



SAN FRANCISCO
INTERNATIONAL GIFT FAIR®
MOSCONE CENTER | SAN FRANCISCO, CA

San Francisco.
It's a GIANT opportunity.
February 18-21, 2012

FOR IMMEDIATE RELEASE

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**CALIFORNIA'S LARGEST GIFT SHOW KEEPS GROWING: NEW TABLETOP,
GOURMET & HOUSEWARES SECTION TO DEBUT AT FEBRUARY 2012 SFIGF**

***Newest Section Fills Void In Marketplace Hungry For
Gourmet, Tabletop, Housewares Resources***

ATLANTA (October 6, 2011) – As the latest step in its ongoing growth strategy for the San Francisco International Gift Fair (SFIGF), Urban Expositions has announced plans to launch a new **Tabletop, Gourmet & Housewares** section at the **February 18-21, 2012 edition at Moscone Center**. Offering tremendous cross-over buying and selling opportunities, the new section will bring a wide selection of kitchen gadgets, cookware, tabletop, specialty foods and other related items together with the show's nine other gift and home categories to offer a one-stop product resource for Western region retailers.

“As famous for its restaurants and food trends as it is for its Golden Gate Bridge and cable cars, San Francisco is the perfect trade show city to focus on this sector,” explains Doug Miller, president, Urban Expositions. “In addition to providing a new showplace for many of the leading tabletop, housewares and gourmet lines previously housed at the 888 Brannan building, this new section gives us an ideal opportunity to expand new business opportunities for buyers and exhibitors alike.”

The new Tabletop, Gourmet & Housewares section will be located at the front of the show floor, alongside the highly-trafficked, juried Design section. Here, buyers will find **cookware/bakeware, kitchen gadgets, specialty food, small electrics, glassware/sereware/dinnerware, cutlery/flatware, table linens/kitchen textiles, cookbooks, storage/containers** and more.

Exhibitors in this new section will join thousands of other lines in the show's ten other easy-to-work categories on the show floor, including **Design, Gift, Handcrafted, Home & Garden, Museum, Personal Style, Village Arts, World Style Handcrafted, Vintage Collection and Treasures To Go**.

Tabletop, Gourmet & Housewares exhibitors will have the chance to showcase designs to SFIGF's current buyer base, including companies like Williams-Sonoma, Gumps, Pottery Barn, SFMOMA Museum Store, wineries, gourmet specialty retailers, big box retailers and many others.

In addition, Urban Expositions is launching a targeted marketing campaign to secure the attendance of even more specialty gourmet retailers and countless other lifestyle and home entertainment buyers. Among the programs in development now include celebrity chef appearances/book signings and a special travel incentive program for wineries. These new initiatives will join the full-scale marketing program already in place for the February show, including trade advertising, direct mail, telemarketing, broadcast fax/email campaigns, VIP buyer relations, subsidized hotel rates for buyers and more.

(more)



EXHIBITOR/ATTENDEE INFORMATION

For more information on exhibiting in the new Tabletop, Gourmet & Housewares section, contact Leanna John at 678.370.0330 or ljohn@urban-expo.com. For information on attending, contact Briana Mackey at 678.831.4573 or bmackey@urban-expo.com or Jhana Jordan at 678.370.0338 or jjordan@urban-expo.com.

SAN FRANCISCO INTERNATIONAL GIFT FAIR FAST FACTS

WHEN: Saturday, February 18 – Tuesday, February 21, 2012
WHERE: Moscone Center, South Hall – 747 Howard Street, San Francisco, CA 94103
HOURS: 9 am – 6 p.m., Saturday – Monday; 9 am – 3 pm, Tuesday
MORE INFO: www.sfigf.com | 678.285.3976 (EXPO) or 800.318.2238

ABOUT URBAN EXPOSITIONS

Urban Expositions is a leading producer of gift, souvenir and resort merchandise trade shows. With a successful track record bringing buyers and sellers together in cost-effective and convenient settings like the San Francisco International Gift Fair, the company's growing roster includes the Philadelphia Gift Show, Seattle Gift Show, Boston Gift Show, Birdwatch America, Grand Strand Gift & Resort Merchandise Show, Ft. Lauderdale Gift Show, Galveston Gift & Resort Merchandise Show, Gulf Coast Gift Show at Ft Walton Beach, Las Vegas Souvenir & Resort Gift Show, Smoky Mountain Gift Show, Ocean City Resort Gift Expo, Orlando Gift Show, and the invitation-only Gathering event. For more information, visit www.urban-expo.com

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