by Susan Glick, vice president of apparel. Discover the top 10 trends of the season and get all the right tools to maximize your buy!

Bridal in Bloom

Market Party & Fashion Show

6 p.m. Market Party
6:30 p.m. Fashion Show
8th Floor Atrium

Sample appetizers, sip drinks, and enjoy our 8th floor special events area before proceeding to our exciting Spring 2010 fashion show to see the latest trends in bridal, right off our show floor.

Sunday, October 4, 2009

A Passion for Prom Fashion Show

8 a.m. Breakfast sponsored by PC Mary's
8:30 a.m. Fashion Show
8th Floor Atrium

See all the hot trends in the prom category come to life on our fashion show runway. Don't miss this lively presentation and networking breakfast!

The Skyline Party...an Industry Celebration

7-9 p.m.
Top of The Mart Plaza, 15th Floor
Join us for dinner, drinks, dessert and one of the best skyline views. Cocktail/smart attire suggested.

Reservations are limited. Tickets are \$20 each. Call 312.527.7758 or email sambuehl@mmart.com for reservations.

Monday, October 5, 2009

60 Ideas in 60 Minute That Build Volume and Profit

Presented by Bob Barry

8 a.m. Continental Breakfast

8:15 a.m. Presentation

Merchandise Mart Conference Center, 2nd-floor Pedway

Join Bob Barry, President of John Barry & Associates, as he shares the key strategies to running a bridal business and making a profit.

National Bridal Market™ Chicago is the nation's largest and longest-running bridal market. The Market features top manufacturers of bridal gowns, both moderate and designer, bridesmaids gowns and mother of the bride, flower girl, accessory, prom, quinceañera and special occasion resources. National Bridal Market is the one-stop-shop for everything bridal and special occasion.

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