



Midwest-CBK Partners with Chicago Market to Host Twitter Raffle at January Market

Daily News Thursday, January 07, 2010

CHICAGO, IL - Show management has invited showrooms, exhibitors, buyers, retailers and sales reps attending the January edition of the [Chicago Market: Living and Giving®](#) to micro-blog before, during and after the show via www.twitter.com.

"We encourage buyers, retailers, exhibitors, and showrooms to participate in this Twitter campaign and share their unique Market information throughout the show," said Joan Ulrich, senior vice president, MMPI. "Twitter is a great tool that not only allows a free flow of useful information, but it also encourages collaboration and community within our industry."

The Chicago Market is partnering with Midwest-CBK (Suite 13-155) to promote this opportunity for attendees to share show content live directly from the show floors. Attending buyers, retailers, exhibitors, showrooms at this year's Chicago Market can capture and share activities and event happenings at the show via Twitter under the **hashtag #Chitowngift**. Buyers, retailers, exhibitors and showrooms are also encouraged to Tweet upcoming specials, show events and other pertinent show information before and after the Market.

"Midwest-CBK is partnering with the Chicago Market to bring January market attendees a cutting-edge way to take word-of-mouth information and amplify it, sharing tips, real-time information and updates throughout the market, and the opportunity to win great prizes," said Frederic Contino, president, Midwest-CBK. "Twitter is a good, free resource for buyers, retailers, showrooms and exhibitors, and brings the Chicago Market experience to a new level."

In addition to up-to-the-minute updates on events, programming and other happenings, Chicago Market followers can win fantastic prizes. Simply use the Chicago Market hashtag (#chitowngift) in all market-related tweets from January 14 - January 27 and each tweet will count as a raffle ticket. Winners will be chosen each day, Friday, January 22 - Monday, January 25, and will receive a Flip digital camcorder. A grand prize winner will be chosen on the last day of Market, Wednesday, January 27, and will receive a Sony 32" Bravia S-Series Flat Screen LCD TV.

To join the conversation or enter the raffle, follow **@Chicago_Market** on Twitter and provide your thoughts leading up to and during the show with the official event hashtag #chitowngift.

Go to http://twitter.com/Chicago_Market to join Twitter for free and receive real-time updates.

For more information visit shopchicagomarket.com.

**NO PURCHASE NECESSARY.- Void where prohibited. Odds depend on number of applicants who participate. Retail values of prizes are \$130 and \$430. Participants enter from January 14, 2010 through January 27, 2010. Drawings will be held on January 22, 23, 24, 25 and 27, 2010 and the winner will be notified by the email address provided by January 27, 2010. Rules available upon request.*

2010 Chicago Market: Living and Giving® runs Thursday, January 21 to Wednesday, January 27, 2010. Temporaries and Beckman's Handcrafted Show® run Saturday, January 23 to Tuesday, January 26, 2010.