

FSNYE

FOOTWEAR SHOW NEW YORK EXPO

Show Dates: June 6-8, 2023
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, June 5th starting at 3:00 pm

Footwear Show New York Expo (FSNYE)
Phyllis Rein, President | Tel: 917.828.7092 | prein@fsnye.com

I. REGISTRATION/CHECK-IN

- A. The Park Lane New York (Hotel) is located at 36 Central Park South between 5th & 6th Aves., at 59th Street. Tel: 212.371.4000. Exhibitor room registration is on **Monday, June 5th, 2023**, 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 June 4th, please send email request ASAP to Phyllis Rein 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, May 29th, 2023)

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 58th 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@springboarddesign.com) with box count and expected delivery date for arrival.

(Cutoff date for receiving shipments at Springboard Design Warehouse Monday, May 22, 2023) FEES APPLY

PLEASE SHIP TO: **New Address!**
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
300 Van Dale Road
West Hurley, NY 12491
347.527.0408

III. FRONT ENTRANCE SCHEDULE

Monday, June 5th 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 33rd West 58th Street, New York. Please contact Lorena Gutierrez at 212.521.6222 before Wednesday, May 17, 2023 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, June 5th 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, June 9th 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 pm Thursday, June 8th, 2023
 - B. If any room is occupied past 12:00 pm on Friday, June 9th 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 am on all show floors as rooms must be cleaned prior to the opening of the show at 9 am. If you turn away service, there is no guarantee housekeeping will return prior to 9 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 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

Thank you,
Show Management

Wishing everyone a Successful Show!



**Footwear Shoe New York Expo - Park Lane New York (Hotel)
Convention Requirement Form: June 6-8, 2023**

Please email or fax by Wednesday, March 31st
Phyllis Rein email: prein@fsnye.com | Fax: 631-389-2531 | Tel: 917-828-7092

THIS FORM SERVES AS YOUR CONFIRMATION TO PARK LANE NEW YORK HOTEL YOU WILL BE EXHIBITING.

Company Name: _____

Exhibit Room #: _____ **Contact Name:** _____

Phone Number: _____ **Mobile Number:** _____

***VERY IMPORTANT* PLEASE PROVIDE FSNYE WITH THIS CONTACT INFORMATION**

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, June 5th, 2023. If your company would like early check-in (Sunday, June 4th or Monday, June 5th before 3 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, June 9th, 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.

PARK LANE

COMPANY: _____
ADDRESS: _____
CITY/STATE/ZIP: _____
PHONE: _____

SHIP TO:
PARK LANE NEW YORK
ATTENTION: LORENA GUTIERREZ,
DIRECTOR OF EVENT MANAGEMENT
36 CENTRAL PARK SOUTH
NEW YORK, NY 10019

HOLD PACKAGE FOR:

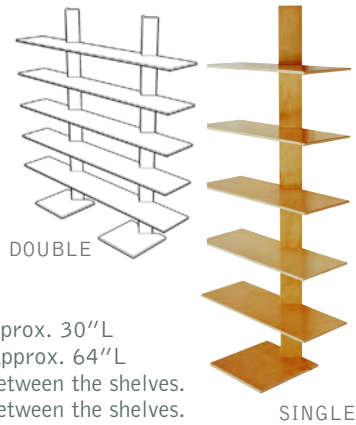
EVENT NAME: _____
CONTACT NAME: _____
PHONE: _____
OF BOXES: _____
DATE OF EVENT: _____

▶ NESTING SHELVES

A **SB** original, patented design.

Description Our most popular rental item! This fixture maximizes your horizontal display area by wrapping a space with continuous shelving. The unit's unique design has a minimal styling which never distracts from your product.

- 2 Sizes Single Upright ea. shelf is approx. 30" L
Double Upright ea. shelf is approx. 64" L
- 2 Styles 5 shelf units have 11 3/4" between the shelves.
4 shelf units have 15 1/2" between the shelves.
- 2 Colors Maple Ply
White laminated Ply



INTERESTED IN SEEING HOW SB FIXTURING FIT IN THE PARK LANE GUEST ROOMS?

* Email RENTALS@SPRINGBOARDESIGN FOR PLANS + VIEWS DESCRIBING YOUR OPTIONS.



▶ BED TOPPERS

A **SB** original design.

Description Maximize your hotel room's display space by using this light, flat, semi-rigid temporary surface on the bed.

Specs Clean WHITE PVC panel that sits on your bed's mattress.

Versatile Easily lifts + folds away at the end of a show day to free up your bed for R+R. Can be used as-is or draped with your own fabric or hotel table linen.

Display Uses A must for displaying heeled shoes on a bed keeping your product from falling over on a mattress.

Ordering Add SB Risers and increase your display's presence.



▶ RISERS

A **SB** original design.

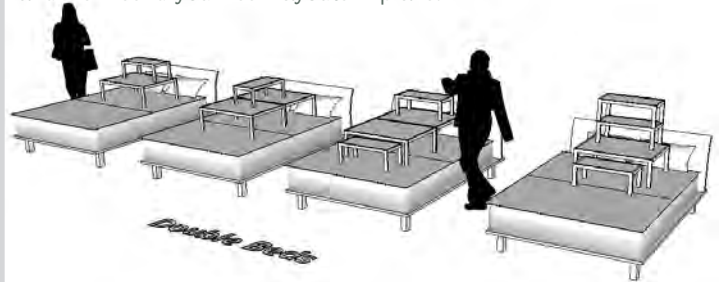
Description 2 NEW fixtures That allow you to create tiered displays. White.

Versatile The units can be stacked in various configurations to achieve the look that works for your merchandise.

Display Uses Highlight product on a table or on a counter.

- 2 Sizes **SMALL** 11 1/2" D x 9"H x 24"L
LARGE 24" D x 12"H x 32"L

Need more info? Please email rentals@springboarddesigns and we'll send you riser layouts + plans.



▶ SPOOL TABLE + STOOLS

A **SB** original, copyrighted design.

Description Bar Height Table. Suitable for display or as a meeting surface. White or Maple available. Rental of a Set includes one matching stool.

- 2 Colors White Laminate Top/Base
-or-
Maple Ply Top/Base
Both w/ silver post.

Specs 24"Diameter x 40"H.

Call or email for more photos.



▶ FLOOR LAMPS - 2 STYLES

1. BLACK FLOORLAMP WITH 3 ADJUSTABLE HEADS

Description 3 lights-in-one! Tilt, set height + direction of the 3 LED lamps on this floor lamp. As an example you can use one light as an uplighter, and 2 can be focused on your shelf display. Add brightness to your room + put focus on your product.

2. WHITE FLOOR UPLIGHTER +1 FLEX ARM LAMP

Description Great for upping the general brightness of the room by bouncing light off the ceiling. Also features 1 flexible arm with lamp to provide directional focused lighting. 2 heads total per floorlamp. LED bulbs.



SPRINGBOARD

INNOVATIVE DISPLAY SOLUTIONS

Springboard Inc., 300 Van Dale Road, West Hurley NY 12491
 PHONE (212) 367-9827 OR (845) 679-9961
 NEW TOLL-FREE FAX (866) 483-0849
 ON-SITE CELL (646) 879-1276 WWW.springboarddesign.com
 EMAIL rentals@springboarddesign.com

CONTACT INFO

Office Contact Name _____
 Contact Email _____
 On-site Contact Name _____
 * **On-site Contact Cell #** _____
 Office Ph. _____
 Fax _____
 Co. Address _____

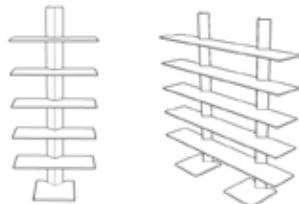
CREDIT CARD PAYMENT

Cardholder's Name _____
 C.Card # _____
 V-Code #* _____ C.Card Type _____
*V-Code is the last 3-digit # on back in sign. area for MC,VISA,DC, DISC + 4 digit on front for AMEX
 Exp. Date _____ Amount _____
 * Signature _____

NESTING SPEC'S

NESTING SHELVES are a **SB** original design.

Design Copyrighted by
 Springboard Inc. ©2001
 Pat. pending design.
 Produced in USA.



COLOR WHITE or MAPLE
STYLE 4 shelf (15.5 gaps) or 5 shelf (11.5 gaps) units
FIXTURE SIZES Single Upright units have 5 shelves @ 30"L ea.
 Double Upright units have 5 shelves @ 64"L ea.

DESCRIPTION A unique freestanding fixture that has a minimal styling which never distracts from your product. The shelving units clean design offers display surfaces unobstructed by vertical divisions. Multiple units can be ordered to create continuous display to wrap around a room.


TERMS: PLEASE READ CAREFULLY

- **Orders need to be confirmed:** SB confirms all orders received. Please call us if you place an order + DO NOT receive a "CONFIRMATION OF ORDER" fax or email. This will verify the availability of your fixtures + receipt of payment.
- **Re-Stocking:** 50% of rental fee is charged for fixtures returned at the show.
- **Wire Transfers:** Bank processing fees are \$50 per transaction.
- **Usage:** Rental usage period is through closing hour of show.
- **Loss + Damage:** Client is responsible for replacement cost (2.5 x Rental fees paid for item) of fixturing for loss or damage occurring as a result of mis-use of fixture, willful neglect or vandalism.
- **Drayage:** Drayage charges (if applicable) are not included in rental prices.
- **For complete Terms+Conditions:** Go to > www.springboarddesign.com > tradeshow services > rentals > terms + conditions

FOR OFFICE USE ONLY CONFIRMED w/ FAX? E-MAIL?
 DATE PD _____ ORDER TAKEN BY _____

ORDER FORM >> RENTALS NYC

Prices valid thru 7/1/23 for listed show + venues only

CO. NAME: _____ *- Just Show Up!*
 SHOW: **FSNYE**  BOOTH# _____
 FOOTWEAR SHOW NY EXPO ROOM # _____
 VENUE: PARK LANE HOTEL Room SHOW DATE: **6/6 - 6/8/23**
 ORDER DATE: _____
 * CLIENT ARRIVAL DATE/TIME: _____

IMPORTANT! PLEASE ORDER EARLY - DISCOUNT ORDERING DEADLINES

DISCOUNT ORDER RATE applies for all orders completed+ PAID-IN-FULL within 6 BUSINESS DAYS PRIOR TO FIRST DAY OF SHOW.

SHOW ORDER RATE Orders completed+ Paid for after the Discount period expires and show-site orders.

SHELVING	QTY	STANDARD	SHOW	TOTAL
Maple Single Nesting [©] 5 SHELF		@ \$130.	\$155.	=\$
Maple Double Nesting [©] 5 SHELF		@ \$260.	\$285.	=\$
White Single Nesting [©] 5 SHELF		@ \$150.	\$175.	=\$
White Double Nesting [©] 5 SHELF		@ \$300.	\$325.	=\$
Maple Single Nesting [©] 4 SHELF		@ \$130.	\$155.	=\$
Maple Double Nesting [©] 4 SHELF		@ \$260.	\$285.	=\$
White Single Nesting [©] 4 SHELF		@ \$150.	\$175.	=\$
White Double Nesting [©] 4 SHELF		@ \$300.	\$325.	=\$
SPOOL TABLE [©] +STOOLS	QTY	STANDARD	SHOW	TOTAL
Spool Table [©] (Maple)+ 2 stools		@ \$100.set	\$115.	=\$
Spool Table [©] (White)+ 2 stools		@ \$100.set	\$115.	=\$
Extra Bar Stools (Maple)		@ \$30. ea.	\$45.	=\$
Extra Bar Stools (White)		@ \$30. ea.	\$45.	=\$
Spool Table [©] only (Maple)		@ \$60.	\$75.	=\$
Spool Table [©] only (White)		@ \$60.	\$75.	=\$

BED TOPPERS + RISERS	QTY	STANDARD	SHOW	TOTAL
Bed Topper [©] King -- White		@ \$100.	\$115.	=\$
Bed Topper [©] Double --White		@ \$100.	\$115.	=\$
LG Riser 32"L x 20"D x 12"H (WH)		@ \$55.	\$70.	=\$
SM Riser 24"L x 12"D x 9"H (WH)		@ \$25.	\$40.	=\$

LIGHTING	QTY	STANDARD	SHOW	TOTAL
Black Floor Lamp - 3 Head		@ \$140.	\$155.	=\$
White Floor Lamp - 2 Head		@ \$125.	\$140.	=\$

OTHER	QTY	STANDARD	SHOW	TOTAL

RENTAL TOTAL > Includes: Deliv./Pick-up, I+D, Usage	= \$
OTHER >	= \$
SUBTOTAL	= \$
NYS SALES TAX 8.875 % >	= \$

AMOUNT DUE > A "Confirmation of Order" fax will be sent to you as your receipt



Show Booklet Directory Ad

June 6-8, 2023

Directory Ads - Digital Version & Hardcopy
Increase your exposure and reserve your placement today!



Creative Deadline: Tuesday, April 25th, 2023

Page Size 6"x9"

Full Page - \$700 USD

Inside Front Cover - \$1000 USD-SOLD

Inside Back Cover - \$1000 USD-SOLD

Back Cover - \$1200 USD-SOLD

Contact: Phyllis Rein 917-828-7092 to reserve your placement.

All Ads must be labeled with your company name and date.
Please send ads to 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 - 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.