

# FFANY

Presents

**NEW  
YORK SHOE  
EXPO**

**FFANY  
MARKET  
WEEK**



## December 3-7, 2018

**MONDAY - FRIDAY and by appointment  
Exhibitor Showroom Listing**

**LISTINGS AND DIRECTORY ADS ARE INCLUDED IN YOUR  
CURRENT 2018/2019 FFANY MEMBERSHIP.**

At the Retailers special request the FFANY Board of Directors encourage New York Showrooms to keep their Showrooms OPEN for the 5 Business Days of the FFANY Market Week.

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

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

FFANY will list in the directory all showrooms that will be participating in "OPEN FOR MARKET WEEK".

Directory Ad Deadline Monday, October 15, 2018

If you have any questions, please contact Liz Carroll  
telephone: 212.751.6422 x6 | email: [licarroll@ffany.org](mailto:licarroll@ffany.org)

FFANY Authorized Venues  
Warwick New York / Academy Mansion  
FFANY Member New York Showrooms

## SHOW DIRECTORY LISTING FOR MEMBER SHOWROOMS

All FFANY Members that fill out this form will be listed in the FFANY Market Week Directory.

Please include all brands that you wish to be listed in the booklet and online

**Listing are included in your current 2018/2019 FFANY Membership**

Note: We cannot guarantee directory listing if this application is not received by Sept. 21, 2018

**DEADLINE SEPTEMBER 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

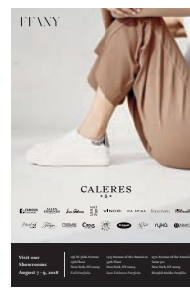
## Directory Booklet and Digital Ads

### December 3-7, 2018

### Showroom Member Benefit!

Complimentary directory ads included in your current  
2018/2019 FFANY showroom membership  
Deadline Monday, October 15, 2018

Contact: Phyllis Rein 212-751-6422 x4 to confirm membership.  
All Ads must be labeled with your company name and date.  
Please send ads to [communications@ffany.org](mailto: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](mailto: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

