

World Market Center To Present Distinctive Programming At Inaugural Gift + Home Show

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By: *Furniture World Magazine*

World Market Center announced that distinctive programming is at the forefront of World Market Center Las Vegas' inaugural Gift + Home show, which will run in conjunction with Las Vegas Market August 2-6, 2010. The week will be packed with a unique roster of speakers sharing merchandising secrets, trend forecasting and insight into the minds of consumers.

The not-to-be-missed event will include over 300 established accessory and gift showrooms, including a variety of permanent and temporary exhibitors, highlighted by programming that will educate, entertain and shed new perspective on the ever-changing industry. By night, attendees can mingle during the show's networking events.

According to Margaret Casey, director of programming for World Market Center Las Vegas, product trends for gift change rapidly. "Gift is one of the most fun categories in our industry, but keeping up with evolving trends for the different product categories is a challenge. Bringing in fresh perspectives is important – it's a very competitive business."

That's why show organizers have placed tremendous emphasis on premiere programming. Georgia Davis, Interim Vice President, Gift + Home at World Market Center Las Vegas says the goal of the forward-thinking seminars is not only to add value to the show—it's to help attendees add value to their own businesses. "Our mission in the inaugural Gift + Home show is about more than buying and selling," says Davis. "We want to enrich our attendees' experiences by providing a worthwhile education that will help in them in their business. From trends to merchandising tips, our goal is to have attendees leave not only with new products, but with new ideas and new strategies."

Robyn Spizman will enlighten attendees about perennial trends they can always count on. The gift guru, best-selling author and "Today" show regular will share core trends and secrets of gift giving with Trends that Never Go Out of Style (August 2, 2 p.m. – 3 p.m., Building C 4th Floor.) A leading trend expert, Spizman will help retailers think outside the box and stay relevant.

"This topic is so refreshing in our social-media dominated world, where it can seem impossible to keep up with trends," says Casey. "It's empowering to know that there are, indeed, certain basic, fundamental trends that will always, always be constant. Robyn Spizman will identify those things that we can really count on in our ever-changing lives."

The diverse programming will also include the Gift Forecast seminar led by Sara Lyle, Home, Lifestyle and Gift Guide editor for Good Housekeeping magazine. The publication polled readers to discover the kinds of gifts consumers really want. "If there was ever a road map through the consumer's brain, highlighting her wants and needs when it comes to gifts, this is it," says Casey. "This presentation is the first of its kind by Good Housekeeping. It's practical, it's relevant and it's straight from the experts' mouths."

Other highlights from the Gift + Home show programming include the fast-paced session, Create Award-Winning Window Displays on a Budget, presented by Patricia Norins, publisher, Gift Shop Magazine (Wednesday, August 4, 1 p.m. – 2 p.m. Building C, 4th floor), which promises to deliver hands-on inspirational ideas to help create impactful window displays that will attract more customers and sell more products.

The first-of-its-kind Resort Retail: Competing for the Consumer's Dollar, presented by Joseph Federici, vice president, divisional merchandise manager, MGM Mirage Retail (Wednesday, August 4, 11 a.m. – 12 noon, Building B 16th floor), will showcase the powerhouse behind MGM Mirage's 200 retail outlets. Federici has been a gift buyer for more than 19 years, none of which have been more challenging than the recent shifting economic times.

Jenny Heinzen York will present From the Retail Floor: Home Accents Today Retailer Roundtable (Monday August 2, 11 a.m. - 12 noon, Building C, 4th floor). Heinzen York, editor in chief of Home Accents Today, will take an in-depth look at new data fresh from the retail floor and a panel of retailers will weigh in on what's happening on their own sales floors.

In addition to presentations, nightly parties will bring even more excitement to the new event. The Gift + Home Launch Party (Tuesday, August 3, 5 p.m.- 6:30 p.m., Building C, 5th Floor) promises an evening full of surprises as attendees celebrate the launch of the newly expanded Gift + Home temporary exhibits with complimentary cocktails, hors d'oeuvres, and chances to win prizes. Throughout the event, staff will roam the G+H exhibits with balloons in hand, offering buyers a chance to win prizes. The balloons will be filled with exciting gifts provided by vendors, and attendees pop the balloons to reveal what they've won. One of the balloons will have the "Golden Ticket"—good for a free Apple® iPads™.

Alfresco: A Taste of Las Vegas (Monday, August 2, 6 p.m. – 8 p.m., Grand Plaza) brings together sizzling flavors and furnishings under the stars. Attendees are invited to sample unique culinary creations from celebrated Las Vegas chefs while mingling amid the latest outdoor furnishings and illumination. Savor live cooking demonstrations, rhythmic sounds from a club DJ and scintillating video montages.

Gift + Home at Las Vegas Market will be held August 2-6, 2010 Attendees can book discounted rooms online now at www.giftandhomelv.com. For a list of Gift + Home exhibitors, visit the online directory at www.giftandhomelv.com.

About World Market Center Las Vegas: World Market Center Las Vegas is an integrated home and hospitality contract furnishings showroom and trade complex. The state-of-the-art campus showcases furniture, decorative accessories, gift, lighting, area rugs, home textiles and related segments, as well as the Las Vegas Design Center open daily to consumers and designers. World Market Center currently hosts the biannual Las Vegas Market™, the preeminent total home market along with INSPIREDESIGN™, Gift + Home™ and Vegas Kids™. For more information on World Market Center Las Vegas and its shows, visit www.wmclv.com. Find us on Facebook and Twitter.

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