

# FSNYE

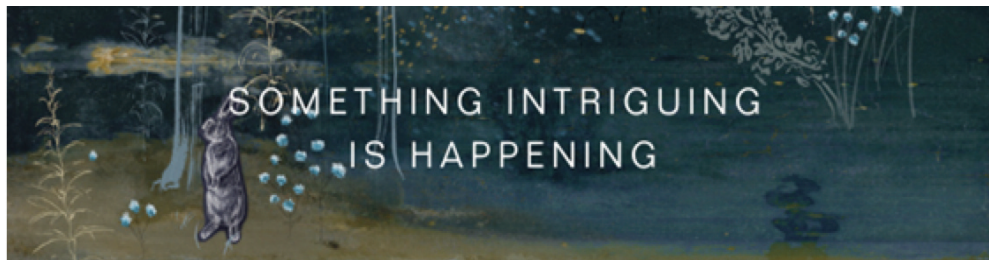
FOOTWEAR SHOW NEW YORK EXPO

A Recognized Hotel Show

FFANY  
MARKET  
WEEK

**June 6-8, 2023**

TUESDAY - WEDNESDAY - THURSDAY



The Amazing Reimagined Hotel Venue!

## PARK LANE

36 CENTRAL PARK SOUTH  
NEW YORK NY 10019

BETWEEN 5TH & 6TH AVE / 59TH STREET

**RICH HISTORY | INCREDIBLE PARK VIEWS | YABU PUSHELBURG DESIGNED**

**ROSE LAND LOBBY BAR WITH OUTDOOR SEATING**

**"DARLING" ROOFTOP BAR & LOUNGE EXPERIENCE**

**24-HOUR ROOM SERVICE**

**NEW FITNESS CENTER**

**Exhibitor Placement is on a First-Come, First-Served Basis.**

**Priority Deadline, Monday, January 23, 2023, for same room as Nov/Dec 22**

*FSNYE will follow CDC New York State and New York City COVID-19 Guidelines*

If you have any questions, please contact Phyllis Rein  
Tel: 917-828-7092 Email: prein@fsnye.com

**Application Must be Accompanied  
with Show Participation Fee and Credit Card Payment for 4 nights in advance.  
No Exceptions!**



# Footwear Show New York Expo (FSNYE)

## June 6-8, 2023

Tuesday - Wednesday - Thursday

All Exhibitors Must Fill Out this Show Information Page

### Directory & Mailing Information

INFORMATION WILL BE PRINTED IN SHOW DIRECTORY

Please type or print clearly and check off categories (Fillable Form)

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

Address \_\_\_\_\_

City /State /Zip /Country \_\_\_\_\_

Phone #'s \_\_\_\_\_ Mobile (not published) \_\_\_\_\_

Email(s) \_\_\_\_\_ Website \_\_\_\_\_

Show Contact & Onsite Email (not published in directory) \_\_\_\_\_

### Directory Listings

BRAND names and/or COMPANY names - Please check categories: (W)omen's, (M)en's (C)hildren's & (A)ccessories

W M C A

\_\_\_\_\_     Brand Website \_\_\_\_\_

\_\_\_\_\_     Brand Website \_\_\_\_\_

\_\_\_\_\_     Brand Website \_\_\_\_\_

\_\_\_\_\_     Brand Website \_\_\_\_\_

\_\_\_\_\_     Brand Website \_\_\_\_\_

### ID Sign (8.5x11) Information below will be printed on your sign

\_\_\_\_\_

\_\_\_\_\_

Check all that apply:

#### Women's Product Categories

- Salon
- Bridge
- Boots
- Contemporary
- Sandals
- Comfort
- Casual
- Dress
- Sport
- Handbags
- Accessories
- Publication/Industry Service
- Branded
- Private Label
- Children's
- Sneakers/Athleisure
- Made in USA

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
- Insoles/Accessories
- Youth
- Casual
- Slippers
- Clogs
- Boat Shoes
- Sneakers/Athleisure
- Branded
- Private Label
- Children's
- Made in USA

Check if your company sells the following:  Narrow sizes  Wide Sizes  Size 6 or under  Size 14 +

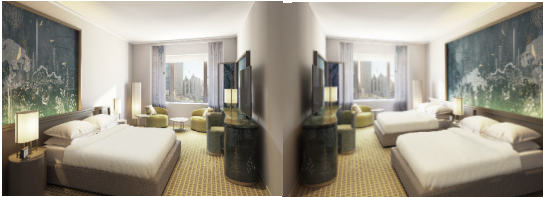
**BY INITIALING THIS APPLICATION, EXHIBITOR AGREES TO THE TERMS AND CONDITIONS IN THIS CONTRACT.**

**The Amazing Reimagined Venue ~ Park Lane New York**

36 Central Park South (5th & 6th Ave.) New York, NY 10019

Room assignments will be made on a first-come, first-served basis.

PARTICIPATION FEE INCLUDES: (1) 64" DOUBLE NESTING SHELF, (1) SPOTLIGHT, INTERNET, DIRECTORY LISTING, MARKETING



City View 300/sf



Park View 430/sf



Studio Suite 500/sf



1 Bedroom Suites 760-820/Sf

No Bed Removal | Check-In Time starts at 3:00pm

**FULL PARTICIPATION FEE TO FSNYE WITH SIGNED APPLICATION & PRE-PAY 4 ROOM NIGHTS TO PARK LANE NEW YORK.**

\*Please note PARK LANE NEW YORK rates can change when block is sold out. Suites are Extremely Limited. Sign up today!

<input type="checkbox"/>	City View (King/Two Queen) 300/sf.....	<input type="checkbox"/>	\$2000.00	+	\$	429.00 x 4 nights +tax
<input type="checkbox"/>	Park View (King/ Two Queen) 430/sf.....	<b>SOLD OUT</b>	<input type="checkbox"/>	\$2000.00	+	\$ 529.00 x 4 nights +tax
<input type="checkbox"/>	Park View Studio Suite 500/sf.....	<b>SOLD OUT</b>	<input type="checkbox"/>	\$3000.00	+	\$ 639.00 x 4 nights +tax
<input type="checkbox"/>	City View 1-Bedroom Suite 760/sf.....	<b>SOLD OUT</b>	<input type="checkbox"/>	\$3000.00	+	\$ 919.00 x 4 nights +tax
<input type="checkbox"/>	Park View 1-Bedroom Suite 820/sf.....	<b>SOLD OUT</b>	<input type="checkbox"/>	\$3000.00	+	\$ 1009.00 x 4 nights +tax
<input type="checkbox"/>	Off-Site/NY Showroom Listing Fee+Directory Ad....		<input type="checkbox"/>	\$1500.00		Separate application for listing

**PARK LANE NEW YORK Room Rates and Reservation Form**

All rooms must be booked for at least 4 nights. Check-in is Monday, June 5th after 3:00pm. The show closes June 9th, until 12:00pm. To reserve your exhibit room, the **PARK LANE NEW YORK will charge 4 nights + tax in advance** on the credit card form provided below. Upon check-in, the Park Lane NY will require a credit card for any ancillary services that you may incur. The hotel will provide a paid receipt upon check-out.

**PARK LANE NEW YORK, Credit Card Authorization Form (4 nights + tax, hotel will calculate tax)**

This Credit Card Authorization form for Park Lane Hotel must be completed before E-Confirmations can be sent.

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

Card Holders Name: First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Payment Method:  Visa  Mastercard  American Express Phone # \_\_\_\_\_

Amount \$ \_\_\_\_\_ (4 nights stay+tax) Authorized Signature (REQUIRED) \_\_\_\_\_

The Name of the First Person(s) who will be checking in Hotel \_\_\_\_\_

I Prefer Rewards Member # \_\_\_\_\_ To enroll-click <https://preferredhotels.com/iprefer/enroll>

# FSNYE

FOOTWEAR SHOW NEW YORK EXPO

## Show Booklet Directory Ad

June 6-8, 2023

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



Creative Deadline: Thursday, May 11, 2023

**Page Size 6"x9"**

Full Page - \$700 USD

Inside Front Cover - \$1000 USD

Inside Back Cover - \$1000 USD

Back Cover - \$1200 USD

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.*



# Footwear Show New York Expo

## June 6-8, 2023

### All Exhibitors Must Fill Out this Show 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 Transfers:

Footwear Show New York Expo

JP Morgan Chase Bank NA

Bank details available upon request

\$50.00 USD Must Be Added to Wire Transfers

Visa

American Express

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

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_  Business Credit Card  Personal Credit Card

Card Holders Billing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

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

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

Show Booklet  **6"x9"Page \$700 USD**  Inside Front Cover - SOLD  
Directory Ads  Inside Back Cover - SOLD  Back Cover - SOLD  
Digital & Hardcopy    
(check to reserve your ad)

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	_____

**FFANY  
MARKET  
WEEK**

# Footwear Show New York Expo

## June 6-8, 2023

Park Lane New York | Rules & Regulations | Terms & Conditions

1. All contracts must be accompanied by full payment of the participation fee. Payment must be made by check drawn on US Bank, wire transfer or credit card. There will be a \$50.00 USD charge for all checks that are returned to FSNYE. Replacement checks must be certified and sent overnight. Wire Transfers must include the \$50.00 USD wire service fee. A 3% credit card surcharge on all credit card payments for FSNYE show participation.
2. The exhibitor/participant collectively and individually shall be and is accountable to PARK LANE NEW YORK for any and all damages done to the property or person, their guests, visitors, customers and other persons who enter the premises occupied by the exhibitor during Market Week. The participant assumes complete responsibility and liability for all injury, loss, damage, or destruction of all property of PARK LANE NEW YORK used by the participant, his agents, representatives, employees or guests brought upon PARK LANE NEW YORK premises on his behalf or the property of the participant and his guests. The participant indemnifies and agrees to hold harmless the Footwear Show New York Expo, its operating agency, PARK LANE NEW YORK, their officers, directors or employees, and the corporate or other entity owning and/or operating the hotel, the representatives or these parties, from any and all responsibilities or liability whatsoever arising from injury to any person or for loss or damage to or theft of any property belonging to the participant or any person or persons while in transit to or from the Show Hotel or otherwise.
3. **BED REMOVAL IS NOT AVAILABLE AT PARK LANE NEW YORK.** 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, **Nothing shall be posted, nailed, screwed or otherwise attached to walls, floors, or other parts of the building or furniture. The usage of gummed stickers (3M COMMAND) or labels is strictly prohibited.** PARK LANE NEW YORK will access damage charges and charge exhibitor.
4. FSNYE 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.
5. FSNYE, in its sole discretion will determine whether a prospective exhibitor is eligible to participate in FSNYE at PARK LANE NEW YORK. Exhibitors may be required to submit a description of the nature of their business and the items to be exhibited. FSNYE reserves the right to refuse any company, individual whose display of goods or products is not, in the opinion of Show Management, compatible with the general character and objectives of the show.
6. Official badges are recommended to be worn by exhibitors at all times on show premises.
7. All exhibits must be open and manned for business during Market Week published hours. Exhibitor may not close down until show management officially closes.
8. **CANCELLATION BY EXHIBITOR MUST BE RECEIVED IN WRITING BY FSNYE WITH EVIDENCE OF RECEIPT. AN EXHIBITOR WHO CANCELS PRIOR TO FEBRUARY 17, 2023 WILL NOT BE ASSESSED ANY PENALTIES FOR SHOW PARTICIPATION FEE AND WILL BE NOT BE CHARGED BY PARK LANE NEW YORK FOR ANY HOTEL NIGHTS. CANCELLATION OF SPACE AFTER FEBRUARY 17, 2023 WILL BE ASSESSED 50% PENALTY FOR SHOW PARTICIPATION FEE AND CHARGED BY PARK LANE NEW YORK FOR (1) NIGHT NON-REFUNDABLE CANCELLATION FEE. IF ANY INDIVIDUAL EXHIBITOR ELECTS TO CANCEL 30 DAYS OR LESS TO FIRST DATE OF ARRIVAL, THEY SHALL FORFEIT ALL (4) ROOM NIGHTS AND SHOW FEES. IF THE TRADE SHOW IS CANCELED OR POSTPONED DUE TO COVID YOUR PARTICIPATION FEE WILL BE FULLY CREDITED TOWARD THE NEXT SHOW.**
9. Room(s)/space assignments will be made on a first-come, first-served basis by FSNYE when participation fee is fully paid. FSNYE specifically reserves the right to assign exhibit rooms, change the floor plan or to move an exhibitor to another room location, prior to or during the show without prior notice.
10. If the violation of any of these rules or PARK LANE NEW YORK rules, FSNYE reserves the right of canceling or closing room(s)/space assigned with no legal liability whatsoever to be incurred by FSNYE.
11. In the event space previously assigned to an exhibitor is not available FSNYE reserves the right to reassign display space to exhibitors.
12. To protect FSNYE or its operating agency and PARK LANE NEW YORK from liability whatsoever arising from any acts of conduct of omission or commission by exhibitors, their agents, guests, customers, visitors, etc., FSNYE without prior notice to exhibitor 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.
13. The Show Directory will be as accurate as possible, but FSNYE and its operating agency take no responsibility for any inaccuracies, omissions, or trademark infringement.
14. **NO OUTSIDE FOOD IS PERMITTED ON THE PARK LANE NEW YORK PREMISES.** No entertainment, models or passing out literature will be permitted that will disrupt the normal course of doing business at the show. Written approval of FSNYE must be obtained prior to the distribution of all publications, advertising materials, signs, etc.
15. **ALL EXHIBITORS WILL BE BILLED DIRECTLY BY PARK LANE NEW YORK FOR 4 NIGHTS + TAX IN ADVANCE.** Rental charges for additional incidentals must be paid directly to PARK LANE NEW YORK and/or Springboard Designs (Official I & D Company). Exhibitor product, materials, and boxes are to be removed from Hotel within 2-business days of the final show date. Any exhibitor with product, material, or boxes remaining at the Hotel 2-business days after 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 by PARK LANE NEW YORK.
16. SPOTLIGHTS CAN BE ORDERED THROUGH SPRINGBOARD DESIGNS. If you require additional power it must be ordered from THE PARK LANE HOTEL to accommodate the higher wattage. FEES WILL APPLY IF CIRCUIT BREAKERS ARE TRIPPED.
17. **ANY AND ALL DAMAGES TO ANY ROOM(S)/SPACE, OR TO ANY OF THE PROPERTY OF THE PARK LANE NEW YORK, WILL BE PAID FOR BY THE EXHIBITOR INVOLVED AND MAY RESULT IN PARK LANE NEW YORK MANAGEMENT CLOSING OF THE RESPECTIVE EXHIBITOR'S ROOM(S)/SPACE. NO HANGING OR POSTING OF POSTERS ON WALLS. DISTRIBUTION OF GUMMED STICKERS (3M COMMAND) OR LABELS IS STRICTLY PROHIBITED.**
18. No merchandise or large display materials may be shipped to PARK LANE NEW YORK prior to Market Week without expressed approval from THE PARK LANE NEW YORK Director of Convention Services. Springboard Design will be the official I & D Decorator for FSNYE. Shipping instructions will be provided in confirmation kit.
19. The maximum liability of FSNYE by virtue of this agreement or otherwise is the refund of the exhibitor participation fee paid to FSNYE in the event Market Week is cancelled for any reason whatsoever.
20. FSNYE 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 the PARK LANE HOTEL, governmental authority, or war in the United States that makes illegal or impossible for PARK LANE NEW YORK to hold the event.
21. Decorating/display material must be flame-proof in accordance with Fire Dept. Regulations. Exhibitors must comply with rules & regulations of the NY Fire Dept.
22. FSNYE nor PARK LANE NEW YORK are responsible for any valuables that may be lost or stolen from the hotel room during show hours. Please put all valuables in the safe located in your hotel room.
23. Any and all matters or questions, not specifically covered by the Rules & Regulations shall be subject solely to the decision of FSNYE. FSNYE reserves the right to make changes, amendments, and additions at any time without prior notice. FSNYE rulings will be final.
24. PARK LANE NEW YORK and/or FSNYE will NOT be responsible for any losses obtained by the exhibitor due to its decision to keep their room unattended while its door is open during the Footwear Show New York Expo, except for any losses which result from the negligence or willful misconduct of the Hotel.
25. **NO SMOKING PERMITTED ON THE PARK LANE NEW YORK 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!**
26. Any exhibitor who deems damages must notify FSNYE Management, as well as, an official PARK LANE NEW YORK representative. A claim/report must be made at the time of the incident, in which pictures will be taken, and merchandise reviewed. Footwear Show New York Expo, LLC is hereby released of any claims that may be brought against them due to losses from the exhibitor.
27. FSNYE makes no representations nor guarantees for 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.
28. Exhibitors are responsible for box charges, shipping charges and handling fees payable to the **Packages will be accepted by PARK LANE NEW YORK up to 5 days prior to a reservation.** The name on the packages has to match the name of the registered guests to be accepted. Package handling pricing for guest rooms: lbs.-10 lbs. \$10.00 | 11 lbs.-25 lbs. \$25.00 | 26 lbs. and above \$50.00. Packages delivered to guest room charges - small \$5.00 and large \$8.00.

Initial \_\_\_\_\_