

**FFANY**  
*Presents*

**NEW  
YORK SHOE  
SHOW**

**DECEMBER 2-4, 2015**

**WEDNESDAY - FRIDAY**

and by appointment

**Off Site Venue**

FFANY Authorized Venues  
New York Hilton Midtown Hotel  
FFANY Member New York Showrooms

**SHOW DIRECTORY LISTING FOR FFANY MEMBERS  
NOT EXHIBITING AT A FFANY**

**SPONSORED VENUE (HILTON) DURING FFANY FASHION MARKET WEEK.**

All FFANY Members that fill out this form will be listed in the FFANY Market Week Directory and will be charged a **\$1600.00** participation fee. **FFANY CAN NOT LIST ANY HOTEL NAMES**

Corporate Name

Address

City  State  Zip

Tel:  Fax:

Website:  email:

Contact  Signature

**DIRECTORY LISTING TO READ**

Please indicate for each brand women's (W), men's (M), children's (C) or accessories (A)

**Please check here if your New York Showroom will be OPEN ALL WEEK**

Company Name  M  W  C  A  Brand website:

Showroom

Address

Telephone  Showroom email:

Website 1  Website 2

Additional Brand Names (Address & Telephone if Different)

M W C A

<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>

**Please provide 3 retail customers that carry your brand.**

**Women's Product Categories**

Please check if your company sells the following:  Narrow sizes  Wide Sizes  Size 5 or under  Size 12 +

**Men's Product Categories**

Please check if your company sells the following:  Narrow sizes  Wide Sizes  Size 6 or under  Size 14 +

Make checks payable in U.S. dollars to: FFANY 274 Madison Avenue, Suite 1701, NY NY 10016  
Tel: 212.751.6422 | Fax: 212.751.6404 | INFO@FFANY.ORG | www.ffany.org

**Note: We cannot guarantee directory listing if this application is not returned to FFANY by September 21, 2015**

# iPad Directory App featuring FFANY Directory Ads

## December 2-4, 2015

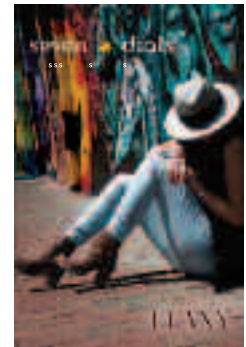
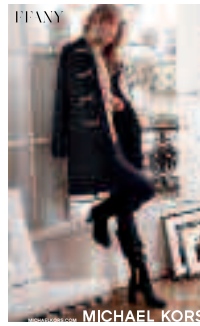
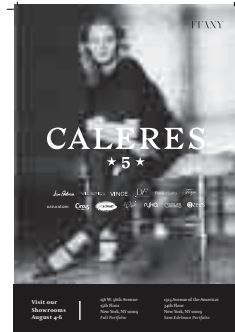
Directory Booklet 6" x 9" Four-color + bleed

**Cost:** \$600 Page | \$1000 Tab Page | \$1500 Two Page Spread

Deadline Monday October 26, 2015

Contact: Phyllis Rein or Alicia Ciccaglione 212.751.6422 x 15 or 18

**All Ads must include the NEW FFANY Logo** and be sent to FFANY via pdf format for approval. Please contact Phyllis Rein for logo and to confirm ad



Reserve your full page color **6X9** ad in the FFANY directory with bonus digital directory app. FFANY has launched its new iPad Directory App featuring the show directory in digital format. This is a free download to all FFANY exhibitors and attendees. The iPad directory will feature live links directly to your company website and emails. **FFANY New 2015 Logo** must be placed in ad.

Full-page bleed dimensions allow for 1/8" trim on all four sides to allow for right or left-hand positioning. In addition to this trim allowance, we require 1/4" safety on all four sides for live matter, type and important illustrations. Please use safety size 5 3/8" x 8 3/8" for bleed pages. **AD SIZE 6X9**

**PREFERRED FORMAT:** Email high-resolution CMYK PDF/X-1a with full marks and bleeds directly to prein@ffany.org with copy to j.bennett@alouettecommunications.com  
Please just email PDF File.

**ACCEPTED FORMATS:** PLEASE DO NOT USE JPEG.

- InDesign package (see menu item FILE / PACKAGE) with all fonts and links included
- Illustrator with all fonts and links included, even if text has been converted to outline
- PhotoShop 300 dpi or better with all fonts included, saved as .psd• high-res PDF• 300dpi TIFF

**AD SIZES** – All ads must be created to exact size specifications. No important live matter within 1/4" of gutter-trim.

**BLEEDS** – 1/8" bleed or greater, with trim indicated

**FONTS** – Black type on white background should be defined as 100% black ONLY. Do not use "true black" or "rich black."

**PHOTOS** – All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale.

**PROOFS** – All advertisers must submit a digital proof at 100% that conforms to SWOP standards, including a color bar for all digital files. Without a client-supplied contract proof, color matching cannot be guaranteed.

**NOTE:** Resizing a low-res graphic to 300dpi in Photoshop does not increase its resolution. It must be created at 300dpi (or better) AT THE ORIGINAL SIZE. Results of a resized low-res cannot be guaranteed.

