



GIFT AND HOME RETAILER NEWS

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TRADE SHOW NEWS



Los Angeles Convention Center show floor

New Products and Resources Drive Traffic and Buying at January California Gift Show

LOS ANGELES, CA (February 16, 2010) The January California Gift Show® saw a rise in both attendance and exhibitors during the seven-day show. Showrooms and exhibitors alike reported strong sales and high traffic. Attendees loved the new look of the show and the extensive resources available. Buyers were re-energized as the show brought excitement and new resources to see, from increased exhibitors and interactive resources to inspiring product displays. The launch of Beckman's West at the Los Angeles Convention Center, in addition to the expanded Resort, Seasonal, Boutique, Fair Trade and World Style categories also added to the number of resources offered.

Highlights from the January Market included a keynote presentation with Caroline Kennedy, Editor of Gifts & Decorative Accessories Magazine, interactive Twitter workshops hosted on the Los Angeles Convention Center show floor, the launch of the Beckman's West brand at the Los Angeles Convention Center, a California Gift Show Twitter raffle campaign and more. In addition to fantastic programming and events, thousands of exclusive product lines were featured at Market. From the permanent showrooms at the L.A. Mart, to the Temporaries at the Los Angeles Convention Center and L.A. Mart 2nd Floor Gallery, fresh, new merchandise across a broad range of categories provided buyers with new money-makers.

"The California Gift Show was very successful. We saw traffic increases at both locations and the energy level was incredibly high," said Peggy Coleman, vice president, marketing, L.A. Mart and California Gift Show. "The buzz on the show floors was very positive and everyone was so excited about all of the resources available at both venues. We look to continue to this positive energy into our upcoming July Market."