



# Marketing Manual 2010

International Casual Furniture & Accessories Market  
September 21-24, 2010

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# GENERAL INFORMATION

## SHOW DATES & HOURS

### **International Casual Furniture & Accessories Market™**

Monday, September 21–Thursday, September 24, 2010  
The Merchandise Mart, Chicago

#### Permanent Showroom Hours:

8:30 am – 6pm (Tuesday - Thursday)

8:30 am – 4 pm (Friday)

#### Temporary Exhibitor Hours:

9 am – 6 pm (Tuesday – Thursday)

9 am – 4 pm (Friday)

## CONTACT US

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# ADVERTISING AND PRE SHOW MARKETING SUPPORT

## ADVERTISING

### Casual Market Preview Directory and On-Site Directory with Ascend Media

#### Print Advertising

Sell your products **before, during** and **after** market as buyers use the 2010 Casual Market **Preview Directory** and **On-Site Directory** to plan for market and as valuable resources throughout the year. Take advantage of these effective marketing tools and make sure you're capturing buyers' attention at the very moment they're ready to buy!

**Preview Directory** - Mailed to 20,000 registered buyers and buyer prospects 2 months prior to market, the **Preview Directory** will generate early awareness of your newest products and increase traffic to your exhibit at market. Offers Buyers abbreviated exhibitor listings, information about market and a glimpse of the hottest NEW products.

**On-Site Directory** - Distributed at registration and at key points at the Merchandise Mart, the **On-Site Directory** offers buyers expanded exhibitor listings, floor maps, and product category listings. One price affords you an ad in both the Preview Directory and On-Site Directory. Space reservation is due May 18<sup>th</sup>. Artwork is due June 1<sup>st</sup>.

#### Online Product Locator

Available 365 days a year, the **Online Product Locator** is a vital time-saving tool that allows buyers to locate products, services and company information. By purchasing one of the many effective 6-month advertising listing upgrades, you can be sure customers have fingertip access to your hottest products at the very moment they're ready to buy!

**Tower and Leader Board Banner Advertising** - These unique advertising opportunities are visible on all pages and are an excellent place for powerful brand, product message or exclusive offers. Limited to three advertisers.

**Premier Category Position** - Your company will be the first listing buyers see when they search by a specific product category i.e. "Bedroom Furniture - Rattan." This is an excellent way to move your listing above your competitors and own the category.

**Photo Gallery** - Maximize your listing and give buyers a complete visual of up to 20 product photos with brief 20-word descriptions of your best products-at-a-glance (also see left).

#### eBlast Advertising

With an above industry average open rate of 31.73%, the **Casual Market eBlasts** offer exhibitors an excellent marketing tool to reach buyers before market.

Three timely email blasts will be delivered to 5,000 registered buyers prior to market keeping them informed of HOT new products, categories, updated market information, instructions on how best to use the **Online Product Locator** and to sign up for the **NEW Mobile Marketing Application**. Scheduled for June, July and August 2010, each eblast offers 3 exclusive banner advertising positions allowing you to give buyers another reason to visit your website and stop by your exhibit at market.

**Tower Banner Advertising** - Prominent, vertical right-hand positioning. Limited to one advertiser.

**Rectangle Banner Advertising** - Positioned directly below featured product categories. Limited to two advertisers.

## **MAGAZINE PARTNER ADVERTISING**

### **AQUA Magazine**

Are you looking for new opportunities to market your casual furniture and/or backyard accessories? If yes, take advantage of *AQUA Magazine* and reach over 15,000 pool & spa dealers nationwide— prime prospects for casual furniture sales. As the premier retailing and business magazine in the spa & pool industry, *AQUA* focuses on those specialty dealers who want more from their operations— more customers, more profits and more fun. *AQUA* targets those savvy retailers who realize they're in the backyard entertainment business, not just the pool, spa or furniture biz alone. Get a jump on your competition and showcase your products to this virtually untapped market.

Call your *AQUA* account executive today and learn how *AQUA* can open doors for your company. Eastern Sales: Adam O'Brien at 800.722.8764 ext. 147 or adam@aquamagazine.com; Western Sales: Stan Chambers at 800.536.3630 ext. 11 or stan@aquamagazine.com. Space closes for the September Show Issue on July 22 and ad materials are due by July 29, 2010. In addition to our full 15,000+ monthly circulation, the September issue of *AQUA* will be distributed on each floor at the Chicago Casual Market.

### **Casual Living**

In the continuing effort to promote the casual furniture industry, Merchandise Mart Properties, Inc. has again partnered with Reed Business Information publications— *Casual Living* and *Home Accents Today*—in order to increase exposure and reach furniture and specialty stores.

The September issue of *Casual Living* will include a special section on Garden Décor, which features garden and tabletop products at the Casual Show. This could be an excellent way of promoting your products to key industry executives.

### **Electronic Opportunities**

Reed Business Information provides a wide variety of electronic marketing opportunities to reach your customers. Whether it is electronic direct mail (e blast), e weekly newsletters, breaking e news, and website placement or web casts (online videos of your showroom), *Casual Living* magazine can get your message to the key decision makers in the casual market place. Call Norman Hamilton today for complete information on electronic marketing, at 336.605.3790.

In order to make a significant impact and help grow the home furnishings industry, your advertising support would be greatly appreciated. Special package rates are available from our partners at Reed Business Information. You can expect a maximum return on your advertising investment with these leading publications.

We hope you will support MMPI and Reed in our joint pursuit of promoting to the home furnishings industry. Please direct inquiries to us by calling Norman Hamilton at 336.605.3790 or faxing inquiries to 336.605.1158 or write us at Reed Business Information, P.O. Box 2754, High Point, NC 27261.

### **Furnitureglobal.com and Furniture & Accessories World**

Furnitureglobal.com, the b2b portal catering to the global furniture industry, is proud to provide unparalleled services to its numerous associates from across the world. Promotional tools include target specific e-mail broadcasting, banner advertisements, inland mailing and a lot more. To expand your brand identity to the limit, advertise with us. Media Contact: Shakila Josh, shakila@furnitureglobal.com.

Encompassing the global furniture industry, the e-publication *Furniture & Accessories World* has carved its own niche. Applaud from 150,000 readers has been convincing enough to boast off its reach and thus creating a matrix that can generate unmatched brand awareness. Contact us for Enticing Advertisement Options: Shakila Josh, shakila@furnitureglobal.com.

### **Garden Center Magazine**

*Garden Center* magazine is known for providing a stream of useful, proven, smart ideas for independent retailers. In addition to our unparalleled editorial coverage of business, retailing and new products and varieties, each issue focuses on the latest trends and provides timely coverage of critical seasonal issues. *Garden Center* magazine reaches 21,000 qualified subscribers with our print edition and is also distributed digitally. Visit us at [www.GardenCenterMagazine.com](http://www.GardenCenterMagazine.com).

### **Garden Design Magazine**

GARDEN DESIGN magazine discovers and reports on the most exquisite gardens in the world. Our stories reveal the details—from plants and décor to hardscape and lighting—that combine to create beauty; the forethought that leads to sustainability; and the designer's inspiration that makes a garden greater than the sum of its parts.

Partner with GARDEN DESIGN through exclusive advertising and marketing programs to reach motivated consumers in search of design solutions. Contact Kristin Cohen for more information:  
[kristin.cohen@bonniercorp.com](mailto:kristin.cohen@bonniercorp.com)

### **Hearth & Home Magazine**

*Hearth & Home* is the #1 industry trade publication based on:

- Number of advertising pages sold per year
- Number of editorial pages published per year (not including press releases)
- Number of channels of distribution reached that patio furniture & accessory manufacturers target
- largest audited (verified) circulation among competing publications

*Hearth & Home* offers an Introductory Ad Package for new advertisers, three ad formats designed to fit most budgets and Frequency-Plus Programs to increase your advertising impact. For information call 1-800-258-3772 today!

### **HFN**

*HFN* is the **only** total home magazine dedicated to providing the latest breaking news and information for all categories of home furnishing retailing: Furniture, Lighting, housewares, floor covering, tabletop and more. Targeting senior management decision-makers, category buyers and leading manufacturers, *HFN* provides these executives and retail store owners with important information that affects the industry across all channels of distribution. Additionally, *HFN* reports on product trends, marketing and merchandising strategies, finance, mergers and acquisitions, personnel and all other issues impacting the business of total home furnishings.

In today's changing retail market, *HFN* is the only publication that delivers quality content reaching tomorrow's customer today. Contact: Tara Bohan, Operations Director, 212.979.4872.

### **Home Furnishings Retailer**

*Home Furnishings Retailer* is targeted to furniture retail store decision makers and is mailed monthly to approximately 10,000 retailers. The publication, owned by the retail members of the National Home Furnishings Association, is committed to helping home furnishings retailers improve their business by communicating the information and education they need. *Home Furnishings Retailer* is an authoritative business publication filled with articles researched and written to help the retailers run their business more profitably. The design and layout of the magazine makes it easy for the retailers to read and understand this valuable information.

*Home Furnishings Retailer* publishes a market issue for each Las Vegas and High Point market. Some other key issues include our "Green" issue in May and our November/December issue which features the new NHFA president. We also publish an electronic version of the magazine which can be viewed by typing the link [nhfa-retailer.epubxpress.com](http://nhfa-retailer.epubxpress.com). To learn more about *Home Furnishings Retailer* and view

the media kit and rate card go to [www.nhfa.org](http://www.nhfa.org) and click on "publications" and then *Home Furnishings Retailer*. To learn about advertising opportunities please call 1-800-888-9590 ext. 6177 or email [icarroll@nhfa.org](mailto:icarroll@nhfa.org)

### **Hotel Design Magazine**

Hotel Design is an award-winning magazine that celebrates the design excellence of hotels, resorts, lodges and destination spas to more than 11,000 hotel owners, developers, designers and architects. Published 10x per year, it strives to provide an integrated and informative publication committed to the people, projects and products in the design community. With cutting-edge information, a focus on stunning photography and features on emerging design, Hotel Design is dedicated to providing inspiration and value. Additionally, Hotel Design is part of the HotelWorld Network's suite of properties which also includes the informational online portal [www.hotelworldnetwork.com](http://www.hotelworldnetwork.com), multiple hospitality e-newsletters and digital products.

### **Landscape Architect Magazine**

Founded in 1910, *Landscape Architecture* magazine (*LAM*) is the monthly magazine of the American Society of Landscape Architects and celebrates its centennial in 2010. *Landscape Architecture* is the only paid subscription, ABC-audited magazine in the landscape architecture industry, connecting you with more than 60,000 readers who specify over \$140 billion in products and services each year. *Landscape Architecture* is available in digital subscription format via Zinio, adding valuable interactive capabilities such as free hyperlinks to advertiser web sites. Make sure to advertise in the October *LAM* Centennial Issue or any other exciting upcoming issue. Please contact Vivian Thompson at [vthompson@asla.org](mailto:vthompson@asla.org) or 202-216-2335 to be directed to your advertising representative.

### **Lawn & Garden Retailer**

Through its quality editorial and extensive coverage of the latest products, *Lawn & Garden Retailer* provides inspired solutions for improving profitability to more than 19,000 lawn and garden retail professionals. For information about how *Lawn & Garden Retailer* can enhance your marketing efforts, contact Felix Schilling at (817) 731-9352 or [felixschilling@sbcglobal.net](mailto:felixschilling@sbcglobal.net).

### **Patio & Hearth Products Report**

*Patio & Hearth Products Report* is a tabloid-sized publication for specialty casual furniture stores, retailers and dealers of patio, hearth, barbecue/grill, outdoor kitchen and outdoor-living products. Total circulation is 15,000, reaching specialty store and retailer owners and managers. Each bimonthly issue includes feature articles and departments on outdoor furniture, hearth products, outdoor kitchens and outdoor-living products. In addition, each issue of *P&HPR* features Product Profiles, a section of the magazine where we showcase new and existing products.

With each ad, advertisers receive two product releases within Product Profiles. The July/August issue of *P&HPR* will have bonus distribution at Casual Market in Chicago. Extra copies of the July/August issue will be distributed from our exhibit booth in addition to the publication bins that are located throughout the Merchandise Mart. Ad closing is June 29 with ad materials due by July 7. To reserve ad space or obtain additional information, contact Tony Ramos, Publisher, (310) 792-7448, [tramos@peninsula-media.com](mailto:tramos@peninsula-media.com).

## **FREE PROMOTIONAL MATERIALS**

Free promotional materials are now available on a first- come, first-served basis until **Tuesday, June 30, 2010**. Submit the MAILER/LOGO ORDER FORM and you can receive your materials within 7-10 business days.

Materials include:

### **FREE Four-Color Promotional Mailers**

Four-color mailers are available to you at no charge to assist you in promoting yourself at the Casual Market. These four-color mailers are the same as our spring promotional mailer and feature information about the show – including an overview and important travel and registration information. And, there is a template on the back with space for you to fill in your company name and location at the show. Send these postcards to your existing buyer base to invite them to your booth at the Casual Market. (Limit 100)

### **FREE International Casual Furniture & Accessories Market Logo**

Sending out an e-mail or creating your own direct mail piece? Be sure to include the FREE International Casual Furniture & Accessories Market logo to use when creating your own marketing materials. This logo can also be placed on your web site or email and link back to the Casual Market Web Site. Logos will be sent via e-mail.

## **ATTENDEE LIST ORDER FORM**

If you would like to order a list of attendees from the previous market, contact Jaclyn Kotzum at 312-527-7764 or [jkotzum@mmart.com](mailto:jkotzum@mmart.com) to receive the mailing list order form. This is a great opportunity to promote your company and products to a customized list of attendees. *You must have been a 2009 exhibitor and paid in full for 2010 to receive the list.*

## **WEB SITE LINK**

If you are a current exhibitor for the 2010 International Casual Furniture & Accessories Market, your Web site should already be linked to the Market Web site. If not, please contact Jaclyn Kotzum directly at 312.527.7764 or [jkotzum@mmart.com](mailto:jkotzum@mmart.com).



## 2010 MAILERS AND LOGO Order Form

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The items listed below are **FREE** promotional materials for your use to send to your buyers! Note: Your booth payments must be up to date in order to receive any materials. Quantities limited and available on a first-come, first-served. Please submit this form on or before June 30, 2010.

\_\_\_\_\_ Please send me \_\_\_\_\_ (*Indicate quantity/Limit 100*) four-color mailers

\_\_\_\_\_ Please send me logos for my advertising, direct mail pieces and other promotional materials or logo to use on my web site or emails

Company Name: \_\_\_\_\_

Showroom/Market Suite #: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email (required to send logo): \_\_\_\_\_

**EMAIL, FAX OR MAIL ORDER TO:**

**Jaclyn Kotzum**  
**Free Promotional Materials Request**  
**MMPI**  
**222 Merchandise Mart Plaza**  
**Suite 470**  
**Chicago, Illinois 60654**  
**Tel: 312-527-7764 Fax: 312-379-6053**  
**[jkotzum@mmart.com](mailto:jkotzum@mmart.com)**

## **2010 SPONSORSHIP OPPORTUNITIES**

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Want to increase your visibility and brand awareness during the International Casual Furniture & Accessories Market? Sponsorships are a powerful traffic booster! Sponsor an event, create a furniture display on the first floor, display your logo or product image on show banners or choose from any of our other creative cross-promotional opportunities. All sponsorships also include logo placement on the International Casual Furniture & Accessories Market website under "Sponsors".

Contact Jaclyn Kotzum, Marketing Director, at 312-527-7764 to inquire about available sponsorships. All opportunities are first-come, first-served.

### **Events/Parties**

#### **Market Opening Night Party**

More than 1,000 guests attend the Opening Night Party each year on the show floor of the Casual Market. Reach this key buying audience by becoming a co-sponsor with MMPI. You will be listed as co-sponsor of the Market Party in all attendee e-blasts about the event, on the Web site under the event description and in event signage/banners on-site.

*Promotional Fee: \$5,775 for Supporting Sponsorship (Unlimited sponsors)*

### **Furniture/Umbrella Displays**

NOTE: Furniture display sponsors must submit layout design and product images for approval.

#### **North Lobby/Escalator Display**

Take advantage of display space on the first floor, north lobby (under the escalators) to showcase your product display or furniture collection to thousands of retailers and visitors to the building. Promotion includes on-site signage. This space is approximately 17'x17' for the display. Certain requirements/restrictions apply; please call for details.

*Promotional Fee: \$1,650 (Limited to 1 sponsor)*

#### **North Lobby Display – Across from Registration**

Display a furniture vignette or umbrellas at the North Lobby entrance off Kinzie Drive right by the Attendee Registration room and DreamHome. Certain requirements/restrictions apply; please call for details.

*Promotional Fee: \$1,425 (Limited to 1 sponsor)*

#### **Orleans Elevator Display**

Catch buyers' eyes before they head up to the show floors with a furniture display on the First Floor by the Orleans elevators – some of the most highly trafficked elevators at Market. This location is approximately 10' x 10'. Certain requirements/restrictions apply; please call for details.

*Promotional Fee: \$1,425 (Limited to 1 sponsor)*

#### **East Pass-Through Display**

Showcase your latest furniture collection to thousands of attendees with a display space on the First Floor in the pass-way between the North and South corridors, near the popular Wells Street entrance to The Mart. This ideal location offers display space on both sides with a walk thru for traffic in between, one area is approximately 6' x 14' and the other is 3' x 14'. This space also features a large wall space to hang a poster or banner. Certain requirements/restrictions apply; please call for details.

*Promotional Fee: \$1,425 (Limited to 1 sponsor)*

### **Press Room Furniture Display**

Sponsor the Market Press Room and get your product in front of the key editors writing about the International Casual Furniture & Accessories Market. Sponsorship also includes on-site signage and the opportunity to distribute your company giveaways, i.e. pens, paper, etc., in the Press Room. Certain requirements/restrictions apply; please call for details. *Promotional Fee: \$925 (Limited to 1 sponsor)*

### **Umbrella Displays**

NOTE: Umbrella display sponsors must submit image, dimensions and color for approval.

#### **Kinzie/Wells Entrance Outdoor Umbrella Display**

Display one of your latest umbrella designs at the popular Kinzie/Wells entrance. Your umbrella will be on display *outside* on the corner across the street from Mart Parc Wells and the Kinzie Chophouse. Gain exposure to the buyers as well as the thousands of consumers and designers that pass through the building on a daily basis. Certain requirements/restrictions apply; please call for details.  
*Promotional Fee: \$925 (Limited to 1 sponsor)*

### **Online/Email Advertising**

#### **Web Site Advertisement**

Showcase your brand on the official Casual Market web site with an advertisement. Attendees utilize the web site as a resource to help plan their time before they get to Market. Feature your latest product or invite them to your booth/showroom with a web ad that is showcased on every page of the Casual Market web site. Sponsor is responsible for designing ad according to MMPI specifications and must submit for approval. Call for more details.

*Promotional Fee: \$1,500 per ad (Limited to 3 sponsors for a rotating ad space)*

#### **E-blast Advertisement**

Get your brand out to thousands of potential buyers before they even make it to Market. Place your ad on a Market e-blast that is sent to the Casual Market database. Sponsor is responsible for designing ad according to MMPI specifications and must submit for approval. Call for more details.

*Promotional Fee: \$1,000 per e-blast (One sponsor per e-blast)*

### **Television Advertising**

#### **South Lobby TV Advertisement**

Showcase your brand on the large television in our South Lobby above the Concierge desk AND on the television in the North Lobby adjacent to our popular New Product Gallery! Not only will your brand be seen by the buyers attending the Casual Market but also the thousands of consumers and designers that come through The Merchandise Mart each day. The TVs will feature a video loop of all the sponsors. Each sponsor will be featured with a logo and two images – for a total of three slides.

*Promotional Fee: \$100 per sponsor (Limited to 50 sponsors)*

## **Promotional Giveaways**

### **Market Bags**

Provide your branded shopping bags to Market Attendees in the Registration area on the First Floor. Buyers will walk the show carrying along your brand name, plus have a take home to remember you by. Bags will be placed in bins. Certain size limitations apply, please call for details.

*Promotional Fee: \$1,100 (Limited to 3 sponsors, each sponsor provides 1,000 bags)*

### **First Floor Lobby Giveaway**

Distribute your promotional materials to Market attendees on the First Floor of The Merchandise Mart for a day. Materials can include anything from shopping bags, water bottles, items promoting a new product, etc. Watch as each attendee becomes a walking billboard for your brand. Promotional materials must be submitted for approval. Call for more details.

*Promotional Fee: \$1,100 per day (Limited to 2 sponsors per day)*

### **Bottled Water with Company Logo**

Quench your buyers thirst during a busy day of shopping with a customized bottle of water featuring your company logo and space/showroom number. Water bottles will be distributed in the Press Room, ICFA Lounge and Presentation Room.

*Promotional Fee: Call for quantity and pricing (Limited to 1 sponsor)*

## **Signage**

NOTE: Signage sponsors are required to design the banners/photo blow ups. Artwork is due August 15, 2010. File specifications and uploading information will be sent to sponsors in July. All signage is subject to approval by the International Casual Furniture & Accessories Market. All signage will be returned to sponsors for use post Market.

### **Banner in Stairwell Connecting 15<sup>th</sup> and 16<sup>th</sup> Floors**

Showcase your brand in a 10' x 3' banner in the stairwell connecting the casual showrooms between the 15<sup>th</sup> and 16<sup>th</sup> Floors. Buyers will be using this convenient stairwell to shop the Market.

*Promotional Fee: \$1,325 (Limited to 1 sponsor)*

### **Photo Signs**

Showcase your best photo on the first floor of The Merchandise Mart with a Photo Sign. This four color 3' x 5' cardstock sign is a great visual way to reach buyers on the first floor and has enough space for an image, company logo, and location of your space/showroom.

*Promotional Fee: \$725 per photo (Unlimited sponsors)*

### **Lobby/Corridor Banners**

Gain exposure on the first floor of The Merchandise Mart with a vertical 99" x 31" banner. This double-sided, four-color banner is perfect for displaying a product image, company logo and booth location. Horizontal banners available for display on the 7<sup>th</sup> and 8<sup>th</sup> floors.

*Promotional Fee: \$700 per banner (Unlimited sponsors)*

### **Pedway Lightbox Ads**

This unique opportunity is for a two-month time frame, September 21-November 21 where you can showcase your company on the eight backlit signage displays lining the corridor connecting the Merchandise Mart to the 350 W. Mart Center building- home of the Holiday Inn, Chicago Sun-Times, and Illinois Institute of Art. These advertisements are a great way to reach the thousands of retailers staying at the Holiday Inn during the Casual Market, making your brand one of the first things they see when they arrive to the building and leave the building each day. And it's a great way to build your brand after the Market to the thousands of consumers that pass through the Mart each day. We can take a full-page ad that you already have and enlarge it as a transparency to place in the backlit signs or submit a new design and we can enlarge that as well.

*Promotional Fee: \$375 per advertisement (8 spaces available- first come, first served)*

### **Floor Decals**

Floor decals are a great way to capture buyers' eyes as they are walking the Market and direct them to your space. Decals will be placed in the elevator banks on the permanent floors and along the main corridors of the 7<sup>th</sup> and 8<sup>th</sup> floors.

*Promotional Fee: \$350/each (Limited to 2 sponsors per temporary floor and 1 sponsor per permanent floor)*



## SPONSORSHIP OPPORTUNITIES September 21-24, 2010 — Chicago, Illinois

To participate in one or more of the promotional opportunities available at the 2010 International Casual Furniture & Accessories Market, please complete this form and return it to our office as soon as possible. **All promotional opportunities are available on a first-come, first-served basis.**

### Events/Parties

- Opening Night Party – Promotional Fee: \$5,775 for Supporting Sponsorship (Unlimited sponsors)

### Furniture Displays

- North Lobby/Escalator Furniture Display - Promotional Fee: \$1,650 (Limited to 1 sponsor)
- North Lobby Furniture/Umbrella Display Across from Registration - Promotional Fee: \$1,425 (Limited to 1 sponsor)
- Orleans Elevator Furniture Display – Promotional Fee: \$1,425 (Limited to 1 sponsor)
- East Pass-Through Furniture Display – Promotional Fee: \$1,425 (Limited to 1 sponsor)
- Press Room Furniture Display – Promotional Fee: \$925 (Limited to 1 sponsor)

### Umbrella Displays

- Kinzie/Wells Entrance Outdoor Umbrella Display - Promotional Fee: \$925 (Limited to 1 sponsor)

### Online/Email Advertising

- Web Site Advertisement – Promotional Fee: \$1,500 per ad (Limited to 3 sponsors)
- E-blast Advertisement – Promotional Fee: \$1,000 per e-blast (Limited to 1 sponsor per e-blast)

### Television Advertising

- South Lobby TV – Promotional Fee: \$100 (Limited to 50 sponsors)

### Promotional Giveaways

- Market Bags – Promotional Fee: \$1,100 (Limited to 3 sponsors, each sponsor provides 1,000 bags)
- First Floor Lobby Giveaway– Promotional Fee: \$1,100/day (Limited to 2 sponsors per day)
- Bottled Water with Company Logo – Promotional Fee: Call for quantity and pricing (Limited to 1 sponsor)

### Signage

- Banner in New Stairwell Connecting 15<sup>th</sup> and 16<sup>th</sup> Floors – Promotional Fee: \$1,325 (Limited to 1 sponsor)
- Photo Enlargement Signs – Promotional Fee: \$725 per photo (Unlimited sponsors)
- Lobby/Corridor Banners – Promotional Fee: \$700 per banner (Unlimited sponsors)
- Pedway Lightbox Ads – Promotional Fee: \$375 per ad (Limited to 8 ads)
- Floor Decals – Promotional Fee: \$350 each (Limited to 2 sponsors per temporary floor and 1 sponsor per permanent floor)

**Please print or type the following information:**

Sponsorship(s) Requested: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Company Name: \_\_\_\_\_

Company Contact : \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip/Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**Method of Payment: Please  the appropriate box. Amount Payable \$** \_\_\_\_\_

Visa  American Express  MasterCard  Check Enclosed  Send Invoice

Card Holder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please make checks payable to MTS-MM LLC and reference "Casual Market Sponsorship"**

**EMAIL OR FAX FORM TO: Jaclyn Kotzum / [jkotzum@mmart.com](mailto:jkotzum@mmart.com) / Fax No. 312-379-6053**

## NEW PRODUCT GALLERY

Gain additional buyer exposure by displaying your new product in the International Casual Furniture & Accessories Market™ **New Product Gallery**, located on the first floor, North Corridor of The Merchandise Mart during Market, September 21-24, 2010.

This year's New Product Gallery will display a wide range of casual indoor and outdoor furniture and related accessories from the Market exhibitors in the Market Suites and permanent showrooms. Products will be identified by signs and in a special handout that will be available on-site at the display.

### **Participants must meet the following requirements:**

- Participation is limited to The International Casual Furniture & Accessories Market 2010 exhibitors and permanent casual showrooms.
- Product(s) submitted must be NEW for the September 2010 Market.
- **Product(s) must arrive fully assembled. If not, you will be charged a fee for the time to assemble your product.**
- Due to space and weight limitations, product(s) submitted must be limited in size to approximately 2' wide by 3' long by 4' high. A chaise lounge, a highboy table or a bar is acceptable. In addition, all items submitted should be easily maneuvered by two people.
- Umbrellas are acceptable for the display and need not fit in the size limitations; however, **we are limited to five (5) umbrellas for the display.** Umbrellas will be displayed on a first come, first served basis upon submitting this form.
- Only two (2) items from any manufacturer will be accepted (i.e. a chair and ottoman count as 2 products). Participation is on a first-come, first-served basis.
- Products must be able to be displayed as product would be in use. If for any reason a product is determined not to fit in the display, MMPI has the right to return the product to the exhibitor's showroom/booth and will refund the fee.
- The reservation form, photo of product (s) and a payment of **\$135 per item** must be received **on or before August 20, 2010.** Credit cards are preferred; checks are acceptable and should be made payable to Merchandise Mart Properties, Inc.
- **Actual product for the New Product Gallery must be delivered between 8 a.m. and 3 p.m. Monday, August 30 - Friday, September 3. Products must arrive no later than Friday, September 10, 2010. No products will be accepted after the deadline.**

All boxes should be clearly marked NEW PRODUCT GALLERY and shipped to:

2010 International Casual Furniture & Accessories Market  
c/o NEW PRODUCT GALLERY  
MMPI  
222 Merchandise Mart Plaza  
The Merchandise Mart West Dock  
Chicago, IL 60654  
Attention: Dave Foley

Please use the **NEW identification label** to label each product shipment for easy identification.

- Products must be accompanied by a business card and product description. Items without identification will NOT be accepted.
- A design professional will set up the New Product Gallery in the order that he/she feels best. No products are to be moved or added to the Gallery after it is set up. If a product is moved or added after the Gallery has been staged it will be removed and the entry fee will not be reimbursed.
- **IMPORTANT REMINDER FOR ICFA PREVIEW SHOW PARTICIPANTS:** If you would like to submit a product that you will be showing at the ICFA Preview Show, we will store the product for you. All New Product Gallery entries will be stored together, separate from your other products. **To store your product you must notify Jaclyn Kotzum by Thursday, July 15<sup>th</sup> at 312.527.7764 or jkotzum@mmart.com.**

Please put your product in a separate crate/box with the following use the NEW Identification Label obtainable at the Sales Office at the ICFA Preview Show.

**NEW PRODUCT GALLERY  
(Company Name)  
(September Booth Number)  
(Product Name)  
(Contact Information)**

If your New Product Gallery entry is crated with the rest of the products you store you will be charged for the time and labor to open crates to find your entry. If we cannot clearly identify which product is the entry, it will not be placed in the New Product Gallery. You will be able to obtain a labeling form from the Sales Office at the Preview Show.

- The Merchandise Mart will return your product from the New Product Gallery to your space by 10 p.m. Friday, September 24.
- By submitting your New Product Gallery Reservation Form, you agree to bear the entire risk of loss to or damage of your property or of any injury to a person occasioned by your property which is brought into the Merchandise Mart for such display. You also agree at all times to insure all products from any loss or damage and to insure against injury to a person occasioned by your property being on display howsoever caused and you waive any and all claims against Merchandise Mart Properties, Inc. or the Building's owner, for such any loss or damage or related injury regardless of the cause.



**2010 NEW PRODUCT GALLERY Reservation Form**

Participation requires a **\$135.00** fee *per item* with a limit of two (2) items per manufacturer to be featured in the 2010 New Products Gallery. Participation is on a first-come, first-served basis. Please submit this form along with an image of the product on or before **August 20, 2010**.

Company Name: \_\_\_\_\_

Showroom/Market Suite #: \_\_\_\_\_

Product Dimensions: \_\_\_\_\_

Weight: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

**I have read and will adhere to the New Product Gallery Rules & Shipping Instructions:**

**Signature:** \_\_\_\_\_

Would you like the image of your product(s) to be considered for posting on the Casual Market Facebook Fan Page?

Yes       No

**Please provide product name and a 50-word description of the product(s) for the New Product Gallery Booklet (MMPI has the right to edit descriptions):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Credit Card Information:     MC       VISA       AMEX       Other: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**Signature:** \_\_\_\_\_

**ALL PAYMENTS NON-REFUNDABLE**

**Or, please send check no later than August 20, 2010 made payable to MTS-MM LLC reference "Casual Market New Product Gallery"**

**EMAIL, FAX OR MAIL FORM TO:**

Jaclyn Kotzum  
New Product Gallery – Casual Market  
222 Merchandise Mart Plaza, Suite 470  
Chicago, Illinois 60654  
Tel: 312-527-7764 Fax: 312-379-6053 Email: jkotzum@mmart.com



**NEW PRODUCT GALLERY**  
**Shipping Identification Label**

Company Name: \_\_\_\_\_

Product Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_



**NEW PRODUCT GALLERY**  
**Shipping Identification Label**

Company Name: \_\_\_\_\_

Product Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

## PRESS & PUBLICITY

The International Casual Furniture & Accessories Market,™ September 21-24, 2010, attracts key editors and writers from the casual and outdoor furnishings industry, home furnishings industry, pool and spa industry, hearth products industry and garden industry as well as consumer and feature writers from major newspapers and magazines. It is important that exhibitors utilize these press opportunities to your advantage before, during and after the Market.

In an effort to provide the media with comprehensive information about the Market, we invite you to display your company's press kits, brochures, etc., in the International Casual Furniture & Accessories Market Press Room, located on the 8<sup>th</sup> Floor of The Merchandise Mart, Room 8A.

### **Before Market**

The Merchandise Mart invites the media to attend the Market, including all special events, and to tour the various show floors to review the hundreds of products displayed during Market. We recommend that you call or write to press members and inform them of your products or services prior to Market. To obtain the International Casual Furniture & Accessories Market press list, please e-mail Victoria Kent at vkent@mmart.com. We suggest sending your information to the members of the press list by the beginning July to mid-August, depending on the publication deadline for editorial.

Additionally, the media wants to know more about your new products at Market, and we invite you to be a part of our new products press release! If you are introducing a new product or showing products for the first time at the 2010 International Casual Furniture & Accessories Market, please fill out the Public Relations New Product Request form. Please return this completed form by Friday, **August 13, 2010** to vkent@mmart.com. Please be sure to write "**CASUAL NEW PRODUCT / YOUR COMPANY NAME**" in the subject line.

### **How to Prepare a Press Kit**

It is important that you present your product and/or services to the press. Some commonly asked questions about press kits include:

- ***What is a press kit?***

A press kit is an important packet conveniently assembled for the media to review. Most public relations professionals use simple tools to compile a press kit, starting with a two-pocket folder, plastic envelope, or even a paper envelope. **We highly suggest CD press kits in lieu of the more traditional folder format.**

- ***What goes into a press kit?***

A press kit usually consists of the following:

- Press release(s)
- CD with high res images and descriptions
- Company brochures
- Company fact sheet/brief company history
- Related company news

- ***What is a press release?***

A press release is a brief announcement that contains newsworthy material. Explain the innovative aspects or the benefits of your product. A release is written in the style of an article (in the third person). This means that part of – or the entire – release could be used word for word in a publication. It can conclude with a paragraph about your company's background. On the first page, always include the date, the appropriate contact's name and professional title, phone number and e-mail address for people to call for more information. Press releases are usually one or two pages in length.

- ***Is it necessary to put our company's name and booth number on the cover of every press kit?***

Yes. If an editor or reporter picks up your kit, wants to stop by and readily sees the booth number on the press kit, he or she saves time by not having to look up the location in the show directory.

- ***Does every photo on the CD need to be identified?***

Yes. Again, an editor will be more inclined to work with a manufacturer who is organized and presents an array of choices.

- ***Should past articles be enclosed in the kit?***

If your company was written up in a major newspaper or magazine, you may wish to add a copy of the article, but it is not an essential component for your press kit.

- ***Is a business card necessary in a press kit?***

No. A business card may be enclosed but it is not necessary. The contact name, telephone number and e-mail address on the press release should be the person whom the press calls for more information.

### **At-Market**

#### **How to use the International Casual Furniture & Accessories Market Press Room**

The 2010 International Casual Furniture & Accessories Market press room will be located in The Merchandise Mart on the 8<sup>th</sup> floor throughout the course of the show, September 21-24, 2010.

We recommend that you send no more than 20 press kits. Please clearly mark your company name and Showroom/Market Suite number on each item. It is important to place your location on the cover of your press kit so the media will know where to reach you. **Send all materials to the address below by Friday, September 3, 2010 to:**

Victoria Kent  
Public Relations Manager  
MMPI  
Suite 470, The Merchandise Mart  
Chicago, Illinois 60654  
Phone: 312.527.7508  
E-Mail: vkent@mmart.com

**IMPORTANT:** If an outside public relations firm is handling your media relations, kindly forward this information.

**Please pick up your remaining press kits by noon on Friday, September 24. Remaining press kits will be recycled after 5p.m. if they are not picked up.**

We look forward to working with you to maximize your publicity opportunities!



**Need to Promote Your New Products to the Press?**

The media wants to know more about your new products at Market, and we invite you to be a part of our new products press release!

If you are introducing a new product or showing products for the first time at the 2010 International Casual Furniture & Accessories Market™, please return this completed form **by e-mail by Friday, August 13, 2010**, to:

Victoria Kent  
Public Relations Manager  
MMPI  
E-mail: vkent@mmart.com  
Phone: 312.527.7508

Please be sure to write **“CASUAL NEW PRODUCT / YOUR COMPANY NAME”** in the subject line.

We will make sure you are included in our press pitches and new products press release that will be included in the official Market media kit. We look forward to receiving your materials.



**Yes, we have a new product!**

Company Name: \_\_\_\_\_

PR Contact Name: \_\_\_\_\_

Booth/Space #: \_\_\_\_\_

Phone #: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Name of Product: \_\_\_\_\_

Brief Description of Product (**please limit your response to two sentences. NOTE: Your submission will be printed verbatim.**):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Product Category: (**please choose only one**) \_\_\_\_\_

- Wrought iron/aluminum \_\_\_\_\_
- outdoor lighting \_\_\_\_\_
- cast metal/cast combination \_\_\_\_\_
- outdoor accessories/statues/fountains \_\_\_\_\_
- rattan/wicker/woven materials \_\_\_\_\_
- outdoor bars \_\_\_\_\_
- tubular materials \_\_\_\_\_
- outdoor hearth and heating products \_\_\_\_\_

resin/fiberglass\_\_\_\_\_  
hammocks\_\_\_\_\_  
wood casual furniture\_\_\_\_\_  
barbecues\_\_\_\_\_  
umbrellas\_\_\_\_\_  
alternative tabletops\_\_\_\_\_  
pool and spa accessories\_\_\_\_\_  
other/misc.\_\_\_\_\_

### **Photo Submission for Press Pitches**

Do you have a **high res digital photo** of your new product? If so, please e-mail it with this new product form to Victoria Kent at [vkent@mmart.com](mailto:vkent@mmart.com) by Friday, August 13, 2010. **Please e-mail no more than one new product form and photo per submission.**

Don't forget to **send up to 20 press kits** by Friday, September 3, 2010 for the Official Press Room at the 2009 International Casual Furniture & Accessories Market.

Send To:  
Victoria Kent  
Public Relations Manager  
MMPI  
Suite 470, The Merchandise Mart  
Chicago, IL 60654

## **DESIGN EXCELLENCE**

ICFA Members received Design Excellence rules and forms separately. If you did not receive the materials please contact Jaclyn Kotzum at 312-527-7764 or [jkotzum@mmart.com](mailto:jkotzum@mmart.com).

Deadline for entries: Friday, June 25. Competition is open to ICFA Members only.

## **POST SHOW MARKETING**

### **Mailing Lists**

Follow up on the contacts and prospects you made at the 2010 International Casual Furniture & Accessories Market™ and turn those prospects into orders! Please contact Jaclyn Kotzum at 312-527-7764 or [jkotzum@mmart.com](mailto:jkotzum@mmart.com) to request the order form.

List rental only available to past market exhibitors or current exhibitors paid in full.

### **Publicity**

As another follow up opportunity, request the International Casual Furniture & Accessories Market Press List to send your news about the 2010 Market. Please contact Victoria Kent, MMPI Public Relations, at 312-527-7508 or [vkent@mmart.com](mailto:vkent@mmart.com), for any help or suggestions you may need.