



## ***Market Yourself!***

***To get detailed information on Marketing and PR—read on!***

### **ADVERTISE IN THE ON-SITE DIRECTORY**

Even if you have previously been in our directory **YOU MUST SUBMIT YOUR LISTING**. This is to confirm your information is current and correct. You will receive an email from Ascend Media asking that you verify your information on their Web site. This email will include your user name and password so that you can log in. If you need assistance with the Web site, contact Dee Busby at 913-344-1411.

**Deadline to ADVERTISE in the on-site directory:** May 26, 2010

Please contact Dee Busby at 913-344-1411 with any questions or for a book.

### **CATCH THE FACTS BEFORE THE SHOW AT AN EXHIBITOR WEBINAR**

Questions about what to expect at Market or how you can prepare? Join The Chicago Market: Living and Giving sales, marketing and operational staff for a "crash" course on how to maximize your time and marketing dollars at the market. You will get answers to your key questions, hear about opportunities to help market your company with our marketing team. **For additional information about the webinar, please call or email Carrie Schmitt at [cschmitt@mmart.com](mailto:cschmitt@mmart.com) or 312-527-7885.**

### **EXHIBITOR WEBINAR**

- **TUES, May 18, 2010**
- **10 am, Central Standard Time (CST)**
  - **You can call in and log on starting at 9:55 am (CST)**
- **RSVP to: Carrie Schmitt at [cschmitt@mmart.com](mailto:cschmitt@mmart.com)**
- **To participate:**
  - How to join the teleconference:
    - Call the following Dial-in number at 10 am on May 18<sup>th</sup>
      - 1-866-502-8312 (Toll Free)
      - OR 1-719-387-5595 (Toll)
    - When prompted, dial this attendee access code: 137248
    - Meeting Number: 744 600 737
  - How to join the online meeting:
    - Go to:  
<https://premconf.webex.com/premconf/j.php?ED=135712672&UID=1122789737>
    - Enter your name and email address.
    - Enter the meeting password: (This meeting does not require a password.)
    - Click "Join".



## FIND REPEAT BUSINESS BY RENEWING YOUR BOOTH

We offer exhibitor's first right of refusal on their current booth location. All you need to do is complete the contract for the next show (January 2011) by 5 pm on the Monday of the preceding show (July 2010) to secure your booth.

After that date, any market suite not renewed will be re-assigned. Contracts are available prior to the market by contacting your salesperson, calling 312-527-7574, or picking-up a contract in the 8<sup>th</sup> Floor Sales Offices during the July Market.

### BOOTH RENEWAL SCHEDULE

DATE	LOCATION	TIME
WED, July 21 – SUN, July 25	8 <sup>th</sup> Floor Sales Office	8 am – until floor closes
MON, July 26* *After 5 pm on Monday, all unclaimed spaces will be re-sold, & show discounts will not be honored.	8 <sup>th</sup> Floor Sales Office	8 am – 5 pm

## MARKETING OPPORTUNITIES FOR JULY 2010

It's time to start getting ready for the upcoming Chicago Market: Living and Giving®. The information below is meant to help you market your company effectively during Market. This year we are offering these **favorite opportunities**: Buyer Video Loop Sponsorship (sponsor the video at the concierge desk on the first floor and other Market locations) and the First Floor Display Sponsorship (see below for details). We are also still offering the Beckman's First Floor Gallery Display, E-mail Sponsorships, and many others! Using these marketing opportunities will help you make the most of market.

If you have any questions about the included information please contact Carrie Schmitt at [cschmitt@mmart.com](mailto:cschmitt@mmart.com) or 312.527.7885.

See the [Forms Section](#) to download the sign-up forms.

## SPONSORSHIPS

### Official Market Bag Sponsorship

Customized market bags will be made available to buyers at registration featuring your logo along with ours. This sponsorship ensures your logo is seen throughout market as buyers carry them while shopping, to events, and even after market. Cost includes production.

\*Deadline: 6/1/10

### Lunch N' Learn Sponsorship

Lunch N' Learn Seminar Series is offered Saturday, Sunday, Monday and Tuesday of Market. Buyers attend this complimentary seminar given by an industry expert over the lunch hour, fueling their body while fueling their business. This sponsorship includes: your logo in all onsite signage and Lunch N' Learn promotional materials, as well as providing lunch for attendees.

\*Deadline: 5/7/10



### **Signatures Sponsorship**

Buyers can take a few minutes to relax and get complimentary books signed by celebrity authors during market. Your sponsorship includes: your logo on all Signatures promotional materials including on-site signage, e-blasts and other various print and electronic marketing materials. Ten autographed books for you to present to your top buyers will also be included.

\*Deadline: 5/7/10

### **Trolley Sponsorship**

Trolley Sponsorship includes: one (1) four-color banner hung on the outside of ONE trolley and one (1) 27"x14" sign hung inside the trolley. Trolleys are used to bring buyers to and from their hotel and The Merchandise Mart. This means buyers will see your logo up to twice a day, everyday during Market! Cost includes production.

\*Deadline: 6/1/10

### **Premier Buyer Lounge Sponsorship**

Host the lounge where Premier Buyers gather for complimentary food, drinks, special events and networking. This exclusive opportunity includes: Two - 22" x 28" 4-color posters hung in the lounge, literature distribution, sample product distribution (i.e. small tabletop items, floral, wall decor, gourmet food, give away, etc.) with signage identifying your company and location.

\*Deadline: 6/1/10

### **Press Room Sponsorship**

Press Room Sponsorship includes two (2) – 22" x 28" full color posters hung inside the media lounge, literature distribution and sample product distribution with signage identifying your company and location. The Press Room is an often-visited room supplied with snacks and beverages exclusive to members of the media.

\*Deadline: 6/1/10

### **Welcome Station Sponsorship**

The Welcome Station includes two (2) - 22" x 28" full color signs promoting your company name near the Welcome Station, located by registration on the first floor of The Merchandise Mart. This station will serve a beverage of your choice (to be approved by Show Management) such as coffee, energy drinks, tea or juice so that you may contribute to starting the buyer's day off right while promoting your company's name and providing any literature about your company or new product.

This sponsorship runs on a two day basis. *Based on availability, and station exists for two days of Market in 2 hour time spans each day*

\*Deadline: 6/1/10

### **Popcorn Machine Sponsorship**

Lure customers with the buttery scent of popcorn, and draw even more traffic to your booth! Sponsor a popcorn machine on the floor this Market and gain one of the tastiest draws that can be offered to buyers. Possible sponsorship inclusions are to display your product and literature by the machine, have a company sign placed next to the machine, label the popcorn bags with your company name, logo and booth location, or even design a t-shirt with your company information and logo for the popcorn representative to wear. *Based on availability.*

\*Deadline: 6/1/10



### **Internet Café Sponsorship**

Promote your presence in the Internet Café visited by thousands of buyers! The café is located on the 8th floor East Pass through and contains a lounge area, as well as, computers and printers. This opportunity includes: your logo and location on all on-site signage promoting the Internet Café, your literature and/or product distributed in the café, and your logo as the screen saver on the computers. This is the perfect opportunity to attract buyer attention as they check their e-mail and book travel for future markets! \*Deadline: 6/1/10

### **Badge Holder Sponsorship**

Imagine: Customized badge holders available to buyers at registration featuring your logo! Badge holders will promote your company and The Chicago Market: Living and Giving. Sponsor is responsible for the cost and production of 15,000 badge holders. Show management must approve design.

\*Deadline: 6/1/10

### **Buyer Video Loop Sponsorship**

Your logo will be included in the video loop that is played at the first floor concierge desk and other Market locations. Take advantage of this opportunity to have buyers see your logo on TV just before they head up to the show floor.

\*Deadline 6/1/10

### **Café Sponsorship**

If you have wall décor and you're looking for additional exposure, this is a great opportunity for you! Merchandise product displays in our cafés on the temporary or showroom floors, giving buyers new ideas and exposing them to product they may not have seen otherwise – all while they take a break from shopping! This sponsorship includes: signage with your company's name and location.

*Limited café display space is available, so sign up early!*

\*Deadline: 6/1/10

### **Café Tables Sponsorship**

Whether buyers are headed to the café for a soda, snack, meal or meeting, take advantage of this excellent opportunity to gain visibility on each of the café tables that buyers rest and meet at. Place table tents on each table with your company's information and Market location, and/or possible new lines and offers. *Limited cafés are available, so sign up early!*

\*Deadline: 6/1/10

### **Happy Hour Sponsorship**

Host a bar this July Market! Have a sign, your company logo and literature present at one of the Temporary floor bars. Be seen where buyers congregate to relax and network throughout Market. *Based on availability.*

\*Deadline: 6/1/10



## **Promotional Display Sponsorships**

### **Exclusive First Floor Display**

Our designer will work with you to create an exclusive display featuring your product only! This display will carry up to ten of your lines or up to 20 pieces of product (varies depending on product size). This dazzling display will be sure to draw the buyer's eye. As an added bonus a 22x28 sign will be placed at the display with your logo and showroom name/number. *Display space is limited.*

\*Deadline: 6/1/10

### **First Floor Lobby Give-Away**

A First Floor Lobby Give-Away allows you to distribute promotional material to buyers any two days of the market. Examples of promotional materials include: bags, bottled water with company logo, item promoting a new line or product, etc. *Show management must approve promotional piece.*

*Based on availability; limit of 2 companies per day.*

\*Deadline: 6/1/10

### **Bathroom Basics**

Attention bath, body, spa and potpourri exhibitors! What better opportunity to get your buyers excited about your products than through displaying your merchandise for trial use in our bathrooms? This allows you to make a powerful design statement while gaining the attention of a vast number of buyers. Limited availability.

\*Deadline: 6/1/10

### **First Floor Display**

Display your product in a fashion-forward presentation of products on the first floor. This is a juried display that is merchandised by a professional designer to feature your product in an eye-catching way that buyers will notice! Buyers can pick up a checklist that includes participants and their location, making it easy to track down the product that catches their eye!

\*Deadline 6/1/10

### **New Product First Floor Display**

Product **MUST** be new to The Chicago Market, 1<sup>st</sup> time in Chicago, to be considered part of the New Product Display. This display is different than both the general *First Floor Lobby Display* and *Beckman's First Floor Gallery* as it is a showcased section within these two displays.

\*Deadline 6/1/10

### **Lake Living Display - FREE**

This display will be showcased for thousands of buyers during Market on the first floor near Buyer Registration. From city condos to country vacation homes, the product displayed on this showcase is sure to be a fit for any buyer looking to build their inventory of leisure product indicative of the fresh water lifestyle. Don't miss out on the chance to help them set their stores apart from the rest!

\*Deadline 6/1/10

### **Beckman's First Floor Gallery Display**

This juried and beautifully merchandised display will feature the latest in traditional and contemporary handcrafted product offered in Beckman's Handcrafted Show. Beckman's Gallery will give your product added exposure to key handcrafted buyers. Buyers will get a quick overview of products featured in Beckman's that will guide them to your location. The Gallery will be located on the 1st floor near registration. *Beckman's Exhibitors ONLY.*

\*Deadline: 6/1/10



### **Permanent Floor Display Vignettes**

As space becomes available, product is able to be showcased in vignette displays on a permanent showroom floor. These displays are created by a professional designer to show off product from your showroom. For the greatest likelihood of getting a vignette to showcase your product you should sign-up early and have display props available for all product submitted.

*Display space is limited and subject to the discretion of the designer as well as the availability on the floor.*

\*Deadline: 5/17/10

## **Promotional Opportunity Sponsorships**

### **Building Banner**

The Building Banner is hung on the South Drive of The Merchandise Mart. This is a 4'x12' four-color banner promoting your showroom and is placed on the South Drive – a prime location and where the trolleys drop-off and pick-up buyers each day of Market. Cost includes production, show management must approve design.

\*Deadline: 6/1/10

### **Elevator Banner Sponsorship**

Every time a buyer gets in an elevator they will see your name! By participating in an elevator sponsorship, you'll be able to "own" an entire bank of elevators through a featured placement inside each car! A vinyl sign with the message of your choice will be hung in each elevator! You create the artwork- we print and hang the sign for you. Get noticed at market with this NEW elevator sponsorship. *Elevators are available on a first come, first serve basis.*

\*Deadline: 6/1/10

### **Photo Blow Up**

One of our most visible and popular opportunities! Have a photo of your product or advertisement blown-up to a four-color, 40" x 60" poster, with your company logo and location number. This poster will be placed in the lobby of The Merchandise Mart near the elevator banks. First submissions get first priority in placement. Gain immediate exposure! Limit two per company.

\*Deadline: 6/1/10

### **Attendee Email Sponsorship**

Monthly emails are sent to our buyers to keep them abreast of market events and happenings. Include your company's special events and offers by sponsoring a month's e-blast for a very low cost! Each e-blast is sent to more than 12,000 retail buyers. Don't miss this opportunity to communicate to our buyers via email.

\*Deadline: First of the month preceding sponsored month

(ex., to sponsor April's e-blast, your information would be due March 1<sup>st</sup>)



### **Attendee Mailing List Access - Labels or Diskettes**

Promote your company's product and location to over 70,000 of qualified buyers who shop The Chicago Market: Living and Giving. Our mailing list makes it easy for you to reach your target audience by selecting which categories fit your needs. In order to maximize the value of the attendee list to you and your fellow exhibitors, as well as, to protect the accuracy of the information provided, we have instituted a more structured procedure for accessing the list. Improvements to the procedure include:

- the addition of confidentiality stipulation
- a requirement that all lists be accessed via a licensed, bonded mail house
  - those wishing to by-pass using a mail house may access the list in label-format only).

Request your list today to allow yourself plenty of time for list delivery and your mailing as it may take up to 10 business days to receive your list.

\*Deadline: Ongoing

### **Preview Directory Advertisement – See directory ad form for details**

The Preview Directory is mailed to buyers two months before the market, and includes exhibitor lists and new product highlights, seminar information, floor maps and city information. This is a great way to guarantee that buyer see your company information while they're planning their schedules as well as to generate awareness of what you will be bringing to Chicago! Please contact Dee Busby, with Ascend Media, at 913.344.1411 or [dbusby@ascendmedia.com](mailto:dbusby@ascendmedia.com) with questions.

\*Deadlines: Space Reservation: 4/19/10 | Materials Due: 4/26/10

### **On-Site Directory Advertisement – See directory ad form for details**

Your company has the opportunity to place an ad in our On-Site Directory. This is great exposure and puts your company front and center of thousands of buyers during Market! Make a statement to buyers to help them plan to visit you! Please contact Dee Busby, with Ascend Media, at 913.344.1411 or [dbusby@ascendmedia.com](mailto:dbusby@ascendmedia.com) with questions.

\*Deadline: Space Reservation: 5/26/10 | Materials Due: 6/2/10

### **Mailing List Program - Free!**

Looking to expand your promotional campaign? If so, provide us with your buyer list and we'll add them to our buyer mailings, reaching more than 70,000 buyers – at no cost to you! E-mail your list in Excel format to [tschultz@mmart.com](mailto:tschultz@mmart.com). Your buyer names are kept confidential and will NOT be shared with anyone.

\*Deadline: Ongoing

### **Premier Buyer Wish List - Free!**

In order to accommodate your best buyers, we're asking you to give us your TOP TEN buyers or prospects for consideration as a Premier Buyer for the 2010 fiscal year. Based on other criteria (including other showroom/exhibitor recommendations, the number of stores the buyer shops for, how long they spend in Chicago buying, etc.), the buyer may be offered a complimentary hotel nights, free lunch, free parking and much more during Market.

\*Deadline: Ongoing



## **PROMOTIONAL MATERIALS:**

### **● Promotional E-Postcard – FREE**

Receive a professionally designed, free HTML e-mail for your use in sending information to your customers! E-mail will include your company name and location.

\*Deadline: While supplies last

### **● Promotional Labels – FREE**

You may order free self-adhesive labels that can easily be attached to invoices, boxes or any correspondence you are sending to your customers. The stickers provide the show dates and are customizable with your location at the show. This is a great way for you to promote your presence at the market at no cost! Quantities are limited and available on a first come, first serve basis.

\*Deadline: While supplies last

### **● Promotional Postcards for Exhibitors – FREE**

The Chicago Market: Living and Giving color postcards are available to assist you in promoting your Booth presence at market. These 4 x 6, standard four-color postcards feature a front that lists the show dates. The template on the back has space for you to fill in your location and other information. Send these cards to promote a market special, follow up with a buyer or simply for day-to-day customer communication. Quantities are limited and available on a first come, first serve basis for Temporary Exhibitors ONLY.

\*Deadline: While Supplies Last

### **Web Site Link – FREE**

Give buyers a preview of your product before they come to market. Many new buyers who are not familiar with your showroom products use this as a preview opportunity. Receive a link directly from the showroom and exhibitor lists posted on our Web site to your own Web site. Please note it may take up to three weeks for your request to be processed, and if you have already given your sales representative your web site address, it will automatically be placed on our web site's listing.

\*Deadline: 6/21/10



## PRESS AND PUBLICITY GUIDE

The Chicago Market: Living and Giving attracts key editors and writers from gift and home accessory trade publications, as well as consumer and feature writers from major newspapers and magazines. It is important that showrooms utilize the press to their advantage before, during and after the market. If you have any questions regarding press and publicity, contact Victoria Kent, Public Relations Manager, at 312.527.7508 or [vkent@mmart.com](mailto:vkent@mmart.com).

### MEDIA CONTACT LISTS

We invite the media to attend the market and review the thousands of products displayed. We also recommend that you call or write to press members and inform them of your products or services. All Market participants should take the time to use our Media Contact list to distribute press releases about your company before the show in July. The list is quite extensive, so make sure to target publications that suit your goals and products. Please visit [www.exhibitorinfo.com](http://www.exhibitorinfo.com) to access the Media Contact List.

### SUBMITTING PRESS KITS\*

At the market, we offer an area to display your company's press kits in our Press Room. We recommend that you send **12-15 press kits** that include a press release, high resolution product images, product descriptions and other valuable information you would like to publicize. Please clearly mark your company name and showroom number on each item. It is important to place your location on the cover of your press kit so the media knows where to visit you. Send all materials to the address below by July 19, 2010.

Victoria Kent, Public Relations Contractor  
222 Merchandise Mart Plaza  
Suite 470  
Chicago, IL 60654

- \* If your publicity is handled by an outside agency, please forward this information.
- \* If you are interested in seeking out professional public relations firms to develop your company's initiatives, please contact Victoria Kent at [vkent@mmart.com](mailto:vkent@mmart.com) for a referral.

### COMMON PR QUESTIONS

**What is a press kit?** A press kit is an information packet conveniently assembled for the media to review. Most P.R. professionals use simple tools to compile a media kit, starting with a two-pocket folder, plastic envelope, or even a paper envelope.

**Is it necessary to put our company's name and booth number on the cover of every press kit?** Yes. If an editor or reporter picks up your kit and readily sees the booth number on it, he or she saves time by not having to look up the location in the show directory.

### COMMON PR QUESTIONS (continued)

**Does every photo image in the kit need to be identified?** Yes. Again, an editor will be more inclined to work with a manufacturer who is organized and presents an array of choices.

**Should a product sample be enclosed?** If you are a fabric or wall coverings manufacturer, for example, you may choose to add a small piece of the material in the press kit. It is not necessary, though.

## **COMMON PR QUESTIONS (continued)**

**Is a business card necessary in a press kit?** No. A business card may be enclosed but it's not necessary. The contact name on the press release should be the person whom the press should call.

**What goes into a press kit?** A press kit usually consists of the following:

- Press release(s)/news release(s)
- Company brochures
- Company fact sheet/ brief company history
- High resolution images
- Related company news

**What is a press release/news release?** A press release or news release [interchangeable terms] is a brief announcement, which contains newsworthy material. "News" is the operative word. Explain the innovative aspects or the benefit of your product. A release is written in the style of an article [in the third person]. This means that parts of — or the whole release — could be used as is in a publication. It can conclude with a background paragraph on your company. On the first page, always include the date, contact name, title and phone number for people to call with questions, or if they need more information. Press releases are usually one or two pages in length.

**(See next page for a sample Press Release)**

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**SAMPLE PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

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**MEDIA CONTACT:**

Victoria Kent  
Public Relations Contractor  
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Phone: 312.527.7508  
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THE CHICAGO MARKET: LIVING AND GIVING® ANNOUNCES WINNERS OF THE RETAILERS' CHOICE OF MOST INSPIRING SHOWROOM AND MARKET SUITES EXHIBITOR FOR THE JULY 2007 MARKET

CHICAGO, IL (July 24, 2007) – The Chicago Market: Living and Giving is proud to announce the winners of the July 2007 Retailers' Choice for Most Inspiring Showroom and Market Suites Exhibitor. The showroom winners include: Creative Visions in Marketing, Inc. (1599), DNA (12-664), K & K Interiors, Inc. (13-207), Melrose International, LLC (12-140) and Sullivans (1418). The Market Suites exhibitor winners include: Adventure Marketing (7-1030), Ethel & Myrtle, Inc. (7-1107 and 8-6072), Honey House (7-2068), Language Art (7-4040) and Whispering Pines Carving (7-5061).

**All showrooms and exhibitors were included in this unique contest to create visually impressive displays. The winners were chosen by buyers who voted for their favorite showroom and exhibitor display. Winners were announced last night at The Big Night to a packed crowd of Market attendees on the Mart's South Drive along the scenic Chicago River. This July, The Big Night featured Super Diamond, the premier Neil Diamond tribute band, performing live and exclusively for Market attendees. All Retailers' Choice winners received recognition throughout Market today and an award for display in their showroom.**

"The Retailers' Choice Award is back by popular demand at this Market," said Joan Ulrich, senior vice president, Merchandise Mart Properties, Inc. "This is another way The Chicago Market: Living and Giving creates memorable experiences for both our retailers and our showrooms and exhibitors."

The Retailers' Choice Award is part of The Chicago Market: Living and Giving, the week-long gift market running July 19-25. Buyers experience six floors of the most popular and prominent gift and home accessory lines available with floors 12-15 open during the entire Market, and the Market Suites temporary exhibits on floors 7 and 8 open through Tuesday.

For more information on Merchandise Mart Properties, Inc. (MMPI) or The Chicago Market: Living and Giving, please visit [www.ShopChicagoMarket.com](http://www.ShopChicagoMarket.com) or call 800.677.6278 (MART).

**The Chicago Market: Living and Giving** is a trademark of Merchandise Mart Properties, Inc. (MMPI). **Beckman's Handcrafted Gift Show** is a registered trademark of MMPI.

**Merchandise Mart Properties, Inc. (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 and Federal Center Southwest 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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