

E-^{DEDICATED}shaws

DAILY COVERAGE OF THE KIDS' INDUSTRY, POWERED BY EARNSHAW'S MAGAZINE.



NY IGF | **baby & child** 

Announcing the arrival of *Baby & Child!* at the *New York International Gift Fair*[®]

Go to shop and source innovative new juvenile products —

This new division of the NYIGF[®] debuts August 14-18 with a juried selection of 150 companies featuring well-designed and purpose-driven products for children 0-10 years.

Go to learn at seminars on timely topics —

Gift Trends: 2010 and Beyond with *Gift & Home Interactive*

A practical and fun-filled look at the leading trends of today and tomorrow! Learn what's hot in gift and home, key categories to watch, changes in consumer buying habits, and how to profit from the trends.

Sunday, August 15, 8:30-9:30AM, Jacob K. Javits Convention Center, 1A02-03

The 1, 2, 3's of Successful Buying & Inventory Control, presented by *Earnshaw's*
Review essential business basics with formulas and common sense tools. Learn how to calculate open to buy; determine markups; estimate net profit; and figure out markdowns.
Tuesday, August 17 8:30-10:00AM, Jacob K. Javits Convention Center, 1A02-03

Go to network and enjoy "Only in New York" events —

***Baby & Child* Afternoon Snack**

Enjoy complimentary kid-friendly snacks and drinks, sponsored by Earnshaw's, while browsing and shopping *Baby & Child!*

Saturday, August 14 3:00-4:00PM, Javits Center, Hall 1E.

A Night on Broadway*, featuring *THE ADDAMS FAMILY

Join us at this new, magnificently macabre Broadway musical starring Tony Award[®] winners Nathan Lane and Bebe Neuwirth. Specially-priced tickets are available to all NY Market participants!

Tuesday, August 17 7:00-10:00PM, Lunt-Fontanne Theatre, 205 West 46th Street

Baby & Child at NYIGF runs Saturday, August 14 through Wednesday, August 18, 2010, on Level One of the Jacob K. Javits Convention Center. Register to attend NYIGF and **reserve your spot at these events** at NYIGF.com.



→ FOWARD TO A FRIEND

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