



save the date  
**JANUARY 2012**

\* Showrooms | Wed 18 - Tue 24  
Temps | Fri 20 - Mon 23

california  
**GIFT SHOW\***

**L.A. Mart®**

\* Gift + Home Showrooms  
Beckman's Handcrafted Show™ L.A.

**Los Angeles  
Convention Center**

South Hall Gift  
Kentia Global Marketplace

IMAGE CREDITS (main):  
Showroom 504 on 3/Cina Hodges;  
(top to bottom): Flemming Chalef Inc.,  
Prestige Identity, Moda Dora Gift  
and Home

**800.LAMART.4**

**CALIFORNIAGIFTSHOW.COM**

# THE VISION

**California Gift Show is distinguished as a unique buyer destination for brands that define today's California lifestyle.**

Recognizing what's new and next in California shapes purchasing habits world-wide, CGS cultivates a vibrant mix of regional, new-to-market offerings with an array of time-honored manufacturers creating a relevant, inspired buying experience to serve the modern retailer.

Attracting 20,000 retailers throughout the West, across the country and around the globe demonstrates the value of California Gift Show as a Market of strategic importance to the buying trade. As consumers become ever-more informed and discriminating in their purchasing habits, retailers are sourcing unique products with greater intelligence. CGS is their entrée to manufacturers known worldwide and to the innovations for which California is renowned.

If you design, manufacture, distribute, represent or even dream of products of the best caliber ... and appreciate the importance of presenting them in a forward manner ... we want to help you market, promote and sell.

**Discover what's in-store for you ...**

**Contact us now to find out more about participating at the January 2012 California Gift Show!**



## DESTINATIONS

**L.A. Mart**

Southern California's most comprehensive collection of fine regional and national permanent showrooms and temporary offerings available to the trade professional.

**Gift + Home Showrooms**

Featuring an extraordinary selection of premium product lines ... from custom manufactured to nationally branded gift, home and lifestyle merchandise ... L.A. Mart caters to thousands of retail buyers and interior designers serving a regional consumer audience of 13 million, as well as a broader geographic base of buyers in pursuit of Los Angeles' distinctive style offerings.

**Beckman's Handcrafted Show L.A.**

A unique and affordable opportunity for artists to establish their brand, build their business, and grow as both artist and "artpreneur." Beckman's encompasses fresh and functional pieces from contemporary apparel and jewelry to classic home accents, all presented with a "meet the artist" focus and feel.



# DESTINATIONS

### Los Angeles Convention Center

More than 150,000 square-feet of established and new-to-market manufacturers presenting a cross-section of regional, national and international products from an array of today's in-demand categories.

#### South Hall Gift

The West Coast's must-show exhibition for accessing today's discriminating retail buyer intent on writing orders. Presenting an extensive collection of contemporary and traditional gift resources including Fashion Accessories, Gourmet, Seasonal, Garden & Home, Kids, Spa, Gift, Resort and Stationery, special focus is given to emerging products unique to California that inspire consumer trends worldwide.

#### Kentia Global Marketplace

A vibrant and unparalleled energy for dynamic commerce fuels this destination featuring unique global brands. Kentia presents a colorful mix of international exhibitors featuring original artifacts, ethnographic art, home décor, accessories and fair trade merchandise among a collective of World Style, Jewelry (cash+carry), and Vintage offerings. Traditional order writing and immediate delivery options, as well as a dedication to supporting social issues and global community enterprise, distinguish this modern-day merchants' bazaar.



# CATEGORIES



1.



4.

- 1: Seasonal
- 2: Jewelry: Cash + Carry
- 3: Gift, Kids, Beckman's Handcrafted
- 4: Home & Garden
- 5: Fashion Accessories
- 6: Stationery
- 7: Design
- 8: World Style



5.



2.



6.



7.



3.



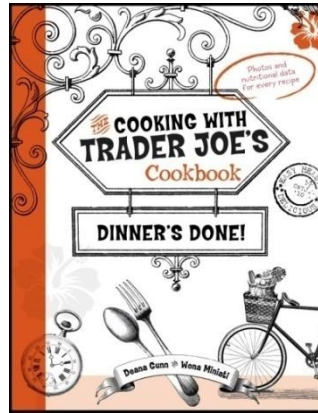
8.



# CATEGORIES



9.



10.



11.



12.



13.



14.

- 9: Vintage
- 10: Gourmet
- 11: Design Center Showrooms
- 12: Resort
- 13: Gift+Home Showrooms
- 14: Spa



## BRAND LEADERS

CGS engages a vital cross-section of critical independent through corporate retail customers from across the West and beyond, including:

- Aquarium of the Pacific
- Asian Art Museum
- Bed, Bath & Beyond
- Bloomingdale's
- Bowers Museum of Art
- Bristol Farms
- Burke Williams Spa
- Caesar's Entertainment
- California Science Center
- Crate & Barrel
- CVS Pharmacy
- Disney
- Fantasy Springs Resort & Casino
- Forever 21
- Four Seasons Hotels
- Fowler Museum at UCLA
- Fred Segal
- Ace Hardware
- Geary's
- Gene Autry West Heritage Museum
- Geppettos' Toys
- Getty Museum
- Gordon's Garden Center
- Green Thumb International
- Hallmark Cards, Inc.
- Hard Rock Hotel & Casion
- Harrah's Entertainment
- Hilton Hotels
- Huntington Library Bookstore
- Huntington Museum of Art
- Hyatt Regency Hotel
- Japanese American National Museum
- Kaiser Permanente
- Kitson on Robertson
- Knott's Berry Farm
- KSL Resorts
- Las Vegas Hilton Gift Shop
- Los Angeles County Museum of Art (LACMA)
- Luxe Worldwide Hotels
- Madame Tussauds
- Marriott
- Marshall Retail Group
- MGM Resorts International
- Museum of Contemporary Art (MOCA)
- Museum of Latin American Art
- Museum of New Mexico
- Museum of Tolerance
- Nordstrom
- Norton Simon Museum
- Overstock.com
- Palm Springs Art Museum Store
- Pasadena Museum of History
- Princess Cruises
- Ritz Carlton
- Roger's Gardens
- Santa Barbara Museum of Natural History
- Santa Barbara Zoological Gardens
- Sanrio
- TJ Maxx
- Trader Joes
- Universal Studios
- Venetian Hotel
- Warner Bros.
- Whole Foods
- Wynn Hotel and Casino
- Zoological Society of San Diego



## WHY HERE

**California Gift Show is focused, efficient and highly cost effective:**

### **Size Matters**

California Gift Show is the largest West Coast Gift Market featuring more than 1,200 permanent and temporary exhibitors among 600,000 square-feet of offerings, representing upwards of 10,000 product lines at two dynamic and conveniently accessible Los Angeles venues.

### **Get Exposed**

Reach 20,000 retail buyer attendees from across the Western U.S. and internationally.

### **The Place to Show**

Nearly 200 new exhibitors join us every Market.

### **Connect the Lines**

Network with nearly 10,000 lines represented at CGS.

### **Regional Draw**

Over 95% of attendees to CGS are from the Western U.S. as more buyers are focusing their attention and dollars on regional shows.

### **Purchasing Power**

9 out of 10 attendees will place orders during Market.

### **Global Inspiration**

CGS delivers an international audience of premier retail buyers seeking unique, regionally produced products that influence consumer trends around the world.

### **New to Market**

25% of CGS's July 2011 attendees were first-time buyers to the show.



# BENEFITS

California Gift Show offer many outstanding opportunities for exhibitors:

## Free Marketing Tools

- Print/Online directory listings
- Reciprocal website links
- Customizable email invitations
- On-site booth signage
- Buyer list submission
- Product submission for display consideration \*
- Green product designations in directory and onsite
- California product designed and/or manufactured
- Online event listings
- Online specials/discount listings
- Press Kit distribution
- Directory advertising
- Bathroom product display

\*NOTE: Subject to Show Management approval.



# MARKETING

**We support your business with an aggressive and comprehensive marketing campaign delivering new and returning buyers, designers and niche target audiences. Outreach includes:**

## **Retail Partnership Initiative**

A dedicated and aggressive outreach campaign targeting corporate and boutique retailers throughout California, as well as strategic markets outside the state. From mom-and-pop shop keepers and trend-setting merchants to national chain retailers, CGS proactively engages with current and untapped retail audiences driving increased traffic to Market.

## **Direct Mail**

A multi-tiered direct mail effort targets over 80,000 buyers, specialty retailers, associations, interior designers and prospects in a sequential mailing effort leading up to Market.

## **Advertising + Public Relations**

1.5 million impressions are garnered in key trade and consumer print, online and broadcast media outlets, including Angeleno magazine, California Apparel News, California Homes, Gifts & Dec, Giftware News, Gourmet Retailer, Greetings Etc., HFN, Home Accents Today, KNBC Channel 4 and Stationary News among numerous others.

## **Electronic Media**

Email campaign series targets 45,000 qualified buyers, while nearly 60,000 visitors accessed CGS show information by logging on at [californiagiftshow.com](http://californiagiftshow.com).

## **Social Media/Networking**

Employing the latest tech tools in communication and outreach, CGS marketing campaigns integrate Facebook, Twitter, YouTube and various social blog sites to access a growing demographic of younger, hyper-connected customers.

## **Fly-in/Drive-in Program**

Gift showrooms nominate buyers with significant spending power for complimentary air/ground transportation ensuring key accounts enjoy ease of access to Market.



# MARKETING

## **Black Pass Program**

A rewards program recognizing retailers with significant buying power who are frequent California Gift Show attendees. Benefits include free lunch and exclusive access to private lounges during Market, free year-long parking at L.A. Mart, and more.

## **Events + Promotional Materials**

Year-round marketing efforts include monthly events at L.A. Mart, a comprehensive print/online building directory, including a searchable Product Locator featuring exhibitor, category and line listings.

## **Partnership Program**

A complimentary and customizable e-vite provided to CGS exhibitors allows you to market your presence by personally inviting your current and prospective buyers to the Market. CGS Partners receive recognition online as well as in onsite materials.



# SCHEDULE

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