



LVM 2012



Once again, GIFT+HOME
at Las Vegas Market
exhibits strong growth!

Summer 2011
Demographic &
Attendance Report

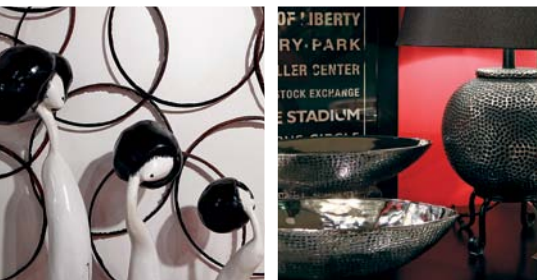
GIFT+HOME
at Las Vegas Market

www.GiftandHomeLV.com



More and more buyers are attending GIFT+HOME. Can you afford to miss them?

78 of the Top 100 Retailers attended Summer Market 2011



Summer 2011 was the strongest Summer Market in years!

- + Gift buyer attendance **increased a staggering 49%**
- + Compared to last Market, **overall general buyer attendance grew 3%**
- + **7% more buying units** attended
- + Nearly **200 first-time exhibitors** chose to participate
- + Almost **500,000 square feet** in **new and expanded showrooms**

GIFT+HOME delivers more first-time buyers.

- + **20%** of attending gift buyers **were here for the first time**, a **50% increase** over last summer
- + **17%** increase in **first-time decorative accessory buyers**
- + There was a **22% increase** in first-time **international buyer attendance**
- + **14% more home textile buyers** were here for the first time

GIFT+HOME attracts even more buyers from all types of businesses.

- + GIFT + HOME buyers represent every segment of the market. **35%** are **General Gift/Decorative Accessories** retailers. Other buyer segments include:

- 31% Floral/Seasonal
- 12% Apparel
- 12% Hospital Gift Shop
- 12% Resort
- 10% Gallery/Museum
- 10% Juvenile/Toy
- 8% Drug Store/Pharmacy
- 4% Stationery/Paper Goods
- 2% Bookstore

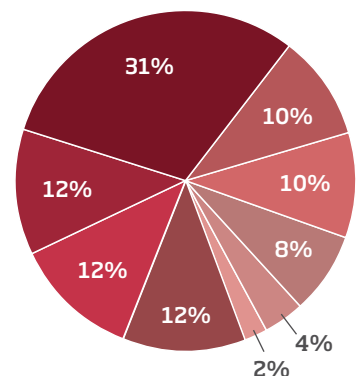


Chart represents remaining 65% of total attendance.

Gift Store buyer attendance increased 35%—particularly hospital gift shops, bookstores, drug stores, apparel stores and seasonal/floral shops.

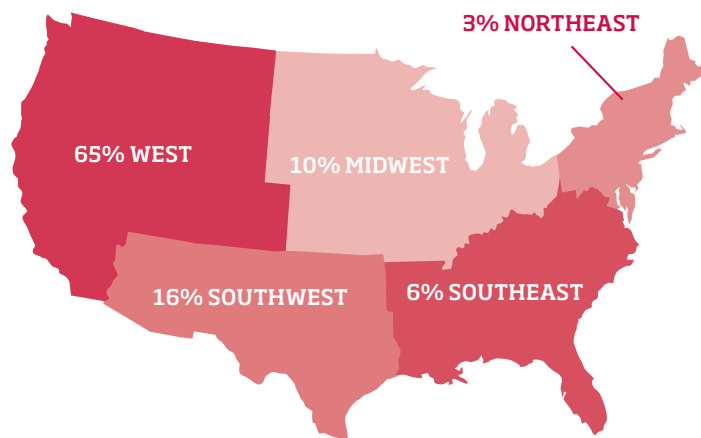
81% of total attendees do not shop Atlanta or Dallas.





GIFT+HOME brings buyers from all regions of the U.S. and around the world.

Gift buyer attendance by domestic region*:



Notable increases in the West and Southwest, particularly from CA, OR, AZ and TX.

*Statistics: August 2011 GIFT+HOME at Las Vegas Market registration data.

More gift and home products were in demand.

- + **49% more buyers** at Summer Market were looking for **Gifts**
- + **Decorative Accessories** interest **increased 7%**
- + **15% more buyers** were looking for **Home Textiles**
- + Summer '11 attendees stated **increased interest in all gift product categories:**
 - Candles up 33%
 - Floral/Garden up 31%
 - General Gift up 52%
 - Gift Apparel up 64%
 - Pet up 47%
 - Picture Frames up 34%
 - Stationary/Paper Goods up 49%
 - Tabletop up 21%
 - Toys/Games/Plush up 76%

23% more international buyers, from 95 countries, attended Summer '11 Market.

- + Canada: 40%
- + Mexico: 27%
- + Latin America: 19%
- + Pacific Rim: 6%
- + Asia: 3%
- + Europe: 3%
- + Africa: 1%
- + Middle East: 1%



Notable increases from Asia, Latin America, Mexico and the Pacific Rim

“I will never go back to LA now that I've visited Las Vegas. I needed to make a longer trip and didn't have enough time to shop all of World Market Center. We have had a ball at Las Vegas Market!”

Josje Gradney, Owner
Scentsibilities

“At Las Vegas Market it is easier to see and less overwhelming than other tradeshows. There is a good amount of jewelry and adult gifts here. It costs half as much to fly and stay here than other less-convenient tradeshaw locations.”

Steven Fairchild, Buyer
Sedgewick County Zoo



MORE OPPORTUNITIES WITH GIFT+HOME.

GIFT+HOME at Las Vegas Market represents a new era for the gift and decorative accessory industry—a concentration of business that delivers the new and key buyers you need to see.

GIFT+HOME's Very Important Buyer Program.

A dedicated Retail Relations team attracts top quality buyers with one-to-one outreach and outstanding customer service.

- + **Over 3,500 retailers** were contacted and personally invited to summer market
- + **78% of the Top 100** retailers attended GIFT+HOME in August 2011
- + The number of **buying groups** in attendance **doubled** with many attending for the first time

Here's just a sample of the gift retailers who were in attendance:

- ACE Hardware (multiple locations)
- AHVRP
- Anna's Linens
- Burke Williams
- Cabela's
- Century 21
- City Light Collectibles
- Denver Art Museum
- Diddam's Party Stores
- Garden Centers of America
- Gordman's
- Hallmark (multiple locations)
- Hume Lake Gift Shop
- Kaiser Permanente (multiple locations)
- Marshall Retail Group
- Monograms America
- Parable Group
- Phoenix Children's Hospital
- Purchasing Power Plus
- Quilted Bear
- Rogers Gardens
- San Diego Zoo
- Traveler's Bookcase
- Tuesday Morning
- Wild Birds Unlimited
- Zappos
- Zoo & Aquarium Buyers Group

“Our show is going tremendously so far. It's exceeding our expectations in both quality and quantity. In fact, in one day, we had more sales than all of last Market! We are very happy and pleased with the experience and love our new location.”

John Brooks, National Sales Manager
K&K Interiors

“This was our first Las Vegas Market and we truly didn't know what to expect. But our expectations have been exceeded by 500%! Our success here rivals what we do at the Dallas Market where we've been for 10 years. That's a strong statement. The reactions we are getting are over the top. People are elated with our gift offerings.”

Debbie Jo Spencer, Owner
Imagine That!

“This was our first show in Las Vegas and we are very impressed with the energy in the building. Traffic is brisk, customers are upbeat and we've very pleased with the results.”

John Keiser, CEO
OneCoast

Join us and capitalize on the incredible momentum of the fastest growing marketplace in the West.

Contact us today:

sales@giftandhomelv.com
or 888.416.8600

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