



JANUARY 2012

Showrooms Wed 18 - Tues 24

* Temps Fri 20 - Mon 23

* **TEMPS**

Beckman's Handcrafted Show™ L.A.
South Hall Gift | Kentia Global Marketplace

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

- Directory listing 3
- Specials + discounts listing 3
- Event listing 3
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- Green designation 4
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Advertising + Sponsorships

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- Buyer list access 6
- Bathroom product display 6

Join us on:



directory listing

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

- Free listing: company name, contact, booth #, phone, fax, email, website and 5 lines/categories
- 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.*

DEADLINE Nov 10 | directory + online
Jan 5 | online

event listing

Drive traffic to your booth 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	jsmith@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 with a special addition to your booth signage and directory listing.

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

DEADLINE Nov 10 | directory + signage
Dec 29 | signage

green designation

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

DEADLINE Nov 10 | directory + signage
Dec 29 | signage

customizable email invitation

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

DEADLINE automatically emailed to all CGS exhibitors



PARTICIPATION FORM

fill-in exhibitor info

Company _____

Booth + Venue _____
(LAM or LACC)

Contact _____

Phone _____

Email _____

Website _____

select opportunities

NOTE: X indicates opportunities all CGS exhibitors 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

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 exhibitor info

Company _____

Booth + Venue _____
(LAM or LACC)

Contact _____

Phone _____

Email _____

Website _____

select opportunities

- | | | |
|---|----------------------|---------------------------|
| <input type="checkbox"/> Directory advertisement | contact Ascend Media | Total advertising + |
| <input type="checkbox"/> Buyer list access | \$500 | sponsorship fees \$ _____ |
| <input type="checkbox"/> Bathroom product display: 1 bathroom | \$100 | |

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.*