



CASUAL
MARKET
CHICAGO

EXCLUSIVELY
OUTDOOR

IMPRESSIVELY BIG

SEPTEMBER 12 — SEPTEMBER 15 | 2017



Casual Market Chicago is the world's largest marketplace for the best in outdoor furnishings.
Discover new products, hundreds of exhibitors and the largest selection of permanent showrooms anywhere.

theMART, Chicago | CasualMarket.com | [#casualmarket](https://twitter.com/casualmarket)

PARTNERED WITH
INTERNATIONAL
CASUAL FURNISHINGS
ASSOCIATION

theMART
A VORNADO PROPERTY

THE WORLD OF OUTDOOR UNDER ONE ROOF.
CASUAL MARKET CHICAGO.



ZUO Modern



Lloyd Flanders, Inc.

Casual Market Chicago is a four-day trade show that provides retailers with a destination to find all things related to outdoor and casual living. See the newest, most innovative products from leading manufacturers around the world. Discover the latest trends in color, product design, fabric patterns, and more all under one roof.

For more than four decades, Casual Market Chicago has been the most complete collection of furniture, trends and accessories for outdoor living. And, it's the only show in North America dedicated to the casual and outdoor furnishings industry that is exclusively endorsed by the International Casual Furnishings Association (ICFA). Reconnect with longstanding business partners and meet new contacts at Casual Market Chicago 2017.



Gensun Casual Living

“THE MART IS CASUAL. THE ENTIRE INDUSTRY IS HERE. IF YOU ARE A PLAYER IN THE INDUSTRY YOU HAVE A PERMANENT SPACE IN THE MART OR A TEMPORARY SPACE ON THE 7TH FLOOR.”

STEVE LOWSKY, CEO, *Castelle*

Casual Market Chicago is housed in one of Chicago's most iconic structures, theMART.

Encompassing two city blocks and spanning 4.2 million gross square feet, theMART attracts an international audience to shop an expansive collection of casual, residential and commercial furniture.

Reach New Audiences!

Expand your business by exhibiting at Casual Market Chicago 2017 at theMART. Meet thousands of buyers at the show that are 100 percent dedicated to the outdoor industry. As an exhibitor at Casual Market Chicago, you will benefit from our extensive advertising, direct mail, email, web and public relations campaigns. You also have the opportunity to participate in our on-site branding opportunities.

Proof is in the Stats

#1

TRADE SHOW ATTENDED
BY SPECIALTY RETAILERS
CASUAL MARKET CHICAGO

TOP 5 ATTENDEES

CASUAL MARKET CHICAGO

1. Independent Furniture Store
2. Casual Specialty Store
3. E-tailers
4. Hospitality/Contract
5. Other Retailer-Gift/Home/Lifestyle

9%

INCREASE IN
2016 ATTENDANCE VS 2015
CASUAL MARKET CHICAGO

9 OUT OF 10 CONSUMERS PLAN TO PURCHASE OUTDOOR PRODUCTS

93% of consumers have an outdoor space
and 7% are in the process of creating one.

37% OF CONSUMERS PLAN TO
IMPROVE THEIR OUTDOOR SPACE
IN THE NEXT YEAR.

19.5%

PROJECTED GROWTH IN
OUTDOOR FURNITURE SALES
OVER THE NEXT 5 YEARS
ACCORDING TO CASUAL
LIVING AND EASY ANALYTIC
SOFTWARE INC.

2015- 4.4 BILLION
2020- 5.3 BILLION



FIRE PRODUCTS

The rise of fire pit sales and fire pit chat groups have
encouraged consumers to enjoy the outdoors all year long.

#1 PRODUCT MILLENNIALS
WANT TO BUY:
FIRE PIT CHAT SET

40%

OF INTERIOR DESIGNERS
ARE USING OUTDOOR
PRODUCTS FOR INDOOR
PROJECTS

"THIS IS THE PINNACLE OF OUTDOOR FURNITURE FROM A SELLING STANDPOINT. IF YOU ARE NOT HERE YOU'RE NOT GOING TO BE IN TOUCH WITH 95% OF THE BUYERS."

ERIC PARSONS, *President, Gloster Furniture, Inc.*

SHOWCASE PRODUCTS

Barbeques/Grills/Outdoor Kitchens

Care and Maintenance Products

Cast Metal Furniture

Cushions

Fire Pits

Flame Products

Fountains

Garden Accessories

Hammocks

Hearth Products

Mosaic Tabletops

Outdoor Lighting

Outdoor Rugs and Flooring

Pet Products

Planters/Pottery

Rattan/Wicker/Woven Furniture

Resin/Fiberglass Furniture

Statuary

Tabletop

Tubular Furniture

Umbrellas

Wood Furniture

Wrought Iron/Wrought Aluminum Furniture

And More!

EXHIBIT SPACE FEATURES

Eight Foot-High Moveable Hard Wall Partitions

High-Intensity Lighting
(For quality color retention)

State-of-the-Art Spot Lighting

High-Grade, Wall-to-Wall Carpeting

Complimentary Signage

Duplex Outlets

Natural Window Lighting

Easy Move-In and Move-out Capabilities

CONNECT WITH THE BEST

Specialty Casual Furniture Retailers

Home Furnishings Retailers

Garden Center Retailers

Home Center/Hardware Stores

Hearth & Fireplace Stores

Department Stores

Pool & Spa Retailers

E-tailers/Cataloguers

Hospitality Buyers/Hotel Specifiers

Architects & Interior Designers

Landscape Architects & Designers

Live Life by the Flame

EXHIBIT AT CASUAL MARKET CHICAGO AND FIRE UP YOUR EXPOSURE AT THE OPENING NIGHT BACKYARD BBQ PARTY.



Your participation at Casual Market Chicago qualifies you to do live demonstrations on the South Drive during the Opening Night Backyard BBQ Party*.

More than 1,000 guests attend the Opening Night Backyard BBQ Party each year. This key networking event takes place on the South Drive of theMart along the scenic Chicago River. Several sponsorship opportunities are

available to help you generate excitement for your brand. Cook on your grills, show off your new fire pit... the possibilities are endless.

*Participation Fee Required



Saber Grills



Castelle

"THE OPENING NIGHT BACKYARD BBQ PARTY IS A GREAT EVENT TO ATTEND. IT IS A WONDERFUL PLACE TO NETWORK WITH ALL OF YOUR FRIENDS, REPS AND RETAILERS. IT IS RIGHT ON THE RIVER AND A GREAT THING TO DO DURING MARKET."

LYLE ECKOFF, Vice-President of Sales, Emerald Home Outdoor

Outdoor Accessories

OVER 10,000 SQUARE FEET IS DEDICATED TO EXHIBITORS FEATURING THE LATEST IN OUTDOOR ACCESSORIES.



Merritt International



Casual Cushion Corp.



Casual Market Chicago makes it easy for buyers to find manufacturers that offer all the essentials

needed to have a well-rounded retail offering including the latest in tabletop, pillows, umbrellas and more!



Fiber Built Umbrellas



222 Merchandise Mart Plaza
Suite 470
Chicago IL 60654



Presorted
Standard
U.S. Postage
PAID
MMPI

TUESDAY, SEPTEMBER 12 – FRIDAY, SEPTEMBER 15, 2017



Extensive Marketing Support

WHY EXHIBIT AT CASUAL MARKET CHICAGO?

BUILD AWARENESS

Our extensive advertising, direct mail, e-mail, web, social media and public relations campaigns generate excitement and increase attendance for the show.

ATTRACT BUYERS

Casual Market Chicago's outreach to all buying types: Casual specialty retailers, furniture retailers, hospitality and contract buyers, interior designers, landscape designers and more.

FREE PROMOTIONAL MATERIALS

Reach buyers with e-blast invitations, complimentary listing in the online buyers guide and a link on the show's official web site – casualmarket.com – all free to exhibitors.

NEW EXHIBITOR SPOTLIGHT PROGRAM

This program helps new exhibitors achieve Market goals pre-show and offers on-site opportunities.

ON-SITE BRANDING OPPORTUNITIES

Increase your exposure to thousands of buyers by participating in our:

New Product Gallery

New Exhibitor Showcase

ICFA Design Excellence Award Competition

Merchandising Excellence Award Competition

Furniture Displays

Signage

Opening Night Backyard BBQ Party

And many more Sponsorship Opportunities!

Contact

MADELEINE TULLIER

Director of Sales | 312-527-7583 | mtullier@mmart.com

BETH HICKS

Managing Director, Marketing | 312-527-7643 | bhicks@themart.com