



JANUARY 2012

\* Showrooms Wed 18 - Tues 24

Temps Fri 20 - Mon 23

\* SHOWROOMS | DESIGN CENTER

# california GIFT SHOW

Free Marketing Tools

directory | specials + discounts | events | press kits | buyer lists | ca made | green | email invite

Advertising + Sponsorships

directory ads | buyer lists | bathroom displays

1. Drive traffic to your booth and reach tens of thousands of buyers
2. Open new accounts and generate leads
3. Develop brand awareness and recognition
4. Generate publicity and press acknowledgement
5. Companies that advertise attract 55% more than companies that do not advertise\*

\* Source: Diversified Business Communications

## Free Marketing Tools

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## Advertising + Sponsorships

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Join us on:



## directory listing

As a permanent showroom, you are automatically included in the onsite directory and online Product Locator. Ascend Media, producer of the Official CGS Directory, will email your online login info to review/verify your listing.

- Free listing: company name, contact, suite, phone, fax, email and website
- Additional lines/categories: \$3 each
- Questions: 913.344.1341 | [MarketListings@ascendmedia.com](mailto:MarketListings@ascendmedia.com)

**DEADLINE** Nov 9

## specials + discounts listing

Feature your Market specials, discounts and promotions in the onsite directory and on [californiagiftshow.com](http://californiagiftshow.com).

- Instructions: Submit 50 words or less to [nrubino@lamart.com](mailto:nrubino@lamart.com).\*

\* We reserve the right to edit your submission as needed.

**DEADLINE** Nov 10 | directory + online  
Jan 5 | online

## event listing

Drive traffic to your showroom and feature a Market event in the onsite directory and on [californiagiftshow.com](http://californiagiftshow.com).

- Submit PROMOTION WORTHY events, including:
  - Speaker or special appearance (celebrity, artist, etc.)
  - New product line introduction
  - Product demonstration or giveaway
  - Reception or anniversary
- Instructions: Submit title, time and date, 50 words or less description and a corresponding high-res image to [nrubino@lamart.com](mailto:nrubino@lamart.com).

\* All submissions will be considered for inclusion; inclusion is not guaranteed.

**DEADLINE** Nov 10 | directory + online  
Jan 5 | online

## press kit distribution

Include your press kits in onsite press rooms during Market, increasing your chance of being noticed by media.

- Instructions: Drop-off or mail 15 - 20 clearly labeled press kits to Nicole Rubino | 1933 S Broadway, Ste 409 | Los Angeles, CA 90007

**DEADLINE** Jan 12



## buyer list submission

Supply us your buyer list so we can include them in pre-market communications regarding travel, events, general info, etc.

- Instructions: Email excel lists to [tschultz@lamart.com](mailto:tschultz@lamart.com) with the following fields: store name, buyer name, phone, email, website, address, city, state and zip.
- Example:

store	name	phone	email	website	address	city	st	zip
jan's	jan smith	555.555.5555	<a href="mailto:jsmith@gift.com">jsmith@gift.com</a>	gift.com	55 gift st	los angeles	ca	90007

**DEADLINE** Dec 8

## california designer/manufacturer designation

Promote your california designed or manufactured products and lines with a special addition to your showroom and directory listing.

- Please note: You/your lines must design, manufacture or customize products in California to qualify.

**DEADLINE** Nov 10 | directory + showroom  
Dec 29 | showroom

## green designation

Promote your environmentally-friendly products with a special addition to your showroom and directory listing.

**DEADLINE** Nov 10 | directory + showroom  
Dec 29 | showroom

## customizable email invitation

Invite your buyers to Market with a customizable email automatically sent to all showrooms on behalf of CGS.

**DEADLINE** automatically emailed to all showrooms



## PARTICIPATION FORM

### fill-in showroom info

Showroom \_\_\_\_\_ Suite \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### select opportunities

NOTE: X indicates opportunities all showrooms are automatically included in.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Directory listing | <input type="checkbox"/> Buyer list submission                        |
| <input type="checkbox"/> Specials + discounts listing | <input type="checkbox"/> California designer/manufacturer designation |
| <input type="checkbox"/> Event listing                | <input type="checkbox"/> Green designation                            |
| <input type="checkbox"/> Press kit distribution       | <input checked="" type="checkbox"/> Customizable email invitation     |

### submit to

Nicole Rubino | f 213.763.5881 | e [nrubino@lamart.com](mailto:nrubino@lamart.com)

Deadline: ASAP to reserve your space

### submit related materials + info

Send related materials/info listed in opportunity's description to [nrubino@lamart.com](mailto:nrubino@lamart.com)

Deadline: varies; see opportunity for exact deadline

### questions

Nicole Rubino | p 213.763.5788 | e [nrubino@lamart.com](mailto:nrubino@lamart.com)

**directory advertisement**

Promote your company in the onsite CGS Directory. 97% of attendees use the directory and 81% take it home to share with colleagues, place orders and reference between markets. Increase your visibility and expose your brand to 20,000 attendees.

- More info/reserve space: Dee Busby | 913.344.1411  
[dbusby@ascendmedia.com](mailto:dbusby@ascendmedia.com)

**DEADLINE** Nov 8 | ad space reservation  
Nov 15 | materials

**buyer list access**

Reach qualified buyers with a direct mail piece before Market by obtaining access to our extensive buyer list\*. This list can be narrowed by quantity, product category sold and/or location (zip code, state, country, etc).

- Cost: \$500 to access
- \* *Controlled access via outside mail house; Access to buyer records based on 3rd party opt in.*
- \* *Cost above does not include printing, postage and handling of direct mail piece.*

**DEADLINE** Nov 17

**bathroom product display**

Display your bath & body and aromatherapy products such as soap, lotion, potpourri and diffusers in bathrooms during Market.

- Cost: \$100 per bathroom

**DEADLINE** Dec 29



## PARTICIPATION FORM

### fill-in showroom info

Showroom \_\_\_\_\_ Suite \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### select opportunities

- Directory advertisement contact Ascend Media
- Buyer list access \$500
- Bathroom product display: 1 bathroom \$100

Total advertising +  
sponsorship fees \$ \_\_\_\_\_

### submit form + payment

Return form to: Nicole Rubino | f 213.763.5881 | e [nrubino@lamart.com](mailto:nrubino@lamart.com)

Deadline: ASAP to reserve your space

Payment options: \* *Payment is due upon receipt of form*

- Check Make payable to Merchandise Mart Properties, Inc.  
Send to 1933 S. Broadway, Ste 409 | LA, CA 90007 | ATTN: Nicole Rubino (\$25 fee for returned checks)
- Credit Card Complete the following to authorize payment (Visa, MasterCard & American Express accepted)

CC Type \_\_\_\_\_ Name on CC \_\_\_\_\_

CC # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

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Deadline: varies; see opportunity for exact deadline

### questions

Nicole Rubino | p 213.763.5788 | e [nrubino@lamart.com](mailto:nrubino@lamart.com)

*Show management reserves the right to offer new opportunities that are not included in this packet.  
All orders are non-refundable.*