

UNIQUE HANDCRAFTED EXCLUSIVE

Beckman's™ West

HANDCRAFTED SHOW | LOS ANGELES

January 15-18, 2010

**Introducing a Unique
Opportunity to Establish
Your Brand and Build
Your Business in the
Wholesale Market**



Beckman's West will be a featured show located in the South Hall of the Los Angeles Convention Center during the California Gift Show.

You don't want to miss this terrific opportunity to showcase in front of a large buying audience!

at
california
GIFT SHOW®

www.beckmans.com

www.californiagiftshow.com

Beckman's™ West

HANDCRAFTED SHOW | LOS ANGELES

**The Leader in Handmade
Product Returns to
Los Angeles!**

Quality Buyers

Present your art and inspiration to a qualified audience of retailers who are seeking unique, distinctive handmade product to excite their buyers. Retailers from a wide variety of specialty stores and associations attend Beckman's, including:

- Museum gift shops
- Craft galleries
- Art galleries
- High-end gift & home décor boutiques
- Catalogs
- Online retailers
- Department & corporate chains
- Hotels, resorts, spa and garden shops

"Being part of Beckman's Handcrafted Show is incredibly beneficial. My business grew through expanding my network of retailers and buyers both locally and throughout the region."

Dan Cuevas, Printed Canvas

Beckman's West Booth Packages

Our booth package is \$12.50 per square foot, and includes:

- Eight foot high, white, hard rear wall
- Four foot deep return walls (Two foot deep return walls for corner booths)
- Booth configurations starting at 6' x 10'
- Black booth carpeting
- 1 wastebasket
- Booth identification sign
- Drayage
- Extensive marketing campaign and Directory listing

 **Reserve your space today! You don't want to miss this terrific opportunity!**

"It was a very efficient trip! We were able to conduct a lot of business in a relatively short length of time. Layout is terrific. Buyer amenities are terrific." David Hughes, Bayside Stores LLC

Just for Artists

Unique pre-market and on-site promotional opportunities are available for artists to promote their presence to over 100,000 buyers nationwide, including online and on-site directory listings, a dedicated Beckman's Web site just for artists, and a comprehensive California Gift Show Web site. Over 60 different tools are available, including:

- Banner Ads
- Customizable e-mail program
- Public Relations opportunities
- Postcards and brochures
- Inclusion in online product locator

Participation Criteria

1. You must design & supervise the work produced in your studio.
2. You are required to exhibit in person.
3. Use of commercial kits is not allowed.
4. Digital images of work & booth, biography, and artistic process are required as part of the vetting process.

Your product, booth design and application information will be reviewed for quality, authenticity, uniqueness, salability, booth presentation and overall balance of the market categories.

Beckman's West Contacts

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california
GIFT SHOW®

January 15-18, 2010

Temporaries at Los Angeles Convention Center and L.A. Mart

January 12-18, 2010

Shop early at the showrooms at L.A. Mart

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