

discover what's in-store

california GIFT SHOW*

JULY 2011

*Showrooms 19-25

Temps 22-25

L.A. Mart

*Gift+Home Showrooms

Beckman's Handcrafted
Design Studio

Los Angeles Convention Center

South Hall Gift

Kentia Global Marketplace



THE VISION

California Gift Show is the source for the new ideas that define today's California lifestyle. CGS offers an unrivaled selection of new product from an extraordinary and comprehensive selection of temporary exhibitors and permanent showrooms that represent ten thousand-plus world-class gift, home décor and lifestyle lines.

Coming July 2011, a fresh California perspective will define the continued evolution of the CGS Market. The CGS experience will give greater focus to the region's hottest emerging product designers, artists and craftsmen that place California at the forefront of international product trend. As consumers consistently look to Hollywood and California for inspiration on fashion, home, entertainment and lifestyle, CGS as a Market is singularly distinguished for harnessing the inherent equity of the state's iconic brand value and its next generation of product manufacturers.

Pursuing best-in-class exhibitors and aspirational retailers with an experiential Market that is California-centric is the CGS mission. Vitality, diversity and a unique L.A. attitude underscore new-to-market happenings, including curated installations, engaging programming, lifestyle destinations featuring informative and entertaining product/trend demonstrations, live entertainment and local culinary inspirations.

Discover what's in-store for you ... join us this July 2011 for a re-imagined 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

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.

Design Studio

An exciting destination for high-design home decor presented as part of L.A. Mart's 2nd Floor Temporary Exhibition. Featuring both regional and national artisans and custom manufacturers of furniture, lighting, textile, accessories, art and more, this is a must-shop resource for new design ideas and inspirations for retailers and the design professional.



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 Studio
- 8: World Style



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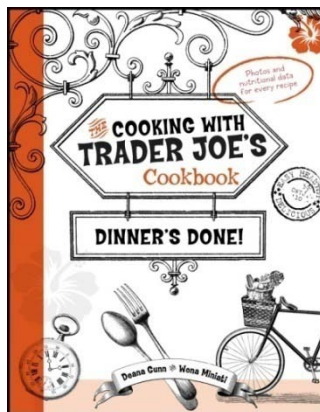
8.



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 January 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
- Directory, press release and online event listings
- Directory and online specials/discount listings
- Press Kit distribution
- New line/product information included in pre-show press release

*NOTE: Subject to Show Management approval.

Advertising + Sponsorship

Pre-Market

- Directory advertising
- Web ads*
- Email ads*

At Market

- L.A. Mart elevator advertising
- Bathroom product display



NEW 4 MARKET

Today's consumer continues to impact the evolution of the Gift Industry. Recognizing what's new and next in California shapes purchasing habits around the globe, CGS is cultivating the region's hottest emerging product designers, artists and craftsmen delivering a relevant, productive and inspired Market experience for the modern retailer.

The Experiential Market

Tapping the vitality and sense-of-style that is the California aesthetic, CGS is enhancing the Market experience with curated product presentations, innovative visual displays, engaging "infotainment" programs, urban art installations, upbeat DJ grooves and a more vibrant sense of arrival.

California Bespoke

A juried, gallery-inspired design showcase presenting the region's next generation of tastemakers producing one-of-a-kind, limited edition and new-to-market home fashions, accessories, hand-crafted objects and original works of art that today's consumers desire and retailers seek out.

Lifestyle Installations+Demonstrations

A series of environments located on the show floor featuring select category "destinations" provides attendees interactive experiences to learn about products, aspirational trends, experiential sales and merchandising ideas. Topics include entertaining, culinary, outdoor living and fashion.

Keynote Program

A celebrated authority provides retailers and exhibitors with an informative and engaging educational session that mixes insights on developing and marketing a product line, learning new merchant trends and tapping into the California consumer lifestyle.

Taste of L.A.

Celebrate the style, sophistication and innovation that places Los Angeles and California at the forefront of international trend with an opening day cocktail fete.

*NOTE: Programs and events subject to change.



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.

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.



SALES TEAM



Mark Furlet, Vice President & General Manager, L.A. Mart/California Gift Show
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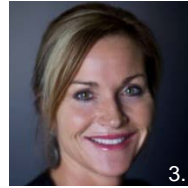
In 2007 Mark joined MMPI as Director of Leasing for Gift & Home Accessories at Chicago's Merchandise Mart. Soon after, Mark was promoted to his current role overseeing L.A. Mart's gift and design center industries, as well as the acquisition, management and sales of the California Gift Show. In this capacity he leads a dynamic team of six top sales pros and has oversight of nearly 1 million square-feet of temporary and permanent offerings at both Los Angeles Convention Center and L.A. Mart.



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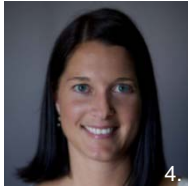


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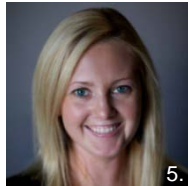


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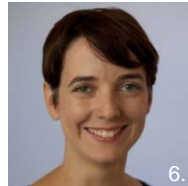
1. Kentia World Style; Kentia Vintage
2. Gourmet; Garden + Home; Kids; Stationery
3. Fashion Accessories; Spa; Resort



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4. South Hall Gift; Seasonal + Holiday
5. Kentia Jewelry Cash + Carry
6. Beckman's Handcrafted



MARKETING TEAM



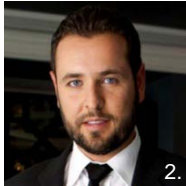
Jeff Sampson, Vice President of Marketing
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A 20-plus year marketing professional consulting with corporations and luxury brands in the design, media, fashion and non-profit sectors, Jeff was retained by MMPI in 2001 to establish and develop L.A. Mart's Design Center division. Over the past 10 years he has served as LAMDC's brand steward, creating award-winning, highly publicized initiatives, programs and special events to serve the design professional and design-savvy consumer. Leveraging his intuitive expertise as a successful design and lifestyle marketer, Jeff brings to CGS a fresh, modern perspective in his newly expanded marketing role.



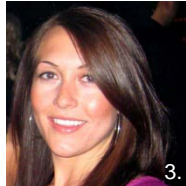
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1. Retail Relations
2. Creative Direction; Market Events;
Social Media
3. Showroom/Exhibitor Relations; Show
Production; Sponsorship Acquisition



california

GIFT SHOW

SCHEDULE

L.A. Mart Gift & Home Showrooms + Beckman's Handcrafted + Design Studio

Los Angeles Convention Center South Hall Gift + Kentia Global Marketplace

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For more information contact your CGS Sales Representative,
call 800.LAMART.4 or log on at CALIFORNIAGIFTSHOW.COM

