

**FFANY**  
*Presents*



**JUNE 7-9, 2016**

TUESDAY - THURSDAY

Application

**NEW YORK HILTON MIDTOWN  
PUBLIC SPACE/BOOTH**

**APPLICATION MUST BE ACCOMPANIED WITH  
PAYMENT IN FULL TO BE PROCESSED  
BOOTH ASSIGNMENTS WILL NOT BE RELEASED OR EXHIBITOR  
BADGES MAILED UNTIL 100% OF BOOTH FEE HAS BEEN PAID**

**FIRST COME-FIRST SERVED  
MARCH 7, 2016**

FFANY Authorized Venues  
New York Hilton Midtown Hotel  
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 & onsite email (not published in book) \_\_\_\_\_

**Directory Listings**

**BRAND names and/or COMPANY names**

Please Circle Categories: 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 (16x18)**

\_\_\_\_\_

**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.**

Initial \_\_\_\_\_

**Americas Halls & Rhinelander Booth Application**

Tuesday, Wednesday & Thursday-Breakdown Thursday, June 9th @ 4:00pm

**Venue - New York Hilton Midtown Hotel**

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

**PRIORITY DEADLINE MARCH 7TH, 2016**

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

**PAYMENT IN FULL IS REQUIRED WITH APPLICATION**

**White Fabric Booths Only. No Drape. No Exceptions!**

100/sf Booth includes the following: Beautiful 8' High White Fabric Walls which includes up to 3 walls closed  
 4 (50) Watt Halogen Spotlights with Track • Electricity for Lights Only • Multi Color Carpet  
 1 - 64" Double White Freestanding Nesting Shelf (holds 16 shoes per shelf, 80 total)  
 1 - 30"L Single White Shelf (holds 7 shoes per shelf, 35 total) • 1-6x30 3 Sided Draped Table • 2 Diamond  
 Chairs • 16"x18" Booth Sign • Wastepaper Basket • Security • Wireless Internet

Shelving Units are included in booth based on square footage purchased.

under 100/sf -1 Single Unit	250/sf-2 Double Units, 2 Single Units	600/sf-7 Double Units
100/sf-1 Double Unit, 1 Single Unit	300/sf-3 Double Units, 1 Single Unit	700/sf-8 Double Units
150/sf -2 Double Units	400/sf-4 Double Units, 1 Single Unit	800/sf-9 Double Units
200/sf-2 Double Units, 2 Single Units	500/sf-5 Double Units, 1 Single Unit	900/sf-10 Double Units

**All booths are fully furnished with the above incidentals and include on-site drayage charges.**

**REQUESTING SAME BOOTH LOCATION FROM DEC. 2015 (Booth #)** \_\_\_\_\_ *Subject to change*

**BOOTH OPTION 1 - \$49.00/sf - OPEN Booth Three Sided Walls-NO DRAPES ALLOWED!**

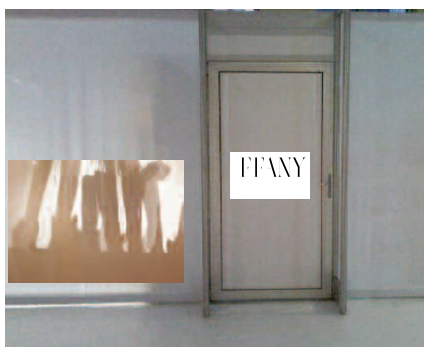


**CREDIT CARD OR CHECK SAME PRICE. WIRE TRANSFER FEES APPLY**

<input type="checkbox"/> 10'x10' 100/sf	<input type="checkbox"/> \$ 4,900	<input type="checkbox"/> 10'x40' 400/sf	<input type="checkbox"/> \$19,600
<input type="checkbox"/> 10'x20' 200/sf	<input type="checkbox"/> \$ 9,800	<input type="checkbox"/> 20'x20' 400/sf	<input type="checkbox"/> \$19,600
<input type="checkbox"/> 10'x30' 300/sf	<input type="checkbox"/> \$14,700	<input type="checkbox"/> 20'x25' 500/sf	<input type="checkbox"/> \$24,500
<input type="checkbox"/> 20'x15' 300/sf	<input type="checkbox"/> \$14,700	<i>10% Reduction for booths 600/sf and over</i>	
		<input type="checkbox"/> 20x30' 600/sf	<input type="checkbox"/> \$26,460
		<input type="checkbox"/> 20'x35' 700/sf	<input type="checkbox"/> \$30,870

**BOOTH OPTION 2 - \$46.00/sf. Just Raw Space, NO Walls, NO Incidentals, Drayage NOT included.**

**BOOTH OPTION 3 - \$54.00/sf. CLOSED Booth with DOOR and LOCK & KEY**  
 Three Sided White Fabric Walls with White MIS Door



**CREDIT CARD OR CHECK SAME PRICE. WIRE TRANSFER FEES APPLY**

<input type="checkbox"/> 10'x10' 100/sf	<input type="checkbox"/> \$ 5,400	<input type="checkbox"/> 10'x40' 400/sf	<input type="checkbox"/> \$21,600
<input type="checkbox"/> 10'x20' 200/sf	<input type="checkbox"/> \$10,800	<input type="checkbox"/> 20'x20' 400/sf	<input type="checkbox"/> \$21,600
<input type="checkbox"/> 10'x30' 300/sf	<input type="checkbox"/> \$16,200	<input type="checkbox"/> 20'x25' 500/sf	<input type="checkbox"/> \$27,000
<input type="checkbox"/> 20'x15' 300/sf	<input type="checkbox"/> \$16,200	<i>10% Reduction for booths 600/sf and over</i>	
		<input type="checkbox"/> 20x30' 600/sf	<input type="checkbox"/> \$29,160
		<input type="checkbox"/> 20'x35' 700/sf	<input type="checkbox"/> \$34,020

PLEASE PROVIDE ANY INFORMATION THAT WILL HELP US WITH YOUR PLACEMENT

# FFANY Directory Ads Including Exposure in our iPad App

## JUNE 7-9, 2016

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

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

Deadline Friday April 11, 2016

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

**All Ads must include the FFANY Logo** and be sent to FFANY via pdf format for approval.

Please contact Phyllis Rein for logo and to confirm ad



MICHAEL  
MICHAEL KORS  
www.michaelkors.com



Visit our showroom:  
ara North America - 12 W. 57th Street, suite 1001  
New York, NY 10019 - 877.272.7463



THE SILVERSTEIN COMPANY  
WE INVITE YOU TO VISIT US FEBRUARY 2-4, 2016

BY SHOWROOM  
243 WEST 30th ST 10th Floor NEW YORK, NY  
10001

FFANY

Reserve your full page color **6X9** ad in the FFANY directory with bonus digital directory app. FFANY has launched its iPad Directory App featuring the show directory in digital format. This is a free download to all FFANY exhibitors and attendees. The iPad directory features live links directly to your company website and emails. **FFANY Logo** must be placed in ad. We recommend including your website, email and exhibitor location to maximize your exposure.

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](mailto:prein@ffany.org) with copy to [j.bennett@alouettecommunications.com](mailto:j.bennett@alouettecommunications.com)  
Please just email PDF File.

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.

### All Exhibitors Must Fill Out this FFANY Payment Page

Please fill out the appropriate information and return with corresponding application to FFANY

**FFANY Mailing Address: 274 Madison Avenue, Suite 1701, New York, NY 10016**

**Tel: 212.751.6422 | Fax: 212.751.6404**

**Payment information will be used to process participation fees unless otherwise stated.**

Company Name

Payment Method:  Check  Mastercard  Visa  American Express

**BANK TRANSFERS**  
**FFANY Account : 4830382-83982**  
**ACH Direct Deposit - 021000322**  
**Wire Transfer - Domestic Routing: 026009593**  
 Bank of America, 1 Bryant Park NY, NY 10036  
 \$50 Must Be Added to Wire Transfers

Card Holders Name:

First Name (Please Print)  Last Name

Credit Card #

Expiration Date:   /

Security Code:   Business Credit Card  Personal Credit Card

Card Holders Billing Address:

Phone #    -    -

Email:

Amount:    ,    .

FFANY AD- **Please check box if you wish to purchase a full page color 6x9 ad in the FFANY directory.**

Full Page \$600  Tab Page \$1000  Spread (Two Pages) \$1500

Signature

Date

#### ACCEPTANCE AGREEMENT

By signing this application the Exhibitor Agrees To The Terms And Conditions in this Contract. Confirmation kits will be sent Electronically via email. PARTICIPATION FEES MUST BE PAID IN FULL TO RECEIVE E-Confirmation.

Authorized Signature

Name (Printed) \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

FFANY Accounting	Date	<input type="text"/>	Amount	<input type="text"/>
	Invoice #	<input type="text"/>	Auth Code	<input type="text"/>

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

1. The application and full payment of the exhibition fee, payable to FFANY, must be received before exhibit space can be assigned. The booth number will be assigned only when written confirmation from FFANY is obtained by the exhibitor.
2. Booth assignments will be made on a first-come, first-served basis by FFANY.
3. Upon Exhibitor's execution of the Agreement, this Agreement becomes a binding contract between Show Management and the Exhibitor. Cancellation by exhibitor must be received in writing by show management with evidence of receipt. **An Exhibitor who cancels before March 11, 2016 will be assessed with a non-refundable 50% penalty of total participation fee. Cancellation of space after March 11, 2016 will be assessed a non-refundable 100% penalty of total participation fee. (NO EXCEPTIONS)**
4. Show Management makes no representations or warranties, express or implied to Exhibitor regarding the condition of the Exhibition Facilities or the utilities provided 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.
5. 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.
6. In the event space previously assigned to an exhibitor is not available, FFANY reserves the right to reassign booth space to exhibitors.
7. FFANY reserves the right to charge a \$500 penalty fee to any company that starts breaking down before the designated time. **The New York Shoe Expo closes at 4:00pm on Thursday June 9th, 2016 at which breakdown begins.**
8. The New York Shoe Show is a White Fabric Booth Trade Show Only, NO PIPE & DRAPE IS ALLOWED! Any Exhibitor who violates this rule will be responsible to remove & dismantle the drape and pay any necessary charges that are incurred. *\*During Non-Show Hours only, covering or hanging of fabric on footwear and enclosing entranceway is acceptable.*
9. To protect FFANY or its operating agency 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 to 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.
10. 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 Hilton New York Hotel, governmental authority, or war in the United States that makes it illegal or impossible for the Hilton New York Hotel to hold the event.
11. 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.
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 entertainment 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. The maximum liability of FFANY by virtue of this agreement or otherwise is the refund of the exhibitor exhibition fee paid to FFANY in the event FFANY Fashion Market Week is cancelled for any reason whatsoever.
15. 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.
16. All decorating and display material must be flame-proof in accordance with Fire Dept. Regulations and exhibitors must comply with the rules & regulations of the New York Fire Dept.
17. Freeman Decorating is Fashion Footwear Association of New York's official contractor. Please review all material in your Freeman Decorating Kit which will arrive electronically via email -E-confirmation from FFANY.
18. If the violation of any of these rules or the existence of any condition not previously known to FFANY occurs, FFANY reserves the right of cancelling space assigned with no legal liability whatsoever to be incurred by FFANY.

Initial \_\_\_\_\_