



# WELCOME

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## THE MERCHANDISE MART INTERNATIONAL ANTIQUES FAIR

Welcome to the Fall Merchandise Mart International Antiques Fair!

Celebrating its third fall show and held every April since 1998, The Merchandise Mart International Antiques Fair will feature an exceptional range of antiques and fine art—ranging from antiquities to mid-century modernism— as Chicago’s design season shifts into high gear!

You’ll find this year’s Antiques Fair to feature the best in every category, with some new and exciting events and speakers as well as fine amenities for both you and your clients.

In addition to the Antiques Fair, This weekend at The Mart will offer a variety of special events and opportunities to EXPERIENCE DESIGN. Affluent and educated members of the Chicagoland area will be able to explore more than 100 antiques and fine art dealers; shop luxury kitchen and bath boutiques at our LuxeHome open house and find inspiration for the home of their dreams at our design-inspired *DREAMHOME!* One special weekend with three great reasons to visit The Merchandise Mart! For more information visit [www.mmart.com/experiencedesign](http://www.mmart.com/experiencedesign).

This manual will guide you through the process of exhibiting at The Merchandise Mart International Antiques Fair. It outlines useful information and helpful hints about the show as well as The Merchandise Mart, promotional information and ways to maximize your exposure at the Show and operational information with move in, run of show and move out details, and frequently asked questions.

Visit [www.merchandisemartantiques.com](http://www.merchandisemartantiques.com) for the latest information about The Fair! We look forward to your arrival and working with you to ensure another great show this fall!



## PROMOTION

### MARKETING CAMPAIGN FOR THE MERCHANDISE MART INTERNATIONAL ANTIQUES FAIR

The Merchandise Mart International Antiques Fair, and the Experience Design Weekend, is marketed via an aggressive attendee communications effort combining show specific marketing with the broader Experience Design Weekend marketing campaign. Advertising, online marketing, direct mail and public relations will target international, national and regional art and antiques buying audiences and draw an anticipated 10,000 highly qualified attendees.

- 53,000 Save the Date Postcards
- 55,000 Brochures with Complimentary admissions
- 12,000 VIP Mailings
- 10,000 Directories
- E-mail Communications—reaching 50,000+ attendees with each send
- Show banners/signage on and throughout The Merchandise Mart
- Public relations efforts focused on garnering press for exhibiting dealers
- Experience Design local and national advertising
- Antiques Fair specific ads in *Chicago Sun Times*, *New York Times*, *Pioneer Press papers*, *Chicago Social*, *Chicago Gallery News*, *CS Interiors*, *Art & Antiques* magazine, *artnet.com*,
- E-mail Communications—reaching 60,000+ attendees on a regular basis
- Online — [www.merchandisemartantiques.com](http://www.merchandisemartantiques.com)
- City-wide cultural partner outreach

### MARKETING MATERIALS FOR DEALERS

Before the end of March, you will receive a shipment containing:

- 200 Postcards
- 50 Brochures with Complimentary Passes (each good for 2 people)
- 25 VIP Cards which provide complimentary admission plus access to VIP lounges and events (each good for 2 people)

These materials are for your distribution/mailing to clients and prospects and will help you promote your presence at The Merchandise Mart International Antiques Fair. Additional materials may be available on a limited basis.

Please contact Ann Fruland at 312.527.7933 or [afruland@mmart.com](mailto:afruland@mmart.com) with requests or questions.



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## PROMOTION (CONTINUED)

### ONLINE MARKETING OPPORTUNITIES

- **E-mailable Complimentary Pass**

In September, we will be contacting you with an e-mailable complimentary pass that you can forward to your email lists. This e-mailable pass can be forwarded as many times as you would like.

- **E-blast Campaign**

We are in the process of sending out a series of eblasts about the show to our 50,000+ consumer emails. Each time we send out an eblast, we will also email them to you and we encourage you to forward them on to your email lists.

- **Online Banner Ads**

We have created online banner ads promoting The Merchandise Mart International Antiques Fair that you can copy and paste onto your website if you have one. These banner ads are available now at [exhibitorinfo.com](http://exhibitorinfo.com) – The Mart Show site.

- **Dealer Locator**

Our show Web site will allow users to search and view information and images from each dealer in the show. If you have any changes to your specific information, please contact Paige Sims at 312.527.3209 or [psims@mmart.com](mailto:psims@mmart.com).

### MEDIA AND PUBLICITY

The Public Relations Office of Merchandise Mart Properties, Inc (MMPI) is here to work with you to make your experience at The Merchandise Mart International Antiques Fair the most successful it can be. In addition to promoting the overall event, the PR team is interested in hearing about you and your pieces. Please contact us and tell us about anything that might be newsworthy. We would also be happy to provide you with a copy of our Media List for your own efforts. **Please contact Lauren Finch at 312.527.0114 or [lfinch@mmart.com](mailto:lfinch@mmart.com) .**

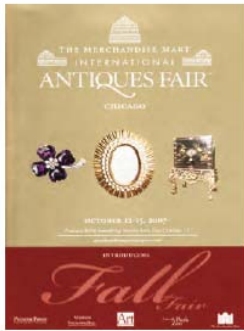
We want to include your dealer press kits in our Press Room. We encourage all dealers to share their press kits with the media by featuring 10 press kits in the onsite Press Room at the Fair. We recommend you clearly mark your company name and booth number on each press kit. It is also a good idea to keep extra press kits in your booth throughout the Fair. Please send 10 press kits by Monday, September 14, 2009 to:

Lauren Finch  
Public Relations Manager  
Merchandise Mart Properties, Inc.  
222 Merchandise Mart Plaza, Suite 470  
Chicago, IL 60654



**ADVERTISING**

Interested in additional exposure in the Onsite Directory? Please see the below information from our directory publisher, Performance Media.



**Deadlines:**  
**Fall 2008 Antique Show**  
 Space: August 26, 2008  
 Materials: September 2, 2008  
 Publication: October 3-6  
 (Preview Evening Oct. 2)  
**One of A Kind**  
 Space: October 27, 2008  
 Materials: November 3, 2008  
 Publication: December 4-7  
 (Preview Evening Dec. 3)  
**Spring 2009 Antique Show**  
 Space: March 24, 2009  
 Materials: March 31, 2009  
 Publication: May 1-4  
 (Preview Evening April 30)

## The Merchandise Mart International Antique Fair 2008-2009

More than 23 Billion Dollars in antiques, collectibles and fine art changes hands globally each year. In 2007 the prices of art around the world exploded resulting in one of the most significant years that this market has ever experienced.

- In 2007 Bonhams and Butterfields auction house had \$590 million in sales, a 25% increase over 2006
- Sotheby's and Christie's each sold about \$6 Billion dollars of art in 2007
- Global art market sales increased 95% between 2002 and 2006
- In 2007 Christie's sold 793 pieces at auction for over \$1 Million each

The number of individuals investing in antiques, collectibles and fine art has reached unprecedented levels in the history of collecting. With more and more individuals in the U.S. and abroad making investments in fine art, antiques and collectibles this market has rapidly grown into one of enormous global significance.

Worldwide out of 152 significant international fairs held each year only 12 are in the U.S.....and two of them take place in Chicago. In October and April premiere antique dealers from around the globe exhibit their rarities at The Merchandise Mart International Antique Fair. The Fair opens with a lavish preview party on Thursday evening followed by four additional days for antiquarians and wealthy collectors to shop this spectacular antique fair.

Reach these important purchasers of luxury goods and services by advertising in The Merchandise Mart International Antique Fair Guide. The Guide will be given to each attendee as they enter the Fair. Additional copies will also be available at The Merchandise Mart annual *Dream Home* the Luxury Design House at the Merchandise Mart in *Luxe Home* consumer showrooms on the first floor of the Mart, and at the *Design Chicago* Annual Fall Market.

The Guide is a beautiful four color keepsake with beautiful photographs from each dealers collection and has been designed in a take home directory including all dealers contact information and web site address for future reference.

**Value Added Bonus:** the Guide will also be available in its entirety to download from the Merchandise Mart web site at [www.merchandisemartantiques.com](http://www.merchandisemartantiques.com).

**Special combination advertising packages:** Place your ad in the October 2008 and April 2009 issues of The Merchandise Mart International Antique Fair Guide and the One of a Kind Show Guide in November 2008, total readership 140,000.

| Size/Position      | 1 Issue | 2 Issues/<br>Per issue | 3 Issues/<br>Per issue | Premium<br>Positions | 1 Issue | 2 Issues/<br>Per issue | 3 Issues/<br>Per issue |
|--------------------|---------|------------------------|------------------------|----------------------|---------|------------------------|------------------------|
| <b>4 Color</b>     |         |                        |                        |                      |         |                        |                        |
| Full Page          | \$2,160 | \$1,835                | \$1,505                | Cover 4              | \$2,915 | \$2,475                | \$2,030                |
| 1/2 Page           | \$1,405 | \$1,190                | \$980                  | Cover 2              | \$2,805 | \$2,385                | \$1,955                |
| 1/3 Page           | \$1,290 | \$1,095                | \$900                  | Cover 3              | \$2,805 | \$2,385                | \$1,955                |
| 1/4 Page           | \$915   | \$775                  | \$635                  | Page One             | \$2,805 | \$2,385                | \$1,955                |
| 1/6 Page           | \$840   | \$710                  | \$585                  | Facing MH            | \$2,805 | \$2,385                | \$1,955                |
| 1/8 Page           | \$595   | \$505                  | \$415                  | Facing TOC           | \$2,805 | \$2,385                | \$1,955                |
| <b>Black/White</b> |         |                        |                        | LHR Before Map       | \$2,805 | \$2,385                | \$1,955                |
| Full Page          | \$1,835 | \$1,530                | \$1,280                | RHR After Map        | \$2,805 | \$2,385                | \$1,955                |
| 1/2 Page           | \$1,195 | \$995                  | \$830                  | Facing Welcome       | \$2,805 | \$2,385                | \$1,955                |
| 1/3 Page           | \$1,095 | \$915                  | \$765                  | First Half           | \$2,590 | \$2,200                | \$1,805                |
| 1/4 Page           | \$775   | \$645                  | \$540                  |                      |         |                        |                        |
| 1/6 Page           | \$710   | \$595                  | \$495                  |                      |         |                        |                        |
| 1/8 Page           | \$505   | \$420                  | \$350                  |                      |         |                        |                        |

performance media

Gail McGrath & Associates, Inc.

3453 Commercial Avenue, Northbrook, IL 60062 847.770.4620 or [www.performancemedia.us](http://www.performancemedia.us)

Chicago Botanic Garden Map & Garden Guide - Chicago Botanic Garden Antique & Garden Fair Program - Chicago Symphony Orchestra Notebook Program - Symphony Center Presents Program - Chicago Symphony Orchestra KidsBook Program - Chicago Wedding Resource & Guide for Special Occasions - Harris Theater for Music and Dance Millennium Park - Harris Theater for Music and Dance Millennium Park Family Program - Kohl Children's Museum Visitor's Guide - Lyric Opera of Chicago Program - Lyric Opera of Chicago Millennium Park Program - Lyric Opera News Magazine - Randolph Street Market Festival Guide - Ravinia Festival Program/Magazine - Ravinia Festival Family Fun Program - The Merchandise Mart International Antique Fair Guide - The One of A Kind Show Guide

**For Information Contact:**

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Or Visit us at [www.performancemedia.us](http://www.performancemedia.us)





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## **DEALER AMENITIES**

### **EXHIBITOR SERVICE DESK**

Please know that the Exhibitor Service Desk is there to help you with any questions you may have about all operational aspects of The Merchandise Mart International Antiques Fair. Please do not hesitate to stop by on site at any time if you have questions or needs. The Exhibitor Service Desk will be located on the 12<sup>th</sup> floor next to the Show office.

### **PACKING MATERIALS**

Should pieces need protective packing materials (plastic, paper, bubble wrap) for transporting after they have been purchased, each dealer is responsible for providing such materials. On the Show floor, we will also have a packaging and shipping company that will be available to you and your customers.



## FAIR EVENTS

### Thursday, October 1

#### 5:30–8:30 p.m. – Preview Night, benefiting Mercy Home for Boys & Girls

Join us for cocktails while enjoying a sneak peak at this one-of-a-kind, fabulous collection of antiques and fine art. Tickets are \$50 and can be purchased at [merchandisemartantiques.com](http://merchandisemartantiques.com)

Mercy Home for Boys & Girls has been a solution for kids in crisis since 1887. Its residential, aftercare, and mentoring programs provide safety and opportunity for more than 400 kids every year. Mercy Home is 99.7% privately funded and operates two locations – a home for boys at 1140 W. Jackson Blvd. in Chicago's West Loop and a home for girls at 11600 S. Longwood Dr. on the South Side of Chicago. [mercyhome.org](http://mercyhome.org)

### Friday, October 2

#### 10 a.m. – Keynote Address by Darryl Carter

Lawyer turned interior decorator and furniture designer, Darryl Carter is nationally recognized as having spearheaded the emergent American design movement of “new traditionalism”, hence the title of his best-selling book, *The New Traditional*. His work is distinguished by a fresh, deft integration of the modern with the antique. In keeping with his hallmark style, he has recently launched several lines of home product with a number of iconic brands, intended to outfit the entire home. Centric to his design philosophy is honoring the individual, the sense of place, the architecture and foremost the sense of welcome and comfort within the home. Presentation to be followed by a book signing.

### Saturday, October 3

#### 1 p.m. – Virtual Home Tours—Interiors with Antiques

Strange Closets blogger Tate Gunnerson's weekly Open House tours offer a tantalizing look at a wide variety of interiors. Gunnerson will take attendees on a virtual tour of these homes, pointing out how antiques can be incorporated into even the most contemporary homes. Gunnerson will also discuss how his favorite shops have merchandised antiques to successfully emphasize their versatility.

In addition to writing *Strange Closets*, Gunnerson is a regular contributor to *Chicago Home + Garden*, *CS Interiors* and the *Huffington Post*.

#### 6 p.m. – Documentary Screening:

##### ***Make No Little Plans: Daniel Burnham and the American City***

Produced by: The Archimedia Workshop

*Make No Little Plans: Daniel Burnham and the American City* is a documentary film about the fascinating life and complex legacy of architect and city planner Daniel Hudson Burnham. The film explores how Burnham's vision to organize the chaos of the 19th century American city shaped our nation's future and how his ideas continue the debate about how and for whom cities are planned.

### Sunday, October 4

#### 11 a.m. – Sunday at The Fair

Enjoy complimentary mimosas while you shop!

#### Designer Docent Tours!

Launching at The 2009 Fall Fair—Tour The Fair with expert designers to enhance your knowledge about antiques and design!

### Friday, October 2

11 a.m. – *Integrate Antiques into your Interior*. Led by Todd Haley

12 p.m. – *Collecting French Antiques*. Led by Janet Davidsen

2 p.m. – *Collecting Folk Art*. Led by Nancy R. Hayden



**3 p.m.** – *How to work Antiques into a Contemporary Home.* Led by Julia Edelmann

## **Saturday, October 3**

**11 a.m.** – *Insider Antiquing Tips.* Led by Joyal E. Watkins

**12 p.m.** – *Selecting Antiques, for the Novice Collector.* Led by Valerie Steil

**2 p.m.** – *Collecting Fine Art and Antiques.* Led by Diane Smitchger

**3 p.m.** – *What to Expect from the Gallery—Tips on Discounts, Delivery, Framing, etc..* Led by Karen Norwood

## **Sunday, October 4**

**11 a.m.** – *Insider Antiquing Tips.* Led by Joyal E. Watkins

**2 p.m.** – *Designer Trends at The Fair.* Led by Greg Jagmin

**R.S.V.P. for all docent tours, lectures and the keynote presentation is required at [merchadisemartantiques.com](http://merchadisemartantiques.com).**

## **VIP EVENTS**

**VIP Events have limited availability and RSVP is required. To RSVP for VIP events visit [merchadisemartantiques.com/vip](http://merchadisemartantiques.com/vip) and enter code MMPIVIP**

## **Friday, October 2**

**9 a.m.** – **Dealer/Designer Breakfast with Darryl Carter**

**Sponsored by *Chicago Home + Garden Magazine***

Enjoy breakfast, with special guest, nationally recognized designer Darryl Carter, in The Merchandise Mart's premier luxury design exhibition—the DreamHome. Created by leading area designers with product from some of The Mart's top showrooms, mingle with international antiques dealers in this inspiring setting. Event is to the Trade Only.

### **2:30 PM**

#### **Curator Tour of the Art Institute: The Modern Wing**

Tour the new Renzo Piano–designed Modern Wing and houses the Art Institute of Chicago's collections of modern and contemporary art, photography and architecture and design.

### **2:30 PM**

#### **Curator Tour of the Art Institute: European Decorative Arts Galleries**

Visit the new galleries devoted to European decorative arts galleries in this curator-led tour. As part of a museum-wide reinstatement project, this collection now has a stunning new home adjacent to the Art Institute's display of European painting and sculpture.

## **Saturday, October 3**

**9:30 a.m.** – **Private Collection Tour: Ellen and Richard Sandor Home**

Richard and Ellen Sandor have been collecting photography and outsider art for 30 years, and have amassed one of the premier private art collections in America, with over 2,000 works spanning the period from the 1840s to the present. The Sandors were active collectors when photography collecting was still in its infancy. In 1988, 2001 and 2002 the Sandors were listed by the Editors of *Art & Antiques* as one of "America's Top 100 Private Collectors" and have been recently interviewed in *B&W*, *Metropolitan Home* and *Chicago Tribune Magazine*. The Sandor Family Collection contains definitive examples of photography that are complemented by paintings, drawings, 19th Century lithographs, sculptures and new media that drive the major themes in the collection, such as 19th and 20th Century Icons, Paris Between the Wars, the American West, Hollywood Portraits, and Surrealism.



## **Sunday, October 4**

### **10 a.m. – Robie House Tour**

Frank Lloyd Wright's Robie House sparked a revolution in residential architecture whose influence still reverberates today. Designated by the American Institute of Architects as one of the 10 most significant structures of the 20<sup>th</sup> century, this American treasure is celebrated as one of Chicago's most important works of art. The home is regarded as a Prairie style masterpiece and an icon of modern architecture. Visit [GoWright.org](http://GoWright.org).

## **AMENITIES**

### **VIP Lounge - Sponsored by 1stdibs**

Enjoy a beautifully appointed, private space in which to relax. Please show your VIP card for entry into the lounge.

### **Gourmet café and Bar Service**

While shopping The Fair, enjoy the convenience of onsite gourmet food and beverage service. With café locations throughout the show floor, you can easily treat yourself to a cocktail or cup of coffee, a snack or a full meal—and many other treats to tempt the palate!



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## THE MERCHANDISE MART

The Merchandise Mart is home to four floors constituting the world's first and largest design center. Encompassing 700,000 square feet, boasting 130 showrooms and featuring more than 2,000 product lines, it is the design professional's ultimate resource for luxury furniture and accessories. Welcoming more than three million visitors a year, The Merchandise Mart draws consumers to its retail shops, LuxeHome® kitchen and bath boutiques, permanent showrooms for gift, residential, casual, and contract furnishings, dozens of trade shows, and a myriad of community and consumer events. It is located in the heart of a city that is home to celebrated fine art institutions, world-class museums, award-winning architecture, professional entertainment venues, and diverse dining.

## MMPI

MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

## PROPERTY MANAGEMENT

This division specializes in ownership and management of design centers and market buildings. Our buildings, such as The Merchandise Mart™ in Chicago, the L.A. Mart® in Los Angeles and the Boston Design Center in Boston, are home to approximately 2,000 showrooms. Each showroom is maintained by manufacturers or distributors hoping to reach a key target audience. As market makers, our staff attracts this key target audience to the building by producing trade shows, conventions, educational programs and special events.

## TRADE AND CONSUMER SHOW MANAGEMENT

MMPI is one of the largest trade and consumer show producers in North America. Each year, we mount more than 300 trade and consumer shows, conventions, conferences, educational programs and special events that bring buyers and sellers together.

## INDUSTRY EXPERTISE

We specialize in 11 key industries: office and retail; home furnishings; kitchen, bath and building products; contract furnishings; casual furnishings and accessories; gift and home; apparel; contemporary art; international antiques; fine crafts; and construction/real estate. As a result, we've developed an invaluable brain trust built on years of experience, carefully cultivated contacts and specialized knowledge, all of which work to elevate our showroom acumen, marketing communications and trade show operations in these industries.



### THE MERCHANDISE MART INTERNATIONAL ANTIQUES FAIR™ TEAM

#### EVENTS & MARKETING

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