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## California Gift Show Enjoyed Strong Market

The January California Gift Show saw an increase 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 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.

Thousands of exclusive product lines were featured at the 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," Peggy Coleman, vice president, marketing, L.A. Mart and California Gift Show, says. "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](http://www.californiagiftshow.com).