

FFANY

Presents

**NEW
YORKSHOE
EXPO**

**FFANY
MARKET
WEEK**



December 4-6, 2018

OFF-SITE APPLICATION

Tuesday - Thursday

**2018 FFANY MARKET WEEK
DECEMBER 3-7 | MONDAY-FRIDAY**

**NEW YORK SHOE EXPO
DECEMBER 4-6 | TUESDAY-THURSDAY**

FFANY Authorized Venues
Warwick New York Hotel
Academy Mansion

FFANY Member New York Showrooms

SHOW DIRECTORY LISTING FOR FFANY MEMBERS NOT EXHIBITING AT A FFANY SPONSORED VENUE (WARWICK NEW YORK) DURING FFANY MARKET WEEK.

All FFANY Members that fill out this form will be listed in the FFANY Market Week Directory and will be charged a **\$1900.00** participation fee.

DEADLINE SEPTEMBER 21, 2018

Note: We cannot guarantee directory listing if this application is not returned to FFANY by Sept 21, 2018

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 W M C A Brand website:

Showroom

Address

Telephone Showroom email:

Website 1 Website 2

Additional Brand Names (Address & Telephone if Different)

W M 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.

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 Sneakers

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 +

FFANY AD SPECS

Directory Booklet and Digital Ads

December 4-6, 2018

Show Directory

Cost: \$600 Page | \$1000 Two Ads | \$1500 Two Page Spread
Deadline Monday, October 15, 2018

Contact: Phyllis Rein 212-751-6422 x4

All Ads must labeled with your company name and date.

Please send ads to communications@ffany.org in pdf format for approval



DIRECTORY AD FORMAT FOR SHOW BOOKLET: PDF ONLY!

Email high-resolution CMYK PDF/X-1a with full marks and bleeds directly to communications@ffany.org

1) BLEEDS - Please use size 6.25 x 9.25 or 6" +.125 bleeds on each side x 9" + .125 bleeds on each side.

AD SIZES - All ads created to exact size specifications **6"x9"**. No important live matter within 1/4" of gutter-trim.

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.

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.

2) Logo for FFANY Website-Corporate & brand logo to be included on FFANY website

DIMENSIONS - Minimum width 300 px, maximum width 1000 px. No larger than 500 kb

FILE FORMAT - JPG or PNG. Transparent or white background.

3) Digital Ad for FFANY Website-Digital ad separate artwork for mobile friendly devices

DIMENSIONS - 1200px wide by 1360px height

MINIMUM FONT SIZE - 36 px

FILE FORMAT - JPG @72 DPI



All Exhibitors Must Fill Out this FFANY Payment Page

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

FFANY New Mailing Address: 575 Ffith Avenue, 14th Floor, New York, NY 10017

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 **BANK TRANSFERS**
 Visa American Express **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 6x9 color ad in the FFANY directory.

Full Page \$600 Tab ad \$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"/>