



## JULY 2010 SHOW DATES AND TIMES

<u>DATES &amp; HOURS</u>	<u>FLOORS 13, 14 and 15</u> GIFT and HOME SHOWROOMS	<u>FLOOR 8</u> BECKMAN'S HANDCRAFTED SHOW, WHAT A GIRL WANTS, GIFT & ACCESSORIES, and GOURMET
Thursday, July 22	9 am - 6 pm	
Friday, July 23	9 am - 6 pm	
Saturday, July 24	<b>9 am - 8 pm Shop Late!</b>	9 am - 6 pm
Sunday, July 25	9 am - 6 pm	9 am - 6 pm
Monday, July 26	9 am - 6 pm	9 am - 6 pm
Tuesday, July 27	9 am - 6 pm	<b>9 am - 3 pm</b>
Wednesday, July 28	9 am - 5 pm	

## BUYER MARKETING AND PROMOTION

In an effort to support you at The Chicago Market: Living and Giving, we have continued to dedicate more time and money to our marketing efforts. Many of you have received our direct mail pieces and have seen our national advertising in the trade publications, but for those of you who missed them here is a recap of what we are offering credentialed buyers, to provide the most enjoyable and productive market experience possible!

## EVENTS

### SHOP LATE NIGHT

**SAT, July 24, 2010 | 6 – 8 pm | Floors 13, 14 & 15**

This is an opportunity for buyers to shop late while enjoying show specials and food provided by the permanent showrooms and The Chicago Market. Music, food and libations will fill the halls!

### KEYNOTE SPEAKER

**MON, July 26, 2010 | 4:30 – 5:30 pm | Jerry Greenfield, Co-Founder of Ben & Jerry's®**

An Afternoon of Social Responsibility, Radical Business Philosophy & Free Ice Cream

Jerry Greenfield delivers a rousing tribute to America's entrepreneurial spirit, full of anecdotes and radical business philosophies. Come listen to the story of how Greenfield built a small independent store front into a renowned \$300 million ice cream empire.

### BREAKFAST N' LEARN SEMINAR

**SAT, July 24, 2010 | 8 – 9 am | Floor 8, Room 8A | Carmen K. Iezzi, Fair Trade Federation Executive Director**  
Tremendous Impact: Introduction to Fair Trade for Buyers and Retailers

### LUNCH N' LEARN SEMINARS

**SAT, July 24, 2010 | 12 – 1 pm | Floor 8, Room 8A | Mick Santiago, Designer & Creative Consultant**  
Timeless Tricks for Building & Revitalizing Eye-Catching & Enticing Product Displays

**SUN, July 25, 2010 | 12 – 1 pm | Floor 8, Room 8A | Bruce Baker**

Thrive, Not Merely Survive In The Current Economic Climate; Merchandising & Sales Are The Key!

**MON, July 26, 2010 | 12 – 1 pm | Floor 8, Room 8A | Krissa Rosnbunz, Sr. Design & Editor of Traditional Home, & Frank Ponterio, Award Winning Interior Designer**

**DESIGNER DAY:** Traditional Home Magazine

**TUES, July 27, 2010 | 12 – 1 pm | Suite 13-107 | S.C.O.R.E.\***

Image Building 101: The Power of Marketing in the 21<sup>st</sup> Century

\*National Counselors to America's Small Business. | Lunch sponsored by Sarm & Nastovski, LLC



## EVENTS (continued)

**MON, July 26, 2010 | 2 – 4 pm | DESIGNER DAY:** Dessert & Champagne Happy Hour  
Sponsored by Traditional Home | In the *Home Section* on Floor 8

We offer onsite educational seminars free to all registered buyers. Topics range from trends within the industry to marketing concepts to public relations. These are designed to educate buyers on different ways to improve and strengthen their businesses.

For more details or to RSVP, go to [www.ShopChicagoMarket.com/events](http://www.ShopChicagoMarket.com/events) | Events are first come, first serve.

## \$10 PARKING AT THE MART! \*

**Credentialed buyers** can park for only \$10 a day, everyday! This offer is valid only for credentialed buyers. Park in any of the following parking lots:

- MartParc Wells (Kinzie St. and Well St.)
- MartParc Orleans (Hubbard St and Orleans St.)
- (OR) Wolfpoint (350 N. Orleans)

\* Credentialed buyers only, restrictions apply. Parking availability based on a first come, first serve basis.

## BUYER OUTREACH

The main goal of Buyer Relations is to attract more buyers to attend the markets. In addition, Buyer Relations provides any and all services for buyers that help make Market-time visits, as well as day to day visits, as enjoyable and productive as possible.

There is an opportunity to reach out to more viable buyers by building relationships with various communities, associations and organizations that have focused efforts corresponding to our business ventures, allowing The Chicago Market: Living and Giving to continually define and build upon the buyer database, creating communication efforts that are more targeted and impactful.

Outreach efforts for this market include:

- Retail Excursions to cities in the Midwest and beyond to promote The Chicago Market to both current and prospective buyers
- Premier Buyer Program which includes the following:
  - Complimentary travel and hotel nights for qualified buyers
  - Complimentary parking
  - Complimentary exclusive buyer lounge with business center and refreshments
  - To nominate buyers for the premier buyer list contact Trisha Schultz at [tschultz@mmart.com](mailto:tschultz@mmart.com) or 312-527-7816
- Bi-Monthly Retailer Appreciation Days held onsite
- Daily phone calls and emails, as well as written communication
- Monthly meetings with showroom managers and principals to determine Buyer needs
- Buying Group Partnerships, i.e. Hospital gift shops, Ace Hardware, Purchasing Power Plus
- Approaching local, regional and national art and design associations, i.e. A.S.I.D., I.I.D.A., M.S.A., ArtFair Calendar, N.A.I.A. and many more
- Drawing new buyers through partnerships with Retail Support Groups, i.e. Retail Speaks, Greater Northern Michigan Avenue Association, Local First Chicago along with several others
  - If you have suggestions for additional buyer outreach avenues please contact Trisha Schultz at [tschultz@mmart.com](mailto:tschultz@mmart.com) or 312-527-7816



## ON-SITE AMENITIES

### INTERNET CAFÉ

SAT, July 24 – TUES, July 27

Floor 8, Temporaries, Center Pass-Thru

Need to check your e-mail or book your travel for the January 2011 market? The Internet Café offers computers with Internet access and an onsite representative from TTG, our travel partner.

### PRODUCT LOCATOR SERVICE

Also located in the Internet Café is our online Product Locator Service, giving buyers fast and easy access to finding the resources they are looking for at Market through a product category and type search engine. The Product Locator can be accessed online at [www.shopchicagomarket.com](http://www.shopchicagomarket.com).

## TRAVEL DISCOUNTS

Mart Travel Services provides a one-stop reservations service where you can book your airfare, hotel, rail and rental car all at discounted rates. Contact Mart Travel Services at (800) 528-8700.

### HOTELS

We offer discount hotel prices at a variety of popular Chicago hotels with low rates. To book your hotel, visit our Web site [www.shopchicagomarket.com](http://www.shopchicagomarket.com) and click on "travel" or call 800.528.8700. Hotel rates start at the low price of \$79!

### AIRFARE

Mart Travel Services offers a 7% discount on all American Airlines and American Eagle flights (some restrictions apply). To book your airline tickets online visit [www.shopchicagomarket.com](http://www.shopchicagomarket.com). American Airlines is the official airline carrier of The Chicago Market: Living and Giving. Applicable service fees may be assessed for airline tickets issued by Mart Travel Services.

### CAR RENTAL

Hertz Car Rental is offering exclusive discounts for The Chicago Market attendees. If you use your own travel agency, please reference Hertz File CV-04HA0001 to receive the discounts, or call Hertz at 800.654.2240.

### COMPLIMENTARY TROLLEY SERVICE

We offer free trolley service to and from all participating hotels. Trolley service runs every 10-15 minutes. All pick-ups and drop-offs at The Merchandise Mart take place on the South Drive (river side). For a detailed schedule visit [www.shopchicagomarket.com](http://www.shopchicagomarket.com).

#### **Trolley Schedule\***

*Mornings: 8 - 10 am*

*Evenings: 4 - 7 pm*

(\*Schedule subject to change)



# MART CONTACTS

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## ◆ DIRECTORY ADVERTISING/ASCEND MEDIA

Dee Busby (Advertising)  
Dawn Lakey (Preview Directory Listing)

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913-344-1341 or [marketlistings@ascendmedia.com](mailto:marketlistings@ascendmedia.com)

## ◆ MART TRAVEL SERVICES

800-528-8700

## ◆ SERVICE

312-527-6000

## ◆ DOCK

312-527-7559

## ◆ DISABILITYIES/SPECIAL ASSISTANCE

312-527-7062

## ◆ SECURITY

12-527-7700