



# THIS YEAR OPPORTUNITY KNOCKS TWICE

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This winter, you've got two chances to make a huge impression on your customers, your sales and your bottom line.

PACIFIC  
MARKET  
CENTER  
SEATTLE

THE WINTER GIFT & HOME ACCESSORIES SHOW  
JANUARY 11-17, 2012\*  JANUARY 25-29, 2012

[www.PacificMarketCenter.com](http://www.PacificMarketCenter.com)

JANUARY 11-17, 2012\*



JANUARY 25-29, 2012



**NEW PRODUCTS.**  
**NEW TRENDS.**  
**NEW WAYS TO STAND OUT.**

**Your success depends on knowing what your style-savvy customers want next—and having it before they want it.** That's easy to do to at The Winter Gift & Home Accessories Show, because all the latest trends take center stage here. Two convenient markets let you explore what's new this January—the latest styles, colors and designs, new innovations, new national and international product lines, new resources and new unique opportunities to set your business apart. Decide which week works best with your schedule—or shop them both!

\*In conjunction with the Seattle Gift Show Temporaries

# A WORLD OF STYLE AT YOUR DOORSTEP



Photo credit: Carrie DeCurto & Company

## SPECTACULAR FEATURES & SPECIAL EVENTS TO INSPIRE YOUR SALES SUCCESS



Photo credit: The Barron Collection Ltd.

**Pacific Market Center pulls out all the stops at both shows to give you the very latest and best ideas in the business. Make room in your schedule for these FREE, fun and fabulous amenities and buying events to maximize your experience and keep you competitive in today's marketplace.**

- **Seattle-Only Show Specials, Manufacturer Promotions and Showroom Events.** With many exhibitors offering "show-only" discounts, you can place orders while you're here and look forward to increased profit margins as a result. Experienced buyers agree: the money you save by doing business at Pacific Market Center more than justifies your time away from your business.
- **Friday Late Night Buying Until 8:00PM.** Enjoy delicious food, beverages and entertainment hosted by Pacific Market Center showrooms.
- **Buyer Happy Hours.** Held daily from 3:00PM – 6:00PM, buyer happy hours let you network with key vendors and peers, while enjoying complimentary northwest wines and microbrews.
- **Free Continental Breakfast.** Don't buy on an empty stomach. Fill up on coffee and pastries every morning before the show opens. Need a pick-me-up in the afternoon? We've got that covered, too, with freshly baked chocolate chip cookies.
- **New permanent showroom openings and ribbon cuttings.** New showrooms mean new opportunities. See what the latest PMC tenants have to offer you.
- **Free Shuttle Service.** Getting between Pacific Market Center and the Washington State Convention Center is a breeze with complimentary shuttle service. (Continuous shuttle service available Saturday, January 14 – Tuesday, January 17.)
- **Free Parking** every day.
- **Deeply Discounted Hotel Rates.** Secure rates starting as low as \$69! Reserve your discounted hotel room today by contacting:

**January 11-17, 2012:** Connections Housing at [www.giftshowhotels.com](http://www.giftshowhotels.com)

**January 25-29, 2012:** Group Travel Associates at [www.gtameetings.com](http://www.gtameetings.com)

Pacific Market Center  
**FashionWeek**

**Fashion Week x 2: Spring Trend Fashion Show, PNAA Trend Show & Dress for Success Clothing Drive.**

See the latest trends take center stage during a live fashion show that's hip, exciting and fun. Also be sure to bring in a new or slightly used article of clothing, accessories and/or shoes to donate directly to Dress for Success. Pacific Market Center will be collecting items anytime January 2nd through the end of the second market on January 29th in the Main Lobby.



Photo credits: Food For Thought, Ritz Sisters Inc., Quality Lines & Associates

## JANUARY 11-17, 2012\*

**THURSDAY, JANUARY 12**

**6:00PM – 8:00PM**

**NEW: 2012 Spring Fashion Show**

Sip wine, unwind and see what's in store for spring 2012. Twelve opportunities to win \$500 – \$1,000 in spring trend accessories, housewares or seasonal gift merchandise from your \$20 tax-deductible raffle ticket purchase benefiting Dress for Success. Extended shuttle service.

**SATURDAY, JANUARY 14**

**6:00PM – 7:30PM**

**Party in Margaritaville**

Come away with us to a carefree world of parrot heads and tropical rock music. Enjoy complimentary margaritas, tasty appetizers, fabulous giveaways and a fun-filled night in paradise, a la Jimmy Buffet. Extended shuttle service.

## JANUARY 25-29, 2012

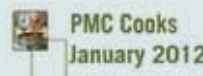
**WEDNESDAY, JANUARY 25**

**Pacific Northwest Apparel Association: The NW Trend Show**

For the first time, many of the NW Trend Show exhibitors and Pacific Market Center's permanent showrooms are under the same roof for an unprecedented selection of the best apparel and accessories lines.

**THURSDAY, JANUARY 26 – SATURDAY, JANUARY 28 | 12:00 PM**

**PMC Cooks**



Back by popular demand, PMC Cooks combines fabulous cooking with a wine/alcohol pairing and tasting experience complete with a delicious meal. Take away recipes, techniques, merchandising and event ideas. Three themes will be addressed over the three days. Space is limited; for more information and to register, visit [pacificmarketcenter.com](http://pacificmarketcenter.com).

**SATURDAY, JANUARY 28 | 6:00PM – 7:30PM**

**Carnival Party**

Try your hand at a ring toss, pick the lucky ducky, win great prizes and grab a hot dog, fun fair food and glass of wine or beer—all complimentary—while celebrating a successful market with the Pacific Market Center showrooms. Extended shuttle service.

\*In conjunction with the Seattle Gift Show Temporaries



Photo credits: Penny Harrison & Company, Ted Weinstein and the Company he keeps, J Morgan & Associates



Photo credits: Bayshore II, Penny Harrison & Company, Scarlett

# DOUBLE THE KNOWLEDGE

Learn exciting new ways to energize your store, add sales and create buzz with these **FREE** expert-led seminars, **January 11-17\***. Seminars are held in the 2nd Floor Learning Forum.



**WEDNESDAY, JANUARY 11 | 9:00AM – 10:00AM**  
**Real Prosperity Starts Here: Getting Your Customers to “Think Local”**

*Presented by Christine Hanna, Director of Seattle Good Business Network*  
A strong culture of buying and sourcing from local independent businesses is critical to a thriving regional economy, community and environment. Come hear about fresh, innovative approaches that are having an impact in Seattle and throughout the Northwest, plus share your own ideas and experiences in getting your customers to “think local.”



**THURSDAY, JANUARY 12 | 9:00AM – 10:00AM**  
**Retail Anatomy: “The Check Up”**

*Presented by “A” Liengboonlertchai; Award-winning Owner of Simplicity Décor*  
This is NOT just about your sales numbers at the end of the year. Using the physical check up as the metaphor, “A” will guide you through ways to check the health of your business, and remind you of what can make or break your retail sales in a fun and casual way.



**FRIDAY, JANUARY 13 | 9:00AM – 10:00AM**  
**Color Directions: Twists, Turns and Trends**

*Presented by Leatrice Eiseman, Color Consultant, Forecaster and Executive Director of the Pantone Color Institute and Eiseman Center of Color Information and Training*  
The road map to color for 2012 is filled with interesting new directions. Some paths lead to exhilarating tones that encourage the prospective buyer to forge ahead into adventures with novel color combinations, while others invite them to stop for a moment, take a deep breath, relax and consider the more classic hues in a different kind of “mix”.



**FRIDAY, JANUARY 13 | 3:00PM – 4:00PM**  
**Having an Identity Crisis? Time to Update Your Image!**

*Presented by Jan M. McLaughlin, CSP, Communications and Image Expert*  
Learn how to define who your customers are; send the right message that will resonate; attract customers into your store with low-cost promotions; discover the seven elements to creating a consistent image; establish what’s unique about your store; learn how to write copy that captures your customers’ interest and much more.



**MONDAY, JANUARY 16 | 9:00AM – 10:00AM**  
**Search Secrets: How to Drive More Traffic and Sales to Your Website**

*Presented by Brandon Na, CEO of Ethicus Group*  
Learn how Search Engine Optimization (SEO) can be leveraged in your business’ favor and how industry leaders such as Amazon and Expedia use it to drive sales and profitability. Find out how to prevent making mistakes in organic search and discover how to develop an extremely efficient paid online strategy for your website.

# DOUBLE THE KNOW-HOW

With twice as many **FREE** seminars to choose from over the two markets, you’re sure to get the ideas and strategies that will get people talking—and buying. Seminars below are held **January 25-29** in the 2nd Floor Learning Forum.



**THURSDAY, JANUARY 26 | 9:00AM – 10:00AM**  
**Tricks of the Trade Show**

*Presented by Pam Hammond, Award-Winning Retailer and Owner of Paddington Station*  
Be prepared to laugh, relax and absorb Pam’s thirty years of experience attending markets across the country. The last fifteen minutes will be opened up for questions and comments from attendees, so bring questions and best practices to share with others. Pam would love to have experienced and novice buyers attend, along with sales reps and company owners to get a great discussion going.



**FRIDAY, JANUARY 27 | 9:00AM – 10:00AM**  
**Building an Online Presence: The Retail Edition**

*Presented by Steve Crandall, Managing Director of Promotion Holdings*  
Would you trust a business without a Website? Are your customers and prospects fans, friends or followers? Today, 40 percent of consumers are interacting with retailers online and through social networking sites according to a recent survey from Deloitte. In this fun, easy to follow, and informative session you’ll learn how an effective online strategy can help you manage, market and differentiate your business.



**FRIDAY, JANUARY 27 | 3:00PM – 4:00PM**  
**Keep Your Customers Coming Back—Again and Again!**

*Presented by Jan M. McLaughlin, CSP, Communications and Image Expert*  
A key to keeping customers is consistency—consistency in the service you offer, attention to detail and interaction with customers. The details include everything from how customers are greeted when they walk in the door or call on the phone; whether or not they receive a thank you note or personal email about something of interest; or if they’re kept current with a timely tweet or blogpost. Train for consistency and keep your customers coming back!

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# OPPORTUNITY AWAITS

Your opportunities double at the Winter Gift & Home Accessories Show—now with two market weeks to give you even more ideas, inspiration and strategies to grow your sales and impress your customers.

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