



Living and Giving® Announces its lineup of high-profile business entrepreneurs and best selling authors for January



The Chicago Market: Living and Giving®, January 21-27, 2010, will be bustling with product trends as well as an action-packed calendar of educational and special events. The Market's highlights include an exciting keynote presentation from Gordon Segal, chairman and co-founder of Crate and Barrel, and The Power Lunch Seminar Series, where buyers will learn from leading retail consultants.

KEYNOTE PRESENTATION

Gordon Segal, Chairman and Co-Founder of Crate and Barrel

It All Begins With The Merchandise

Monday, January 25, 2010

4p.m. – 5p.m. | Merchandise Mart Conference Center

Cocktail Reception to follow

Join Gordon Segal, chairman and co-founder of Crate & Barrel as he shares specific methods and strategies on how to find unique product that will help differentiate your store with a wide range of customers. Gordon will also describe how to use product to establish a point of view or brand position and how to educate employees to get customers excited about your product.

RSVP Required to: events@shopchicagomarket.com. Please include the event name in the subject line.

POWER BREAKFAST & LUNCH SEMINAR SERIES

Fuel your business and your body through our complimentary Power Lunch Seminar Series. E-mail events@shopchicagomarket.com to R.S.V.P. R.S.V.P. required. Please include the event name in the subject line when registering.

Saturday, January 23, 2010

8:00 a.m. – 9:00 a.m. | Temporary Suites, Floor 8th Room 8A

Elizabeth Gardner, Director, Women's Business Development Center

Think and Grow Big: Strategies for Business Growth

Join Elizabeth Gardner, director of the Women's Business Development Center as she shares useful strategies for small business owners. She will share insights on how to develop new revenue sources, implementing alternative marketing strategies and more.

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Saturday, January 23, 2010

Noon – 1:00 p.m. | Floor 8th Room 8 A

Carmen K. Iezzi, Executive Director, Fair Trade Federation

Great Products, Tremendous Impact: Introduction To Fair Trade for Buyers and Retailers

Join Carmen K. Iezzi, executive director of the Fair Trade Federation as she describes how Fair Trade products have made an impact in the Midwest and how easy it is to source these great products.

RSVP Required to: events@shopchicagomarket.com. Please include the event name in the subject line.

Sunday, January 24, 2010

Noon – 1:00 p.m. | Floor 8th Room 8 A

Speed Networking Seminar

Pairing New-To-Market Exhibitors with Buyers

Network with new-to-market vendors, and get the scoop on the latest in product direct from the source. As you enjoy lunch, each vendor will go from table to table sharing their product news and ideas with you.

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Monday, January 25, 2010

Noon – 1:00 p.m. | Floor 8th Room 8 A

Jo Anne Stone-Geier, Author and Marketing and Branding Expert

The Subtle Art of Managing Your Customers With New Marketing Strategies

Join Jo Anne Stone-Geier, author and marketing and branding expert as she explores new ways to excite and motivate customers of all ages and lifestyles. She will offer new marketing strategies to reach and connect with new customers and how to build a loyal repeat customer base.

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TUESDAY SEMINAR SERIES LUNCH PRESENTATION

Tuesday, January 26, 2010

12:00 Noon – 1:00 PM | Floor 14, Room 14-109

Courtney Hill, Chief Executive Officer, Market M, LLC

The Fundamentals of Launching & Managing an Online Retail Business

Welcome to the world of online retailing and marketing. Start the year off right with the tools to start or enhance your online marketing program. This informational and interactive seminar will offer vital information and resources on how to expand in the virtual world of retail marketing and merchandising. Hosted by Saro Trading. Presented by the Women's Business Development Center. RSVP Required to: events@shopchicagomarket.com. Please include the event name in the subject line.

Signatures Book Signing Events

These author book-signing events featuring exciting personalities and best-selling titles – Complimentary books are available while supplies last. Visit www.shopchicagomarket.com for more information.

Sunday, January 24

2p.m. | Booth 8-3095

Visit booth 8-2094 to receive a signed copy of Timmy the Tractor: His Hay Day and meet author Angie Wyatt (first come, first served).

CHICAGO MARKET: LIVING AND GIVING SHOW HOURS

Thursday, January 21 - Tuesday, January 26

9 a.m. – 6 p.m. | Floors 13, 14, 15

Saturday, January 23

Showrooms: 9 a.m. – 8 p.m. | Floors 13, 14, 15

Temporaries and Beckman's Handcrafted Show®: 9 a.m. – 6 p.m. | Floor 8

** *Shop Late Night Blowout**

6–8 p.m. | Floors 13, 14, 15

Join us for The Chicago Market's "Late Night" for an evening of showroom hospitality, music and

late night shopping, all in the name of charity. The Chicago Market will host two incredible hours with Chicago's top chefs, serving up their signature dishes. Proceeds will benefit Gift For Life, a charitable organization that funds life-saving AIDS research and education.

Wednesday, January 27

Showrooms: 9 a.m. – 5 p.m. | Floors 13, 14, 15

For more information on The Chicago Market: Living and Giving, please visit www.shopchicagomarket.com or call 800.677.6278 (MART).