

The National Stationery Show

by Mary Gerlach

Preview Show



Top confections with cupcake/cake picks from **Bear Hug Designs** (www.bearhugdesigns.com). With a removable pick and ribbon loop, the designs, which include animals, a pirate, roller skate, castle (shown) and more, also work as gift tags. **Available in booths #2944-2946.** Call 402/203-2041.

Designers and creators of social stationery, greeting cards, invitations, giftwrap, journals and related lifestyle products will fill New York City's Jacob K. Javits Convention Center for the 63rd Annual National Stationery Show, produced by George Little Management, May 17-20. The Show will feature more than 1,000 exhibitors and a full roster of on-site demonstrations, seminars and social events for the entire stationery industry.

Show organizers are introducing a new format enriched with visual displays honoring new designs, an expanded Demo Theater and close proximity to SURTEX, presenting original artwork and design for licensing. "This new format presents the connection between the abundant new product collections in social stationery today with the two-dimensional art and design that will dress tomorrow's products. This creates the optimal environment for all participants in the market to discover new art, design and product innovations," Patti Stracher, NSS show manager, says. "The synergy between the two — augmented by visual merchandising displays, demonstrations and educational programs — will present a wealth of resources for attendees and exhibitors."



It's never too early to start journaling. My First Journal from **Journals Unlimited** (www.journalsunlimited.com) has kid-friendly wide lines and writing prompts. **Available in booth #2030.** Call 800/897-8528.

Show Events

While retailers source the newest greetings and designs, NSS organizers have planned a schedule of seminars to help attendees network, build business and share information. The comprehensive mix of seminars, daily "Watch & Learn" demonstrations and

the retail forum brainstorming sessions — complete with several networking and information-sharing opportunities — creates an engaging learning experience.

Seminars and roundtable discussions, each priced at \$20 in advance of the Show, and \$30 on-site, will be presented in room #1C02 of the Javits Center. Daily demonstrations will take place in the Demo Theater. The NSS event schedule includes:

SUNDAY, MAY 17

• **12 p.m., Going Green Gradually and Gorgeously**, presented by visual merchandising expert Linda Cahan of Cahan & Company. Stores can become not only eco-friendly but eco-chic with Green displays and other ideas for generating sales.

• **1 p.m., Watch & Learn: Gift Packaging Like a Pro**, presented by Juanita Lewis of UCLA Hospital Gift Shop. Expert packaging techniques to wrap up sales.

• **4 p.m., Teach & Learn Retail Forum: Build Business in 2009.** A brainstorming session about growing business in a challenging market.

When Jennifer Adler noticed a lack of greetings depicting diverse characters, she created **Survival By Design Cards** (www.survivalbydesigncards.net) as a fun, design-driven line celebrating her own friends with multicultural backgrounds. The first-time exhibitor will offer cards with clever sentiments such as "Life is like a martini and I'm a stuffed olive" (shown).

Available in booth #2133. Call 401/861-0224.



• **4 p.m., Watch & Learn: Affordable Props for Easy, Effective Displays**, presented

by visual merchandising expert Linda Cahan of Cahan & Company. How to use ordinary props to make extraordinary displays.

• **6:30-9:30 p.m., Party at the Rainbow Room**, \$65 for individuals or \$800 for corporate tables of ten. The annual industry celebration takes place at the famous Rainbow Room on the 65th floor of Rockefeller Center. Party goers will enjoy Cipriani's extensive buffet, dessert, an open bar and dancing. GLM will provide a complimentary shuttle from the Javits Center to the Rainbow Room.

MONDAY, MAY 18

• **12 p.m., Move Upward with Free Exposure and In-Store Promotions**, presented by retailer and author Carolyn Howard-Johnson. Discover how to promote a store with branding and media relations, affordable special events, publicity and promotions.

• **1 p.m., Watch & Learn: Affordable Props for Easy, Effective Displays**, presented by visual merchandising expert Linda Cahan of Cahan & Company. How to use ordinary props to make extraordinary displays.

• **4 p.m., Watch & Learn: Beautiful, Bountiful Bows**, presented by Juanita Lewis of UCLA Hospital Gift Shop. Bow-making techniques to make basic and advanced bows.

• **6:30-10 p.m., 20th Annual International Greeting Card Awards.** The Greeting Card



Mountaincow (www.mountaincow.com) creates software that allows retailers to create and print their own wrapping paper and greetings. Printer-compatible giftwrap paper, stationery and envelopes complete the package. **Available in booths #2662-2765.** Call 800/797-MCOW.

Association will honor the social stationery industry's finest at The Capitale, 130 Bowery at Grand Street. Otherwise known as the LOUIES, the program recognizes ingenuity and originality with awards such as Card of the Year, Creatively Finished and New Baby. Visit www.greetingcard.org for ticket information.

TUESDAY, MAY 19

• **10 a.m., Grow Your Business Online for No \$\$\$**, presented by retailer and author Carolyn Howard-Johnson. Learn how to use the Internet in fresh, effective ways to reach new and existing customers with newsletters, blogs and social networking.

• **12 p.m., Repurpose Your Current Merchandise to Stimulate Party Sales**, presented by Maureen Barten, president of Purple Q Productions. Increase store sales

by repurposing merchandise for special occasion celebrations.

• **1 p.m., Watch & Learn: Eco-Friendly, Unique Gift Wrapping and Package Toppers for Add-on Sales**, presented by Juanita Lewis of UCLA Hospital Gift Shop. Use scraps to create package toppers and eco-friendly gift presentations.

• **4 p.m., Watch & Learn: Gift Packaging Like a Pro**, presented by Juanita Lewis of UCLA Hospital Gift Shop. Expert giftwrap and packaging tips.

That's A Wrap

Before arriving, buyers are invited to participate in the New Buyer Webinar hosted online Tuesday, May 5th from 1-2 p.m. EST. To register and receive access to the New Buyer Webinar and travel discounts, visit www.nationalstationeryshow.com.

Bug-theme thank you postcards from **Gina B. Design** (www.ginabdesigns.com) make writing thank you notes fun and easy for kids. **Available in booths #3320-3322.** Call 800/228-4856.

