



## Need to Promote Your New Products to the Press?

The media wants to know more about your new products at Market, and we invite you to be a part of our new products press release!

If you are introducing a new product or showing products for the first time at the 2009 International Casual Furniture & Accessories Market, please return this completed form **by e-mail** by Friday, August 14, 2009, to:

Victoria Kent  
Public Relations Manager, MMPI  
E-mail: vkent@mmart.com  
Phone: 312.527.7508

Please be sure to write **“CASUAL NEW PRODUCT / YOUR COMPANY NAME”** in the subject line. We will make sure you are included in our press pitches and new products press release that will be included in the official Market media kit. We look forward to receiving your materials.

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**Yes, we have a new product!**

Company Name: \_\_\_\_\_

PR Contact Name: \_\_\_\_\_

Booth/Space #: \_\_\_\_\_

Phone #: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Name of Product: \_\_\_\_\_

Brief Description of Product (**please limit your response to two sentences. NOTE: Your submission will be printed verbatim.**):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Product Category: (please choose only one) \_\_\_\_\_

Wrought iron/aluminum \_\_\_\_\_

outdoor lighting \_\_\_\_\_

cast metal/cast combination \_\_\_\_\_

outdoor accessories/statues/fountains \_\_\_\_\_

rattan/wicker/woven materials \_\_\_\_\_

outdoor bars \_\_\_\_\_

tubular materials \_\_\_\_\_

outdoor hearth and heating products \_\_\_\_\_

resin/fiberglass \_\_\_\_\_

hammocks \_\_\_\_\_

wood casual furniture \_\_\_\_\_

barbecues \_\_\_\_\_

dining tables and umbrellas \_\_\_\_\_

alternative tabletops \_\_\_\_\_

pool and spa accessories \_\_\_\_\_

other/misc. \_\_\_\_\_

### Photo Submission for Press Pitches

Do you have a **high res digital photo** of your new product? If so, please e-mail it with this new product form to Victoria Kent at vkent@mmart.com by Friday, August 14, 2009. **Please e-mail no more than one new product form and photo per submission.**

Don't forget to **send up to 20 press kits** by Friday, September 4, 2009 for the Official Press Room at the 2009 International Casual Furniture & Accessories Market.

Send To:  
Victoria Kent  
Public Relations Manager  
MMPI  
Suite 470, The Merchandise Mart  
Chicago, IL 60654