

The L.A. Mart® is Southern California's most comprehensive collection of fine regional and national showrooms available to the trade professional. Encompassing 724,000 square feet of gift, accessory and furniture offerings, the L.A. Mart features thousands of premium product lines, from custom manufactured to nationally branded gift, home, and lifestyle merchandise.

Serving the Gift and Home market, we work hard on creating a significant West Coast showroom presence that generates high-profile visibility and strong buyer traffic, further incubated by the California Gift Show, to achieve your brand goals and revenue objectives.



CATEGORIES

Apparel	Garden	Personal care
Baby	Gifts	Pets
Bed & Bath	Gourmet	Plush
Books	Holiday	Religious
Boutique	Housewares	Seasonal
Children	Kitchen	Souvenir
Collectibles	Leisure	Spa
Décor	Licensed	Stationery
Entertaining	Lifestyle	Tabletop
Fashion accessories	Lighting	Textiles
Floor coverings	Linens	Toys
Floral	Outdoor	Travel
Furniture	Paper	Wedding



L.A. Mart is open daily to accommodate buyers throughout the year

Monday – Friday / 9 a.m. – 5 p.m.

FEATURES

BUILDING FEATURES

- L.A. Mart provides local penetration plus national reach
- On-going special events
- Easy building accessibility- six passenger elevators
- On-site parking
- Hosts outside trade events in 50,000 square foot on-site event and exhibit hall

SHOWROOM FEATURES

- Showroom options begin at 719 square feet
- Floor-to-ceiling glass storefronts
- Loft-style ceiling heights
- High-grade flooring options
- Custom paint colors
- Track lighting
- Listing in Building Directory

WE BRING PEOPLE TO MARKET



CALIFORNIA GIFT SHOW

Since MMPI's acquisition of the California Gift Show, the L.A. Mart has signed over 15 new showroom leases. The California Gift Show delivers a unified and strengthened market experience, bringing over 800 exhibitors and 22,000 buyers together to capitalize on the latest trends only Southern California can offer.

SPRING AND FALL GIFT + HOME MARKET

The Spring and Fall Gift and Home Markets offer a great opportunity for buyers to check out product missed in the January and July markets, to place reorders and discover new product needed for the season.

SAMPLE SALES

Exclusive opportunity for buyers to save on lifestyle products and for showrooms to make room for new merchandise.

FIRST TUESDAY

Special programming, networking, product demos, book signings, special guests and more- all related to monthly themes!



DELIVERING YOUR TARGET BUYING AUDIENCE

Since news of MMPI's acquisition of the California Gift Show, the L.A. Mart has increased its audience significantly, encouraging more companies to do business with the L.A. Mart.

The L.A. Mart caters to the thousands of gift stores within driving distance of the city, serving a consumer audience of 13 Million, as well as a broader geographic base of buyers in pursuit of L.A.'s distinct style and offerings. Los Angeles's growing population, increase in personal wealth, vital housing market, combined with preponderance for luxury goods and a prosperous lifestyle fuel an already accelerated marketplace for business success.

LA MART

- 45,000+ buyers annually
- Daily national and international traffic
- 50 states
- 30 countries, with a large number from Japan and Mexico

CALIFORNIA GIFT SHOW

- 80% of buyers attend Market 2+ days
- 93% of buyers placed orders in LA, 88% will after show
- 82% of buyers' most important goal is to find new vendors

TOP L.A. MART BUYERS

- Aquarium of the Pacific
- Bloomingdales
- Burke Williams Spa
- CVS Pharmacy
- Disney
- Fred Segal
- Getty
- Gump's
- Hard Rock Hotel and Casino
- Huntington Library Bookstore
- Kaiser Permanente
- Los Angeles County Museum of Art
- Nordstrom
- Princess Cruises
- Red Envelope
- Target
- TJ Maxx
- Universal Studios
- Vons
- Warner Bros. Studios
- Wynn Hotel and Casino
- Zoological Society of San Diego

BUYER RELATIONS

Our Buyer Relations Program delivers valuable incentives including airfare, hotel nights, parking, and give-aways each major market. We deliver over 60 free hotel nights, 65 + round trip flights, and over \$30,000 in lunches, gas cards, free parking vouchers, shuttle services between venues, and limo service to VIP buyers during market.



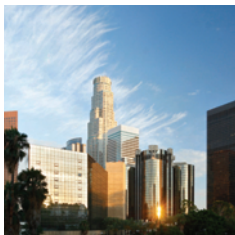
"This has been a booming market. I have exceeded even my own expectations; we have been consistently busy in both showrooms."

~ Stephen Young,
Stephen Young Showroom

WELCOME TO LOS ANGELES, CALIFORNIA

The L.A. Mart is strategically located in the heart of Downtown Los Angeles, in proximity to the residential redevelopment of the city's central core.

- One of the 10 largest economies in the world
- California economy produces over \$95 billion in total retail sales and 1.8 trillion in gross state product
- The wealthiest county in America
- Over 26 million annual visitors to Los Angeles



The L.A. Mart resides in a thriving metropolis, conveniently accessible by four major Southland freeways, rail and surface streets and is in close proximity to the Los Angeles Convention Center and L.A. Live

L.A. LIVE

\$2.5 billion "L.A. Live!" development is a 3.8 million square foot hotel + mall + residential destination, home to award winning restaurants and nightlife, the GRAMMY Museum, Nokia Theatre, Regal Cinemas, ESPN Zone, and STAPLES Center, home to the L.A. Lakers, L.A. Clippers and L.A Kings.



CONTACT US

LEASING INQUIRIES

Mark Furlet

Vice President/General Manager
213.763.5817
mfurlet@lamart.com

Jim Nahin

Vice President of Leasing
213.763.5832
jnahin@lamart.com

Katherine Skelton

Leasing Director
213.763.5822
kskelton@lamart.com



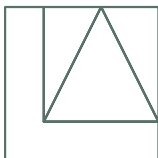
MARKETING INQUIRIES

Peggy Coleman

Vice President of Marketing
213.763.5811
pcoleman@lamart.com

Andrea Clinton

Marketing Coordinator
213.763.5788
aclinton@lamart.com



L.A. Mart

1933 S. Broadway
Los Angeles, CA 90007
800.lamart.4
lamart.com/gift



PRODUCED BY MMPI

MARKET DATES & EVENTS 2011

CALIFORNIA GIFT SHOW®

Permanent showrooms at L.A. Mart:
January 18-24 and **July 19-25**

Temporaries at L.A. Mart and
Los Angeles Convention Center:
January 21-24 and **July 22-25**



SPRING GIFT + HOME MARKET

March 20-22

FALL GIFT + HOME MARKET

September 18-20

SAMPLE SALES

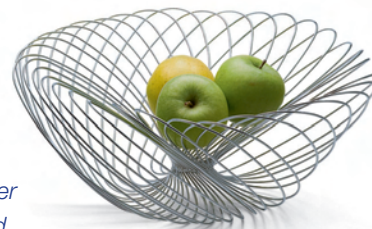
June 9-10 and November 10-11

FIRST TUESDAYS

February	1	Garden + Wedding
March	1	Holiday + Seasonal
April	5	Tabletop, Gourmet + Wine
May	3	Travel, Souvenirs + Books
June	7	Stationery
August	2	Eco + Fair Trade
September	6	Fashion Accessories
October	4	Baby + Kids
November	1	Spa, Bath + Romance

"In this economy there is no definite forecast of how sales will be at shows. I am excited to share that during the summer California Gift show we opened 53 new accounts! It's so important to connect with new retailers during markets and the main reason we participate in trade shows. What a positive message to send to my vendors. I hope to see this trend continue."

~ John Brown, Gifts of Nature, Inc., now in a permanent L.A. Mart showroom after success as a temporary exhibitor at the California Gift Show



COMPREHENSIVE MARKETING SUPPORT

The L.A. Mart provides you with an inclusive set of marketing opportunities to promote and build your brand, get prospective buyers' attention, build customer relationships, and drive traffic to your showroom!

PRINT ADVERTISING Our national advertising campaign reaches over 10 million readers in major trade magazines and publications. Opportunities include directory, web, and elevator advertisements.

ELECTRONIC MEDIA Monthly email updates to an extensive database of retailers, designers, and trade professionals. New website containing complete directory, market/event information, product locators, and resource guides.

DIRECT MAIL Postcards, brochures, show badges, and personalized letters reach over 150,000 qualified buyers annually, including complimentary postcards for you to send to top buyers.

SPONSORSHIP We also offer such Sponsor/Paid Opportunities as product displays, new product program, seminars, special events and showroom only opportunities like buyer program nominations for FlyIn, DriveIn, Very Important Buyers, and custom direct mail programs.



View our website lamart.com/gift to see more of our free Marketing Tools such as directory listings—both printed and on-line, reciprocal website links, customizable email templates, on-site signage, access to attendee lists, press kits displayed in press room and more.



SHOWROOM PROSPECTUS

L.A. MART® GIFT + HOME