



CHICAGO – (December 4, 2009) – The Chicago Market: Living and Giving® continues its mission to keep its buyers informed and enlightened with several not-to-be missed special events this January. Event highlights include a keynote presentation from Gordon Segal, chairman and co-founder of Crate & Barrel, Power Lunch Seminars and the ever-popular Speed Networking Seminar. These events can be found only at The Chicago Market: Living and Giving, January 21-27, with Temporaries, including Beckman's™ Handcrafted Show, January 23-26.

Special Events

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 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.

Think and Grow Big: Strategies for Business Growth

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

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.

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

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

Saturday, January 23, 2010

Noon – 1:00 p.m. | Floor 8th Room 8 A

Carmen K. Iezzi, Executive Director, Fair Trade Federation

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.

Pairing New-To-Market Exhibitors with Buyers

Sunday, January 24, 2010

Noon – 1:00 p.m. | Floor 8th Room 8 A

Speed Networking Seminar

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.

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

The Subtle Art of Managing Your Customers With New Marketing Strategies

Monday, January 25, 2010

Noon – 1:00 p.m. | Floor 8th Room 8 A

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

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.

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).

Product Displays

Lake Living Display

Thursday, January 21 – Wednesday, January 17 | Floor 1, North Lobby

Visit the new Lake Living Display located on the 1st Floor North Lobby. This new display celebrates all things Lake Living and showcases lake-inspired products for those consumers whose tastes and lifestyles are enriched by fresh water living, and for those who wish theirs were.

1st Floor New Product Display

Thursday, January 21 – Wednesday, January 17 | Floor 1

Stop by this innovative floor display that is designed to inspire and educate, while you see, hear, touch and feel what's hot and trendy for 2010.

1st Floor Beckman's™ Handcrafted Show Product Display

Thursday, January 21 – Wednesday, January 17 | Floor 1

Visit the Beckman's 1st Floor product display to view the latest in handcrafted products.

Show Hours

Thursday, January 21

9 a.m. – 6 p.m. | Floors 13, 14, 15

Friday, January 22

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 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 a charitable cause.

Sunday, January 24

Showrooms: 9 a.m. – 6 p.m. | Floors 13, 14, 15

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

Monday, January 25

Showrooms: 9 a.m. – 6 p.m. | Floors 13, 14, 15

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

Tuesday, January 26

Showrooms: 9 a.m. – 6 p.m. | Floors 13, 14, 15

Temporaries and Beckman's Handcrafted Show®: 9 a.m. – 3 p.m. | Floors 8

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).