

FFANY

Presents



**NEW
YORK SHOE
EXPO**

FEBRUARY 2-4, 2016

TUESDAY - THURSDAY

APPLICATION

NEW YORK HILTON MIDTOWN

DELUXE ROOMS

APPLICATION

**MUST BE ACCOMPANIED WITH
PAYMENT IN FULL TO BE PROCESSED.**

FIRST COME-FIRST SERVED

AFTER PRIORITY DATE OF DECEMBER 4TH, 2015

BED REMOVAL, TABLES & CHAIRS

AVAILABLE AT NO ADDITIONAL CHARGE

FFANY

FASHION FOOTWEAR ASSOCIATION OF NEW YORK

AUTHORIZED VENUES

NEW YORK HILTON MIDTOWN

FFANY MEMBER NEW YORK SHOWROOMS

All Exhibitors Must Fill Out this Show Information Page

Directory & Mailing Information
INFORMATION WILL BE PRINTED IN DIRECTORY

Please print clearly and circle category: Women's, Men's Children's & Accessories.

Company Name _____ W M C A

Address _____

City /State /Zip /Country _____

Telephone _____ Fax _____

email _____ website: _____

Show Contact (not published in book) _____

Directory Listings

BRAND names and/or COMPANY names
Please Circle Category: Women's, Men's Children's & Accessories.

_____ W M C A Brand website _____

_____ W M C A Brand website _____

_____ W M C A Brand website _____

_____ W M C A Brand website _____

_____ W M C A Brand website _____

ID Sign (8.5x11) Information BELOW will be printed on your sign

In order to obtain proper positioning for your company please answer the below items:

Please provide 3 retail customers that carry your brand. Please check box if you offer Immediate Deliveries

- Women's Product Categories**
- Salon Bridge Boots Contemporary Junior Comfort Casual
 - Dress Sport Handbags Accessories Publication/Industry Service
 - Branded Private Label Children's Made in USA

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

- Men's Product Categories**
- Loafers Dress Oxfords Boots Sandals Sneakers & Athletic
 - Casual Slippers Clogs & Mules Boat Shoes Insoles & Accesories Youth
 - Branded Private Label Children's Made in USA

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

BY INITIALING THIS APPLICATION, EXHIBITOR AGREES TO THE TERMS AND CONDITIONS IN THIS CONTRACT.

Fashion Footwear Association of New York, 274 Madison Avenue, Suite 1701 New York, N.Y. 10016 Tel: 212.751.6422 Fax: 212.751.6404 e-mail: info@ffany.org website: www.ffany.org

Initial _____

Venue - New York Hilton Midtown

1335 Avenue of the Americas (53rd & 6th Ave.) New York, NY 10019

FFANY PARTICIPATION FEES INCLUDE BED REMOVAL

Participation Fee is Required in Full with Application.

Room assignments will be made on a first-come, first-served basis. FFANY Members Only!

First Come-First Served

- Requesting Same Room as DECEMBER 2015 Requesting BED REMOVAL-No Additional Charge

VALUE PRICE IF PAYING BY CHECK OR WIRE TRANSFER.* WT FEES APPLY

HILTON ROOM TYPE DELUXE ROOMS ONLY	FULL PAYMENT TO FFANY WITH APPLICATION			PAY DIRECTLY TO HILTON HOTEL
	CREDIT CARD	CHECK		
<input type="checkbox"/> Deluxe Room-220/sf	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$1500	+	\$ 465 x 4 nights +tax
<input type="checkbox"/> Two Deluxe Rooms-440/sf	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$2350	+	\$ 930 x 4 nights +tax
<input type="checkbox"/> Three Deluxe Rooms-660/sf	<input type="checkbox"/> \$3400	<input type="checkbox"/> \$3200	+	\$1395 x 4 nights +tax
<input type="checkbox"/> Four Deluxe Rooms-880/sf	<input type="checkbox"/> \$4300	<input type="checkbox"/> \$4050	+	\$1860 x 4 nights +tax
<input type="checkbox"/> Five Deluxe Rooms-1100/sf	<input type="checkbox"/> \$5200	<input type="checkbox"/> \$4900	+	\$2325 x 4 nights +tax
<input type="checkbox"/> Six Deluxe Rooms-1320/sf	<input type="checkbox"/> \$6100	<input type="checkbox"/> \$5750	+	\$2790 x 4 nights +tax
<input type="checkbox"/> Seven Deluxe Rooms-1540/sf	<input type="checkbox"/> \$7000	<input type="checkbox"/> \$6600	+	\$3255 x 4 nights +tax

*Please note hotel rates can change when block is sold out.

New York Hilton Midtown Hotel Room Rates and Reservation Form

All rooms must be booked for at least 4 nights. Check-in is Monday February 1st after 4:00pm. The show closes on Thursday February 4th at 4:00pm but your 4 nights includes your room until Friday February 5th no later than noon, 12:00pm. The Hilton hotel will charge an additional room night if you check out after 12:00pm on February 5th. **To reserve your exhibit room the Hilton will charge a one night non-refundable deposit in advance on the credit card provided below. Upon check-in the Hilton will charge you directly for all remaining nights, taxes, and incidentals that you may incur. If you require additional nights please specify early or late check out dates. All placement requests must be in written format. Your room assignments will be provided by FFANY in your e-confirmation kit. All incidentals, spotlights, bedtoppers, tables, chairs etc, must be ordered by the exhibitor. Incidental forms will be included in your e-confirmation package.**

The Hilton Hotel Credit Card Authorization Form

This Credit Card Authorization form for HILTON Hotel must be completed before E-Confirmations can be sent.

Company Name _____

Card Holders Name: First Name _____ Last Name _____

Credit Card # _____ Expiration Date _____

Payment Method: Visa Mastercard American Express Phone # _____

Amount \$ _____ (1 night stay +tax) Authorized Signature (REQUIRED) _____

The Name of the First Person who will be checking in Hotel _____

Hilton HHonors # (www.hiltonhhonors.com/enroll/) (optional) _____

Name of Guest on HHonors Account # _____

iPad Directory App featuring FFANY Directory Ads

FEBRUARY 2-4, 2016

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

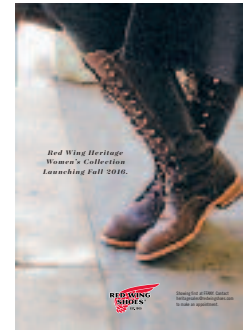
Cost: \$600 Page | \$1000 Tab Page | \$1500 Two Page Spread

Deadline Monday January 4, 2016

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

All Ads must include the NEW FFANY Logo FFANY 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 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.

- 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.

The Fashion Footwear Association of New York has approved the following rules for FFANY Fashion Market Week to be held at The New York Hilton Midtown

1. All contracts must be accompanied by full payment of the participation fee. Payment must be made by check drawn on US Bank, wire transfer or credit card. There will be a \$50 charge for all checks that are returned to FFANY. Replacement checks must be certified and sent overnight. Wire Transfers must include the \$50 wire service fee.
2. The exhibitor/participant collectively and individually shall be and is accountable to The Hilton for any and all damages done to the property or person, their guests, visitors, customers and other persons who enter the premises occupied by the exhibitor during the FFANY Fashion Market Week. The participant assumes complete responsibility and liability for all injury, loss, damage or destruction of all property of The Hilton used by the participant, his agents, representatives, employees or guests brought upon The Hilton premises on his behalf or the property of the participant and his guests. The participant indemnifies and agrees to hold harmless the Fashion Footwear Association of New York, its operating agency, The Hilton, their officers, directors or employees, and the corporate or other entity owning and/or operating the hotel, the representatives or these parties, from any and all responsibilities or liability whatsoever arising from injury to any person or for loss or damage to or theft of any property belonging to the participant or any person or persons while in transit to or from the Show Hotel or otherwise.
BED REMOVAL IS AVAILABLE AT NO EXTRA CHARGE IF REQUESTED IN WRITING TO FFANY PRIOR TO SET-UP DAY.
EXHIBITORS ARE NOT PERMITTED TO REMOVE ANY FURNITURE OUT OF A GUEST SLEEPING ROOM. NO EXCEPTIONS! IF AN EXHIBITOR IS FOUND IN VIOLATION OF THE ABOVE, THE COMPANY WILL BE SUBJECT TO A PENALTY FEE OF \$1,000.00, WHICH WILL BE CHARGED AUTOMATICALLY TO THE CREDIT CARD ON FILE FROM CHECK-IN.
3. FFANY shall be without liability of any kind to the participant if the participant is assigned display space at the beginning or at any time during the Market Week or if the participant be in possession of such space and the trade show be interrupted or terminated.
4. Show Management, in its sole discretion will determine whether a prospective exhibitor is eligible to participate in FFANY NYSE @ the Hilton. Exhibitors may be required to submit a description of the nature of their business and the items to be exhibited. Show Management reserves the right to refuse to any company, individual whose display of goods or products is not, in the opinion of Show Management compatible with the general character and objectives of the FFANY show.
5. Official FFANY badges must be worn by exhibitors at all times on show premises.
6. All exhibits must be open and manned for business during FFANY's published hours. Exhibitor may not close down until show management officially closes.
7. Cancellation by exhibitor must be received in writing by show management with evidence of receipt. An Exhibitor who **Cancels before December 11, 2015** will be assessed with 100% penalty for participation fee and will be charged by the Hilton hotel for a one-night non-refundable cancellation fee. **Cancellation of space after December 11, 2015 will be assessed 100% penalty for participation fee and will be charged by the Hilton hotel for four-nights non-refundable cancellation fee. (NO EXCEPTIONS)**
8. Room(s)/space assignments will be made on a first-come, first-served basis by FFANY when participation fee in full is received. Show Management specifically reserves the right to assign exhibit rooms, change the floor plan or to move an exhibitor to another room location, prior to or during the FFANY show without prior notice.
9. If the violation of any of these rules or by the existence of any condition not previously known to FFANY occurs, FFANY reserves the right of cancelling or closing room(s)/space assigned with no legal liability whatsoever to be incurred by FFANY.
10. In the event space previously assigned to an exhibitor is not available FFANY reserves the right to reassign display space to exhibitors.
11. To protect FFANY or its operating agency and The Hilton from liability whatsoever arising from any acts of conduct of omission or commission by exhibitors, their agents, guests, customers, visitors, etc., FFANY without prior notice of exhibitors, expressly reserves the right to modify, supplement, add to or change the rules, as they deem necessary and required for the efficient operation of the show.
12. The FFANY Directory will be as accurate as possible but FFANY and its operating agency take no responsibility for any inaccuracies, omissions or trademark infringement.
13. **NO OUTSIDE FOOD IS PERMITTED ON THE HOTEL PREMISES.** No entertainment, models or passing out literature will be permitted that will disrupt the normal course of doing business at the show. Written approval of FFANY must be obtained prior to the distribution of all publications, advertising materials, signs, etc.
14. All exhibitors will be billed directly by the Hilton hotel, for 4 nights. In addition Rental charges for incidentals must be paid directly to The Hilton and or Springboard. Exhibitors must make their own arrangements with the hotel, on the convention requirement form, for earlier arrival or later departure.
15. **SPOTLIGHTS MUST BE ORDERED THROUGH THE HILTON ELECTRICAL DEPARTMENT. NO OUTSIDE LIGHTING IS PERMITTED BY THE HILTON HOTEL**
16. Any and all damages to any room(s)/space, or to any of the property of the hotel, will be paid for by the exhibitor involved and may result in The Hilton management closing of the respective exhibitor's room(s)/space.
17. No merchandise or large display materials may be shipped to The Hilton prior to the FFANY Market Week without expressed approval from The Hilton Director of Convention Services.
18. The maximum liability of FFANY by virtue of this agreement or otherwise is the refund of the exhibitor participation fee paid to FFANY in the event FFANY Fashion Market Week is cancelled for any reason whatsoever.
19. FFANY shall not be responsible for failure to perform this contract if circumstances beyond their control, including, but not limited to: Acts of God, shortage of commodities or supplies to be furnished by the Hilton Hotel, governmental authority, or war in the United States that makes illegal or impossible for the Hilton hotel to hold the event.
20. Decorating/display material must be flame-proof in accordance with Fire Dept. Regulations. Exhibitors must comply with rules & regulations of the New York Fire Dept.
21. **FFANY nor the Hilton Hotel is responsible for any valuables that may be lost or stolen from the hotel room during show hours. Please put all valuables in safe located in your hotel room.**
22. Any and all matters or questions, not specifically covered by the Rules & Regulations shall be subject solely to the decision of Show Management. Show Management reserves the right to make changes, amendments and additions at any time without prior notice. Show Management rulings will be final.
23. The Hilton Hotel nor FFANY will NOT be responsible for any losses obtained by the exhibitor due to its decision to keep their room unattended while its door is open during the FFANY New York Shoe Expo, except for any losses which result from the negligence or willful misconduct of the Hotel.
24. **NO SMOKING PERMITTED ON HILTON PREMISES AND HILTON STAIRWELLS.**
25. Hilton Hotel is liable for any damages that occur to an exhibitor that may stem from the structure of the building. Any exhibitor who deems damages must notify FFANY Management, as well as, an official Hilton representative. A claim/report must be made at the time of the incident, in which pictures will be taken, and merchandise reviewed. Fashion Footwear Association of New York is hereby released of any claims that may be brought against them due to losses from the exhibitor.
26. Show Management makes no representations or warranties, express or implied to Exhibitor regarding the condition of the Exhibition Facilities or the utilities provide by the Exhibition Facilities, or the success of the Exhibitor's efforts for which the exhibit space will be used or to the number of Show Attendees (Retailers) or the demographic nature of such attendees.