



CASUAL  
MARKET  
CHICAGO

Casual Market Chicago  
222 Merchandise Mart Plaza  
Suite 470  
Chicago IL 60654  
casualmarket.com

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## WHY CASUAL MARKET CHICAGO?

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### WHY ATTEND THIS SHOW?

Casual Market Chicago has been the Casual Furniture industry epicenter for outdoor resources for more than four decades. Attendees have a unique, once a year opportunity to visit the largest exclusively outdoor furnishing show all under one roof in the iconic Merchandise Mart.

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### WHO CAN ATTEND AND WHAT IS THE REGISTRATION FEE?

Casual Market Chicago welcomes all to-the-trade buyers. Casual Market Chicago is not open to the public.

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### IS THERE A REGISTRATION FEE TO ATTEND?

There is no registration fee to attend for all qualified buyers.

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### HOW MANY MANUFACTURERS AND EXHIBITORS ARE AT THE SHOW?

Casual Market Chicago has an average of over 250 manufacturers and exhibitors. It is comprised of over 350,000 square feet of outdoor resources including over 50 Permanent Manufacturer Showrooms and over 100 visiting exhibitors.

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### WHY IS IT IMPORTANT TO MY BUSINESS TO ATTEND?

Casual Market Chicago is a “must see” event and place to be for a once a year only chance to get what you need to make your season successful. You can see all the new collection launches and trends, network with buyers and sellers, attend cutting edge industry events, and learn about what is happening in the industry.

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### WHAT EVENTS ARE IMPORTANT TO SEE AT THE SHOW?

Our events provide education and insight into business practices and trends that are shaping the Outdoor industry and that will help grow your business. The Backyard Barbeque and the ICFA Awards Gala Show are opportunities to network and connect with people in all aspects of the industry.

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### WILL THE EXHIBITORS BE OPEN THE SAME HOURS AS THE SHOWROOMS?

Yes, you will be able to visit the exhibitor floor for the full 4 day show.

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### WHAT ELSE IS AVAILABLE TO ME AT THE MERCHANDISE MART?

The Design Center at the Merchandise Mart in Chicago is the world's largest resource for custom home furnishings and interior design. Hundreds of showrooms feature the top product lines available to interior design professionals.

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### WHO DO I CONTACT TO HELP ME PLAN MY TRIP TO THE SHOW?

Debra Egli, our Buyer Relations Manager is at your service to answer any questions you may have. Call or e-mail Debra at **312-527-7915** | [degli@themart.com](mailto:degli@themart.com).

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