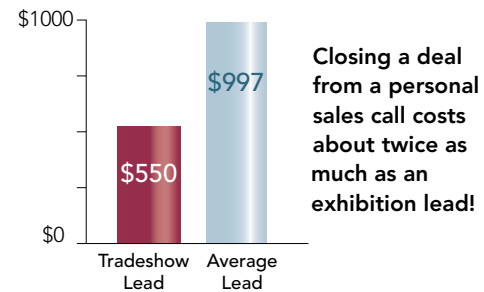


OUTSTANDING RETURN ON YOUR INVESTMENT

Trade shows work. More than any other selling strategy, trade shows bring buyers and sellers together in a symbiotic environment. We know that 93% of buyers placed orders during Market and 88% will after the show. The California Gift Show is focused, efficient, and highly cost effective.



Source: Center for Exhibition Industry Research

"The Kiss Accessories' team was very pleased with the level of customer service provided by show management at the CA Gift Show. The show proved to be successful through the caliber of contacts and business that was generated for our custom and promotional purse hook lines. We are excited to attend upcoming shows!"

Dan Tsue, Managing Partner,
Kiss Accessories, Booth 1421 - LACC

DON'T MISS OUT—RESERVE YOUR BOOTH SPACE TODAY

July 16-19, 2010

Temporaries at L.A. Mart® and Los Angeles Convention Center featuring Beckman's West

July 13-19, 2010

Shop early at the L.A. Mart® showrooms

IT'S ALL HERE

**Add value to your marketing expenditures.
Grow your attendee base.
Strengthen your audience.
Generate leads.
See results.**

- Over 95% of attendees come from the Western US, and more buyers are attending regional shows
- 9 out of 10 attendees will make purchases during Market
- 94% of exhibitors stated they will return for the next Market
- 200 permanent showrooms and thousands of product lines exclusive to this show
- Exposure to national, international, and the best buyers in California
- The California Gift Show is under new management and ownership and now includes the return of Beckman's West Handcrafted
- Let's face it; California has the best weather in the country, especially in January. When everyone else is bundling up you'll be able to focus on the needs of the customers rather than the weather report

TRENDS START HERE:

B2B marketers rank trade fairs and exhibitions as the most effective tool for generating qualified leads.

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californiagiftshow.com



Trends Start Here.

california
GIFT SHOW®

The reinvigorated California Gift Show delivers a unified and strengthened market experience anchoring the gift and home industry for the West Coast. The bi-annual event brings over 800 exhibitors and 22,000 buyers together to capitalize on the latest trends that only Southern California can offer.

The California Gift Show attracts qualified buyers to one of the 10 largest economies in the world. It caters to thousands of gifts stores within driving distance of Los Angeles, serving a consumer audience of 13 million, as well as a broader base of buyers in pursuit of L.A.'s distinct style and offering.

TWO VENUES, COUNTLESS POSSIBILITIES

The California Gift Show's vast product mix, from hip and sleek to eco-chic, cannot be matched by any other gift show. The Los Angeles Convention Center and L.A. Mart boast over 800 temporary and nearly 200 permanent showrooms. This seamless integration of two locations means a larger audience for your products. National and international buyers need not look any further than the California Gift Show for the next big thing.

SHOW CATEGORIES

- Seasonal Collection
 - Christmas
 - Halloween
 - Multicultural Holiday
- Resort Collection
 - Resort
 - Souvenir
 - Licensing
- Gift Collection
 - Gifts
 - At Home
 - Gourmet
 - Kids
 - Stationery
- Boutique Collection
 - Spa and Wellness
 - Fashion Accessories
 - European Accents
- World Style (including Fair Trade Federation)
- Vintage Collection
- Jewelry (Cash & Carry)
- DesignStudio2
- Eco-Chic



Beckman's West
HANDCRAFTED SHOW | LOS ANGELES

The successful franchise Beckman's West Handcrafted made its return to LA in January 2010 and will continue to be at the California Gift Show, featuring a collection of North American artisans, one-of-a-kind creations, and everything from handmade mixed media and functional art to textiles and home décor.



"This has been a booming market. I have exceeded even my own expectations; we have been consistently busy in both showrooms."

Stephen Young, Stephen Young Showroom
Suite 830, 839 - LAM

Build customer relationships, expose your brand, and test new products.

Sun and sales are in the forecast.

TARGET AUDIENCE

- General Gift Stores
- Designer Community
- Home Furnishing Stores
- Event/ Hospitality Planners
- Set Decorators
- Hospital Gift Stores
- Garden Centers
- Hardware Stores
- Stationery Stores
- Jewelry Stores
- Religious Gift Stores
- Baby/Kids Stores
- Fitness/Yoga Centers
- Corporate Buyers
- Floral Shops
- Fashion Retailers
- On-line Retailers
- Catalog Buyers
- Drugstores/Pharmacies
- Hair Salons/Spa
- Seasonal Buyers
- Theme Parks
- Multicultural Audiences
- Studios
- Cruise Lines
- Casinos
- Resort/Hotel Gift Stores
- Craft Retailers
- Museums
- Zoos/Aquariums
- Department Stores
- Big Box Retailers
- Grocery Stores
- Buying Groups
- Wineries
- Souvenir Stores
- Bookstores
- Specialty Retailers

MARKETING SUPPORT THAT DELIVERS

We support your business with our bold and comprehensive marketing programs to assist you in attracting new buyers, designers and niche target audiences. We'll help you thrive in a slow economy by aggressively promoting the California Gift Show with:

DIRECT MAIL

Targeting over 60,000 buyers 4 times per year including 40,000 retail buyers, 4,000 interior designers and an on-going list of prospects.

ADVERTISING AND PR

1.5 million impressions in key publications and trade websites, plus opportunities for further advertisement.

ELECTRONIC MEDIA

Email campaigns once a week on average to over 30,000 quality, credentialed buyers. Our market websites had over 60,000 visitors leading up to the previous market, 30,000 of them were within 30 days of the market.

BUYER RELATIONS

Aggressive year round outreach program to attract top buyers. Our buyers relations program delivers 65+ round trip flights, 60+ hotel nights, hundreds of gas cards, and over \$30,000 in lunches, free parking, free limo service, and other incentives to recruit top buyers to each show.

EVENTS & PROMOTIONAL MATERIALS

Year round marketing efforts include monthly events at the L.A. Mart, and a comprehensive directory both online and in print, including a new product locator feature.

TRENDS START HERE:

July show attendance was up over 22%. Expose your brand to over 22,000 qualified buyers.



In addition to the comprehensive marketing program there are many more outstanding opportunities for exhibitors to take advantage of:

FREE MARKETING TOOLS

- Comprehensive directory listing both printed and on-line
- Reciprocal website links
- Complimentary postcards
- Customizable email template
- On-site signage
- Direct mail and email program
- Customer list submission
- Green product listing
- Access to attendee list
- Events listed in directory, eblasts, press releases, and on-line
- Post show exhibitor/tenant press releases on the website
- Specials included in Market Happenings
- Press kits displayed in press room
- Submission of new line/product info for pre-show press release

ADVERTISING AND SPONSORSHIPS

- Product displays
- New product showcase
- Direct mail sponsor
- Seminar & special events
- Registration handouts
- Directory advertising
- Elevator door advertising
- Website advertising
- Buyers video loop advertising
- Email banner advertising

