

# FSNYE

## FOOTWEAR SHOW NEW YORK EXPO

### Show Dates: December 3-5, 2024

Show Hours: Tuesday and Wednesday 9:00 am - 6:00 pm

Show Hours: Thursday 9:00 am - 4:00 pm

**Set-up/Check-in: Monday, December 2nd starting at 3:00 pm**

Footwear Show New York Expo (FSNYE)

Phyllis Rein, President | Tel: 917.828.7092 | [prein@fsnye.com](mailto:prein@fsnye.com)

#### I. REGISTRATION/CHECK-IN

- A. The Park Lane New York (Hotel) is located at 36 Central Park South between 5<sup>th</sup> & 6<sup>th</sup> Aves., at 59<sup>th</sup> Street. Tel: 212.371.4000. Exhibitor room registration is on **Monday, December 2nd** located at the Hotel's Front Desk. **Check-in begins at 3:00 pm.** *If you would like to check-in a day early, Sunday December 1st, 2024, please send email request ASAP to Phyllis Rein [prein@fsnye.com](mailto:prein@fsnye.com) to check availability and rate.*
- B. Upon alerting Registration Staff that you are an exhibitor with FSNYE please advise them of your assigned Exhibit Room, so that you will be given the appropriate room key. Please note that a maximum of two keys will be issued per Exhibit Room. Additional keys provided upon request.
- C. **Each Company will have their credit card swiped for a supplementary \$150.00 charge per day.** The voucher will be used for any hotel's ancillary charges, telephone, room service, room damage deposit, etc. Before any of your contractors (delivery people, porters, display personnel, or show staff) can gain admission to your assigned exhibit room at the Park Lane New York a credit card must be on file. Please note: Authorization to enter Exhibit Rooms will not be granted to anyone until this procedure is completed, and credit card authorizations over the telephone will not be accepted.
- D. "NO SHOWS" or cancellation of rooms will still be charged the exhibition fees + 4 room nights. NO REFUNDS!
- E. Merchandise liability, as well as confirmation of understanding of points outlined in this memorandum will require a signature before keys will be provided.

#### II. SHIPPING / STORAGE- **Note Hotel Services Fees**

**All packages must arrive prepaid, or they will not be accepted. Packages will not be accepted earlier than five (5) business days prior to the first day of the event. Please make sure to mark boxes with the name and address of the hotel, plus your company name and room number.**

Package Handling pricing for individual hotel guests:

0 lbs. – 10 lbs. \$10.00

11 lbs. – 25 lbs. \$25.00

26 lbs. and above \$50.00

If any packages need to be delivered to a guest room, there is an additional charge of \$5.00 for a small and \$8.00 for a large package.

**SHIPPING DIRECTLY TO PARK LANE NEW YORK HOTEL. (No shipments are to arrive at Park Lane New York prior to Monday, November 25th, 2024)**

The name on the packages must match the name of the registered guest(s) to be accepted and delivered. Otherwise, it will be Returned to Sender. If a package arrives for a registered guest who has checked out of the hotel, the package will be Returned to Sender the next day.

PLEASE SHIP TO: (Shipping Label included in this PDF)  
Person in Charge (Name of person who will be on site)  
Company Name  
FSNYE Show / Room #  
Park Lane New York Hotel  
33 West 58<sup>th</sup> Street.  
New York, NY 10019  
ATTN: Lorena Gutierrez  
646.983.5452

**SHIPMENTS FOR BOXES OR PALLETS FOR EARLY ARRIVAL, SHIP DIRECTLY TO SPRINGBOARD DESIGN-** Email Michael McKnight ([mmcknight@springboardesign.com](mailto:mmcknight@springboardesign.com)) with box count and expected delivery date for arrival.

**(Cutoff date for receiving shipments at Springboard Design Warehouse Wednesday November 20, 2024) FEES APPLY**

PLEASE SHIP TO:  
Person in Charge (Name of person who will be on site)  
Company Name  
FSNYE Show / Room #  
C/O Springboard Design / Park Lane New York Hotel  
304 Foxhall Avenue  
Kingston, NY 12401  
Attn: Tim 845.594.5143

### III. FRONT ENTRANCE SCHEDULE

Monday, December 2nd after 3:00 pm

- A. Companies bringing in merchandise packed in suitcases or display cases ONLY may use the passenger elevator and bypass the freight elevators. Items that are wheeled trunks over 4 feet high, and all other display material, must be brought through the freight entrance.

- B. The designated freight entrance is on 33<sup>rd</sup> West 58<sup>th</sup> Street, New York. Please contact Lorena Gutierrez at 212.521.6222 before Wednesday, November 13<sup>th</sup>, 2024 to schedule all deliveries to be made through the freight entrance.
- C. Truckers must supply their own dollies and rolling racks to move trunks and boxes through freight entrances. The Park Lane New York will be unable to make enough dollies available, and it is mandatory that all freight be transported on wheels.

#### IV. ARRIVAL SCHEDULE

**ARRIVAL CHECK-IN SCHEDULE WILL BE ENFORCED BY THE PARK LANE HOTEL. Please note check-in time is 3:00 pm.** If you are arriving from out of town and have specific time constraints, you must notify the Front Desk prior to check-in and the hotel staff will do their best to accommodate your needs.

#### V. THE PORTERS

Park Lane New York bellmen/porters will be available to assist you upon your arrival at the hotel on **Monday, December 2<sup>nd</sup> until 9:00 pm**. This will expedite the moving of your displays, garment bags, boxes, etc., to your Exhibit Room. Guest's luggage and cases are the only items that will be accepted through the front entrance. Please note that the porters will not take the place of your private moving company but will greatly assist in facilitating the operation (their task is to direct/accelerate traffic of displays to exhibit rooms).

#### VI. EXHIBITORS' CHECKOUT: **Friday, December 6<sup>th</sup>, 2024, by 12 noon**.

Please note the scheduled move out and plan your travel accordingly.

When you are prepared to move, alert hotel staff as follows:

- Via Bellman if going through lobby
- Via freight elevator please contact package room

**A. Please be advised that The Footwear Show New York Expo officially closes at 4:00 pm **Thursday, December 5<sup>th</sup>, 2024, by 4:00 pm****

B. If any room is occupied past 12:00 pm on **Friday, December 6<sup>th</sup>, 2024**, your company will be charged the equivalent of 1-night stay, at the rate which the hotel sells the room during this season. NO EXCEPTIONS!

C. **Before checkout, please make sure trash is properly put in bags provided by the Park Lane New York to avoid additional housekeeping charges. DO NOT PUT TRASH IN HALLWAYS. A trash fine of \$75 will be incurred if boxes/cartons remain in the room.** The Park Lane New York will charge credit card on file for this trash fine.

D. Your method of payment has already been established, allowing your company to bypass the official checkout procedure. If you require a paid receipt, of your folio, please go to the front desk prior to check-out to acquire one.

#### VII. HOUSEKEEPING

A. It is the responsibility of each exhibiting company to provide gratuity.

- B. **Housekeeping begins at 7:00 am on all show floors as rooms must be cleaned prior to the opening of the show at 9:00 am. If you turn away service, there is no guarantee housekeeping will return prior to 9:00 am.**

#### VIII. ROOM DAMAGES

- A. Upon check-in, if there is a problem with any of the Park Lane New York furnishings in your room, please indicate it on the room damage form provided by show management and contact the front desk. Please submit form to a FSNYE representative.
- B. Please note that a Park Lane New York staff member may wish to inspect your Exhibition Room for any damages cited.

#### IX. SECURITY

Due to the advanced locking system at The Park Lane New York, Exhibit Rooms do not require double locking by security personnel at the end of each day.

#### X. DISPLAY REGULATIONS / FIRE CODES

**When planning displays, please bear in mind that The Park Lane New York will not permit anything at all to be affixed to the walls with nails, tacks, tape, or adhesive. No hanging of banners or drapes over doorways. Please note that this will be closely monitored by authorized Park Lane New York staff who, during the three show days, will be checking for any damage your display may have caused; subsequently, you will be charged for all damages not recorded on the Room Damage Sheet provided by show management.**

Please be advised that due to the extreme demand for power in all exhibitor rooms, The Park Lane New York requires strict adherence to the 500-watt limitation per room. It is the exhibitor's responsibility to ensure that overloading of room circuits does not occur. If overloading does occur and circuits are tripped, power draws will have to be rectified or reduced before the circuit will be reset. A second tripping of the circuit will entail an additional charge.

- A. The Park Lane New York prohibits covering or blocking the ventilation units in the rooms, as it hinders the airflow through the premises. In addition, both to promote energy conservation and a comfortable ambiance, the Hotel recommends that the ventilation units be set at a moderate level. Please be advised that the Engineering Department of the hotel will make routine inspections to ensure that every company abides by these ordinances and will not hesitate to dismantle any display found in violation of them. Please be advised opening windows will render your units inoperable.
- B. Please do not set up displays of any kind (i.e large signs, mannequin, shelves, etc.) outside your room, or block the corridors with company signs or any other promotional materials, as it violates NYC Fire Department Regulations that call for unhampered public hallways.

- C. The Park Lane New York is a **100% SMOKE FREE HOTEL**. NO smoking in any guest room or back of the house staircases. **Strict penalties of \$1000.00** per an occurrence will apply.
- D. Any display items used in the Exhibit Rooms must be flame-resistant to comply with New York City Fire Department Regulations. No candles permitted in guestrooms.
- E. Decorating/display material must be removed from the hotel room at the conclusion of the event. Items left behind will be discarded as trash.
- F. Exhibitor product, materials, and boxes are to be removed from hotel within 5-business days of the final show date. Any exhibitor with product, material, or boxes remaining at the Hotel 5-business days of the final show date shall be charged a daily storage fee of \$300.00 per day plus applicable tax which shall be charged prior to release of product, material, or boxes back to exhibitor.

#### XI. FURNITURE/BED REMOVAL

#### **NO BED or FURNITURE REMOVAL IS PERMITTED**

#### XII. FOOD AND BEVERAGE POLICIES

Please contact Lorena Gutierrez, Conference Service Manager, at 212.521.6222 or email [lgutierrez@parklanenewyork.com](mailto:lgutierrez@parklanenewyork.com) to coordinate advanced daily food or coffee service 15 days prior to the start of Footwear Show New York Expo. All food and beverage must be obtained from the Park Lane New York. No food and/or beverage of any kind will be permitted to be brought into the Hotel, or any suite used as a hospitality suite.

#### XIII. LIGHTING AND SHELVING UNITS

**Each exhibit room will be provided with (1) pole light with 3 spots and (1) 64" L Double free standing 5 Tier Nesting Shelf Unit (holds 16 shoes per a shelf, 80 total). Additional spotlights and shelving units can be ordered through Springboard Design order form. Springboard Design is the official I & D company and will be available to assist with your lighting and shelving needs for the show. For any questions or to place orders, contact Lisa Rhoads @ 646.879.1276 or via email [lrhoads@springboarddesign.com](mailto:lrhoads@springboarddesign.com)**

Thank you,  
Show Management

Wishing everyone a Successful Show!



**Footwear Shoe New York Expo - Park Lane New York (Hotel)  
Convention Requirement Form: December 3-5, 2024**

Please email or fax by Monday, October 21<sup>st</sup>, 2024, if requesting additional nights.  
Phyllis Rein email: prein@fsnye.com | Fax: 631-389-2531 | Tel: 917-828-7092

**Company Name:** \_\_\_\_\_

**Exhibit Room #:** \_\_\_\_\_ **Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Mobile Number:** \_\_\_\_\_

**PLEASE PROVIDE FSNYE WITH THIS CONTACT INFORMATION IF YOU HAVENT PROVIDED IT BEFORE**

The First Person(s) who checks in at the front desk with credit card will receive the room key.  
(This is the only person(s) who will receive a key. NO EXCEPTIONS!)

\_\_\_\_\_  
Representative (Please Print)

\_\_\_\_\_  
Date

**IMPORTANT NOTE: Scheduled arrival for Park Lane New York will begin at 3:00 pm Monday, December 2, 2024.**  
If your company would like early check-in (Sunday, Dec. 1st or Monday, Dec. 2<sup>nd</sup> before 3:00 pm) you **MUST**  
indicate below (additional direct charges by the Park Lane New York will be incurred.

**Early check-in (based on availability) Arrival Date:** \_\_\_\_\_

**Late check-out Departure Date:**  
*Checkout is Friday, December 6th, 2024, by 12:00pm noon.* \_\_\_\_\_

**NO BED OR FURNITURE REMOVAL IS ALLOWED**

Unreasonable guest room furniture movement is prohibited by guest excluding movement of chairs and light furniture, in keeping with regular guest use. Should any significant furniture (i.e. couches, armoires, chests) movement take place, the Park Lane New York Hotel will assess damage charges and charge exhibitor. The usage of gummed stickers (3M COMMAND) or labels is strictly prohibited. Nothing shall be posted, nailed, screwed, or otherwise attached to walls, floors, or other parts of the building or furniture.

**Trash Removal: A fee can be incurred if there is an excessive amount of trash or boxes left behind.**

**Lighting & Shelves:**

**Each room will be provided with (1) Pole Spotlight With 3 Spots and (1) 64" L Double 5 Tier Nesting Shelf**

Additional incidentals can be ordered through Springboard Design. Order form is included in confirmation kit.

**NO SMOKING PERMITTED ON THE PARK LANE HOTEL PREMISES AND STAIRWELLS.**

STRICT PENALTIES WILL BE ENFORCED. HOTEL WILL CHARGE A \$1000.00 FEE PER AN OCCURANCE. NO EXCEPTIONS EXTREMELY STRICT AND WILL NOT HESTIATE TO FINE EXHIBITOR.  
100% NON-SMOKING HOTEL!

\_\_\_\_\_  
**Authorized Co. Representative Signature**

\_\_\_\_\_  
**Date**

Signing of this form indicates that you have read and understand all of the FSNYE Rules & Regulations attached, as well as this Convention Requirements form.

IF SHIPPING DIRECTLY TO THE PARK LANE

-- USE THIS LABEL --

DO NOT  
DELAY

**RUSH**

DO NOT  
DELAY

TO: \_\_\_\_\_

GUEST NAME/REP OF COMPANY ONSITE

Co. Name \_\_\_\_\_

FSNYE Show/Rm# \_\_\_\_\_

Park Lane New York Hotel  
33 West 58th St., NY, NY 10019  
ATTN: Lorena Gutierrez

646.983.5452

SHIPMENTS

SEE: FSNYE EXHIBITOR MANUAL FOR MORE INFO AND APPLICABLE FEES

PACKAGES **MUST ARRIVE ON OR AFTER** LISTED DATE BE-

LOW  
**RECEIVING DATE BEGINS MON. 11.25.24**

**EVENT: FSNYE Shoe Expo 12.24**

RM # \_\_\_\_\_ QTY: \_\_\_\_\_ of \_\_\_\_\_ PCS

FOR EARLY SHIPMENTS AND PALLETS

-- USE THIS LABEL --

DO NOT  
DELAY

**RUSH**

DO NOT  
DELAY

TO: SPRINGBOARD

304 FOXHALL AVENUE

KINGSTON, NY 12401

ph. 347-527-0408

ATT: \_\_\_\_\_

EXHIBITING COMPANY'S NAME

PACKAGES **MUST ARRIVE BY** LISTED DATE BELOW

**DEADLINE TO RECEIVE WED. 11.20.24**

EXHIBIT CO: \_\_\_\_\_

RM. # \_\_\_\_\_

**EVENT: FSNYE 12.24-PARK LANE**

QTY: \_\_\_\_\_ of \_\_\_\_\_ PCS

SEE: FSNYE EXHIBITOR MANUAL FOR MORE INFO AND APPLICABLE FEES

THE ABOVE LABELS ARE PROVIDED FOR TO HELP EXPEDITE YOUR SHIPMENTS TO THE SHOW. PLACE VISIBLY AND SECURELY ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY. IF ADDITIONAL LABELS ARE NEEDED, PLEASE PHOTOCOPY THE PROVIDED.

# FSNYE

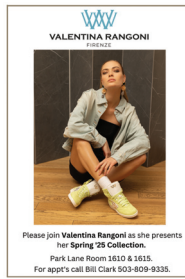
FOOTWEAR SHOW NEW YORK EXPO

## Show Booklet Directory Ad

Inclusive of Interactive Digital Show Booklet & Hard Copy Distribution

### December 3-5, 2024

Increase your exposure and reserve your placement today!



Creative Deadline: Tuesday, October 29th, 2024

**Page Size 6"x9"**

Full Page - \$700.00 USD

Inside Front Cover - \$1000.00 USD - SOLD

Inside Back Cover - USD \$1000.00 USD - SOLD

Back Cover - \$1200.00 USD

All Ads must be labeled with your company name and date.  
Please send ads to [prein@fsnye.com](mailto:prein@fsnye.com) in pdf format for approval.

#### FORMAT FOR SHOW BOOKLET: PDF ONLY!

**Email high-resolution CMYK PDF/X-1a with full marks and bleeds**

**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.

Questions, Contact: Phyllis Rein 917-828-7092



A Recognized Hotel Show



# Footwear Show New York Expo

## December 3-5, 2024

### Directory Ad Payment Page



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

Mailing Address: 25 Greenwich Court, Holbrook, NY 11741

Please make checks payable to Footwear Show New York Expo

Attn: Phyllis Rein - Tel: 917-828-7092 | Fax: 631-389-2531

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

Company Name \_\_\_\_\_

Payment Method:

**3% Credit Card surcharge will be applied.**

Check (no Fee)

Mastercard

Bank Transfer:

Footwear Show New York Expo

JP Morgan Chase Bank NA

Bank details available upon request

USD \$50.00 Must Be Added to Wire Transfers

Visa

American Express

Card Holders Name: First Name (Please Print) \_\_\_\_\_

Last Name \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Security Code: \_\_\_\_\_

Business Credit Card

Personal Credit Card

Card Holders Billing Address:

Phone # \_\_\_\_\_

Email: \_\_\_\_\_

Amount: \_\_\_\_\_

Show Booklet

Directory Ads

Digital & Hardcopy

(check to reserve your ad)

6"x9"Page USD \$700.00

~~Inside Front Cover USD \$1000.00~~

~~Inside Back Cover USD \$1000.00~~

Back Cover USD \$1200.00

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 \_\_\_\_\_

Footwear Show New York Expo | Tel: 917-828-7092 | Phyllis Rein prein@fsnye.com | website: fsnye.com

FSNYE Accounting

Date

Amount

Invoice #

Auth Code