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Attendance Up at California Gift Show

LOS ANGELES, CA -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. 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 the show featured thousands of exclusive product lines, and 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."

For more information visit www.californiagiftshow.com.