

## CanGift Introduces New Enhancements at Their Virtual Show this February

The Canadian Gift Association is thrilled to announce that it will be hosting its second Virtual Show running February 22-25, 2020 from 11 a.m. – 7 p.m. EST. This directory will continue to provide attendees with the latest trends in giftware and provide insight into the hottest products in décor, gourmet foods, gifts, and fashion. It will also have the ability to connect participants directly to a new online marketplace, CanGift 365 for direct ordering from CanGift Gold Members!

Complimentary registration for qualified retail buyers opens in January.

“We are happy to be able to provide our community with a number of fresh opportunities in the new year,” says Anita Schachter, President & CEO of the Canadian Gift Association. “It’s amazing to be able to give back to our industry during a time full of change in retail.”

Highlighted features in the upcoming show are:

- Online networking opportunities
- Connect with wholesalers directly through chat, zoom meetings, e-mail, or phone
- Featured Exhibitor Video Sessions highlighting product/company information
- Seamless connection from the Virtual Show to CanGift 365 to place orders with CanGift Gold Members
- Continued access to the Virtual Show platform even after the live event ends until March 31, 2021

For the first-time ever, CanGift 365 will allow retailers to connect and shop with wholesalers directly from the Virtual Show. With a strong focus on Canada’s gift and home décor industry, these two opportunities will encourage buyers to purchase the latest products to sell in their stores. It will be ordering made easy at a time when we are unable to meet face-to-face for business at trade shows.

For more than 40 years, the Canadian Gift Association has been the voice of Canada’s \$10 billion giftware industry. As a not-for-profit association, CanGift works to empower its members to strive and thrive in today’s competitive marketplace by introducing exhibiting members to qualified retail buyers biannually at the Gift + Home Markets.

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For additional information about this brand-new initiative or how to become a qualified retailer with the Canadian Gift Association, please contact:

Brittany Pleshcan  
Marketing Specialist  
bpleshcan@cangift.org