



MMPI Launches New High Tech Versatile Mobile App Just In Time For Chicago's July Gift Market

Posted by The Chicago Market - 7/21/10

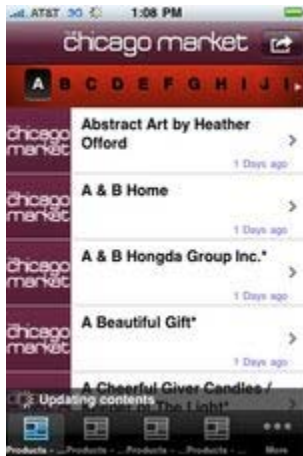


The Chicago Market: Living and Giving® offers advanced technology to access products, showrooms, exhibitors and more

MMPI is excited to offer a free new Mobile Application Tool, which will allow buyers and retailers an easy and convenient way to access The Chicago Market: Living and Giving® product locator using Smart phone technology. This new online Mobile App will allow buyers to take advantage of the benefits of the online product locator to search for showrooms, exhibitors, product lines and more using their smart phone.

This is an extremely versatile Mobile App that will allow users of iPhones, Blackberrys, Droids and other Smart Phones to access show information from their phone instead of having to use a

computer. This Mobile App is perfect for pre-show planning during market to help buyers navigate and locate resources quickly.



Users of the Mobile App will receive up-to-the-minute information about showrooms, exhibitors and product lines, including access to social media, National News and weather. Buyers can use this easy app to help locate and plan their time prior and during the July Market.

“We are continually striving to incorporate the latest technology into our Chicago Market, to make it the best place to do business in the industry. MMPI’s focus is to use this technology to create an environment where information can be shared and distributed easily to our buyers, exhibitors and showrooms,” said Joan Ulrich, senior vice president, MMPI. “This new mobile app is a big part of this new environment. It is an invaluable tool that will allow buyers and retailers to maximize their time before and during our Market, and ensures that everyone is sure to take full advantage of all the benefits the Market has to offer.



“Ascend can always count on MMPI’s interest in new technology platforms. Their tenants and exhibitors market products with a “glamour” factor, and MMPI likes to offer them the newest

options for them to connect with their buyers. Ascend now produces media for MMPI completely cross-platform: print, digital and mobile,” said Maria Arnone, vice president, Media Development, Ascend Integrated Media.

Easy to use download instructions can be found on the Chicago Market Web site, at www.shopchicagomarket.com or go to chigift.mwap.at on your mobile browser to download immediately.

JULY CHICAGO MARKET: LIVING AND GIVING SHOW HOURS

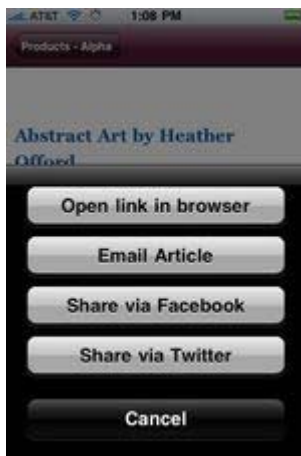
July 22 –28, 2010 (Thursday – Wednesday)

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

Keynote Speaker: Jerry Greenfield, co-founder, Ben & Jerry's Ice Cream

Monday, July 26 | 4:30-5:50 PM | Ice cream reception to follow the presentation

*Don't forget to register for the July Keynote Presentation, presented by Jerry Greenfield, co-founder, Ben & Jerry's Ice Cream. "An Afternoon of Social Responsibility, Radical Business Philosophy & Free Ice Cream".

RSVP Required: www.shopchicagomarket.com/events.

Visit www.shopchicagomarket.com for additional Retail / Business Power Seminars on Saturday, Sunday, Monday and Tuesday.

Shop Late Night Charity Event

Saturday, July 24 | 6 - 8pm | Floors 13, 14, 15

Join us for The Chicago Market's "Shop Late Night" charity event for an international wine and culinary "tasting" featuring Chicago's best celebrity chefs serving up their signature dishes alongside a presentation of international wines, in-showroom hospitality, music and late night shopping all in the name of charity. Proceeds will benefit GiftForLife/DIFFA a charitable organization that funds life-saving AIDS research and education.

Check the Web site to see which of your favorite chefs and restaurants will be featured this Market at www.shopchicagomarket.com/events.

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