



JANUARY 2012

* Showrooms Wed 18 - Tues 24

Temps Fri 20 - Mon 23

* SHOWROOMS | GIFT

california GIFT SHOW

Free Marketing Tools

directory | specials + discounts | events | press kits | buyer lists | ca made | green | travel programs | 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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- Specials + discounts listing 3
- Event listing 3
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- California designer/manufacturer designation 4
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- Travel programs 4
- Customizable email invitation 4

Advertising + Sponsorships

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- Bathroom product display 6

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

DEADLINE Nov 9

specials + discounts listing

Feature your Market specials, discounts and promotions in the onsite directory and on californiagiftshow.com.

- Instructions: Submit 50 words or less to nrubino@lamart.com.*

* We reserve the right to edit your submission as needed. 1 listing/showroom.

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.

- 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.

* 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 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	ismith@gift.com	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 manufacturers 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

travel programs: fly in + drive in + norcal fly in

Nominate your hard to get, high quality/volume buyers for FREE roundtrip airfare or 2 FREE hotel nights as well as lunch on day of choice during Market, courtesy of the Gift Association.

- Instructions will be provided shortly.

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

submit to

Nicole Rubino | f 213.763.5881 | e 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

Deadline: varies; see opportunity for exact deadline

questions

Nicole Rubino | p 213.763.5788 | e 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

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

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 _____

submit related materials + info

Send related materials/info listed in opportunity's description to nrubino@lamart.com

Deadline: varies; see opportunity for exact deadline

questions

Nicole Rubino | p 213.763.5788 | e nrubino@lamart.com

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