

Gift & Home Today

a new product every day, for retailers and their customers

Chicago Gift Show

The **Chicago Market**, a quarterly wholesale tradeshow, is the independent and specialty gift and home store's preferred buying venue for an extensive selection of products inspired by the unique tastes and influences of the Midwest lifestyle. Click here for upcoming events [calendar](#), and see [travel deals](#) to Chicago.

KEYNOTE PRESENTATION

Monday, July 26, 2010, 4:30 p.m. – 5:30 p.m.

Jerry Greenfield, Co-founder of Ben & Jerry's Homemade, Inc.

An Afternoon of Social Responsibility, Radical Business Philosophy and Free Ice Cream

Holiday Inn Chicago Mart Plaza, Sauganash Ballroom, 14th floor.

Jerry Greenfield delivers a rousing tribute to America's entrepreneurial spirit. His presentation is full of anecdotes and radical business philosophy illustrating one of today's successful business models. Retailers will learn how Jerry and Ben built their store front venture into a \$300 million ice cream empire, covering the promise and pitfalls of a "value-led" business strategy along the way. The presentation includes an inspiring wake-up call about the growing international influence of being a "socially conscience" or "mission driven" corporation. A Ben & Jerry's ice cream reception will follow the presentation. Seats are limited so register early.

RSVP Required: www.shopchicagomarket.com/events. Please print out and present your auto confirmation for admission.

SATURDAY, JULY 24, 2010 – BREAKFAST SEMINAR

8:00 a.m. – 9:00 a.m., Temporary Suites, FL 8th Room 8

Carmen K. Iezzi, Executive Director of the Fair Trade Federation
Great Products, Tremendous Impact: Introduction To Fair Trade And The Fair Trade Federation For Buyers And Retailers

For more than sixty years, Fair Trade Organizations have offered high quality products that create tremendous, sustainable, and positive change among the poorest of the poor. The Fair Trade Federation (FTF) is the trade association that strengthens and promotes North American organizations fully committed to that process. During this presentation, Carmen K. Iezzi, FTF's Executive Director, will introduce the Principles of What Fair Trade is, ways to identify Fair Trade Organizations, and outline how to easily source these great products that

can create a tremendous impact on your business and for the poor.

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SATURDAY, JULY 24, 2010

12:00 Noon – 1:00 p.m., Temporary Suites, FL 8th Room 8A

Mick Santiago, Interior and Commercial Designer, Mick Santiago Designs

Merchandising Methods: Timeless Tricks for Building & Revitalizing Eye-Catching & Enticing Product Displays

Mick Santiago, one of Chicago's top interior designers, will entertain you with great tips and fun ideas for creating eye-catching displays throughout your store and in your windows to keep customers wanting more as you hear the cash register ring! Santiago will demonstrate how you can revitalize product displays and merchandise without spending money and making your store look brand new. RSVP Required: www.shopchicagomarket.com/events. Please print out and present your auto confirmation for admission.

SUNDAY, JULY 25, 2010

12:00 Noon – 1:00 p.m., Temporary Suites, FL 8th Room 8A

Bruce Baker, Sales and Visual Merchandising Consultant

Thrive Not Merely Survive In The Current Economic Climate: Merchandising And Sales Are The Key

Bruce Baker delivers a lively, entertaining and motivational seminar full of great ideas and examples of how to drive the customers off the street and into your store to spend money! Baker discusses how to turn those customers into repeat, loyal buyers by training your front line staff, merchandising displays, reading buyer body language, avoiding customer "turnoffs" and never say "thank you" until a sale is transacted. Following the seminar, Country Business editor Susan Wagner and Bruce Baker will be announcing the Country Business Retailer and Country Business Vendor of the Year winners. Seminar sponsored by Country Business.

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MONDAY, JULY 26, 2010

12:00 Noon – 1:00 p.m., Temporary Suites, FL 8th Room 8A

Krissa Rossbund, Senior Style Editor, Traditional Home Magazine and Frank Ponterio,

Interior Designer, Frank Ponterio Design

Traditional Now

Celebrate Designer Day with Krissa Rossbund, senior style editor, Traditional Home and Frank Ponterio, Frank Ponterio Design as they dissect the new "Traditional" in 2010. It's all in the interpretation, and Traditional Home magazine has widened the definition of what traditional means now. Graceful silhouettes and beautiful embellishment are the linchpins of a transitioning style whose breadth starts at classic and storied, then cascades into varied aesthetics that celebrate traditional in a way that's not modern, but modern day. A dessert champagne reception will follow in the Temporary HOME section.

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TUESDAY, JULY 27, 2010

12:00 Noon – 1:00 p.m.

Eshwar Noojibail, Chapter Chair, S.C.O.R.E

Image Building 101: The Power Of Marketing In The 21st Century

Presentation: 12:00 noon – 1:00 PM, Suite 13-107

Lunch: 1:00 – 2:00 PM, Sarm & Navtovski Showroom, Suite 13-203

SCORE, The National Counselors to America's Small Business, will show you how a little marketing can go a long way into creating a business image that drives the customer right into your store. The power of marketing has changed significantly with many tools, traditional and new, that can make a huge impact on your business. Presented by SCORE and sponsored by Sarm & Nastovski, LLC. RSVP Required: www.shopchicagomarket.com/events. Please print out and present your auto confirmation for admission.

JULY CHICAGO MARKET: LIVING AND GIVING SHOW HOURS

July 22 –28, 2010 (Thursday – Wednesday)

Showrooms: Thursday – Tuesday 9 am – 6 PM | Floors 13,14 & 15

Saturday 9 am – 8 PM (Extended hours for Shop Late Night)

Wednesday 9 am – 5 PM

Temporaries & Beckman's™ Handcrafted Show:

July 24 –27, 2010 (Saturday – Tuesday)

Saturday – Monday 9 am – 6 PM | Floor 8

Tuesday 9 am – 3 PM

