

# AFS NYE

FOOTWEAR SHOW NEW YORK EXPO

A Recognized Hotel Show

FFANY  
MARKET  
WEEK

## December 3-5, 2024

Tuesday - Wednesday - Thursday

### Show Application

### The Amazing Reimagined Hotel Venue



36 CENTRAL PARK SOUTH  
59TH STREET BETWEEN 5TH & 6TH AVENUES  
NEW YORK, NY 10019

Rich History | Incredible Park Views | Yabu Pushelburg Designed

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

**Application Must be Accompanied with Show Participation Fee and Credit Card for Hotel payment for 4 nights in advance.**

If you have any questions, please contact Phyllis Rein  
Tel: 917-828-7092 or email: [prein@fsnye.com](mailto:prein@fsnye.com)

**December 3-5, 2024**

Tuesday - Wednesday - Thursday

All Exhibitors Must Complete Show Information Page (Fillable Application)

**Directory Information**

Information Will be Printed in the Interactive &amp; Hard Copy Show Directory

Please type or print clearly and check off categories

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

Address \_\_\_\_\_

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

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

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

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

**Directory Brand Listings**

BRAND names and/or COMPANY names - Please Check Categories: (W)omen's, (M)en's (C)hildren's &amp; (A)ccessories

W M C A

☐ ☐ ☐ ☐ Website/Social Media Handle \_\_\_\_\_☐ ☐ ☐ ☐ Website/Social Media Handle \_\_\_\_\_☐ ☐ ☐ ☐ Website/Social Media Handle \_\_\_\_\_☐ ☐ ☐ ☐ Website/Social Media Handle \_\_\_\_\_☐ ☐ ☐ ☐ Website/Social Media Handle \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_

Please Check all that apply:

**Women's**☐ Salon ☐ Bridge ☐ Boots ☐ Contemporary ☐ Sandals ☐ Comfort ☐ Casual**Product**☐ Dress ☐ Sport ☐ Handbags ☐ Accessories ☐ Vegan/Sustainable**Categories**☐ Branded ☐ Private Label ☐ Children's ☐ Sneakers/Athleisure ☐ Made in USAPlease check if your company sells the following: ☐ Narrow Sizes ☐ Wide Sizes ☐ Size 5 or under ☐ Size 12 +**Men's**☐ Loafers ☐ Dress ☐ Oxfords ☐ Boots ☐ Sandals ☐ Sneakers & Athletic**Product**☐ Casual ☐ Slippers ☐ Clogs & Mules ☐ Boat Shoes ☐ Insoles & Accesories ☐ Youth**Categories**☐ Branded ☐ Private Label ☐ Children's ☐ Made in USA ☐ Vegan/SustainablePlease check if your company sells the following: ☐ Narrow Sizes ☐ Wide Sizes ☐ Size 6 or under ☐ Size 14 +

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Tuesday - Wednesday - Thursday

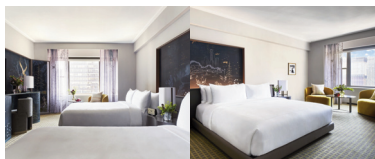
Breakdown December 5th at 4:00 pm

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

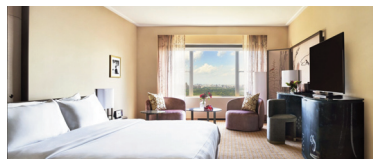
36 Central Park South (@59th Street between 5th &amp; 6th Aves.) New York, NY 10019

**Participation Fee Includes: (1) 64" Double Nesting Shelf, (1) Pole Spotlight with 3 Lights  
Show Directory Listing, Signage, Hotel internet, and Brand Marketing**

Room assignments will be made on a first-come, first-served basis after July 2, 2024.



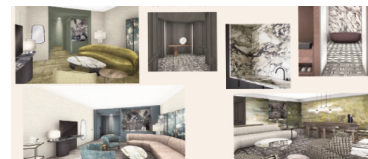
City View 300/sf



Park View 430/sf



Studio Suite 500/sf



1 Bedroom Suites 760-820/sf

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

**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 so sign up today!

☐ **Same room or suite as June 2024**

<input type="checkbox"/> City View ( King/Two Queens) 300/sf.....	<input type="checkbox"/> \$2000.00	+ \$ 619.00 x 4 nights +tax = \$4,855.00
<input type="checkbox"/> Park View ( King/Two Queens) 430/sf.....	<input type="checkbox"/> \$2000.00	+ \$ 719.00 x 4 nights +tax = \$5,314.00
<input type="checkbox"/> Park View Studio Suite 500/sf.....	<input type="checkbox"/> \$3000.00	+ \$ 879.00 x 4 nights +tax = \$7,056.00
<input type="checkbox"/> City View 1-Bedroom Suite 760/sf- <b>SOLD-OUT</b>	\$3000.00	+ \$ 1079.00 x 4 nights +tax = \$7,975.00
<input type="checkbox"/> Park View 1-Bedroom Suite 820/sf- <b>SOLD-OUT</b>	\$3000.00	+ \$ 1279.00 x 4 nights +tax = \$8,893.00
<input type="checkbox"/> Off-Site/NY Showroom Listing + Directory Ad.....	<input type="checkbox"/> \$1500.00	Separate application for showroom listing

**Park Lane New York Room Rates and Reservation Form**

All rooms must be booked for at least 4 nights. Check-in is Monday, December 2nd after 3:00 pm. The show closes on December 5th at 4:00 pm but your 4 nights include your room until Friday, December 6th until (noon) 12:00 pm. To reserve your exhibit room, the **Park Lane New York will charge 4 nights + tax in advance** on the credit card form pro-vided below. **The Hotel will charge the 4 nights in September.** Upon check-in, the Park Lane New York will require a credit card to Hold a pending charge for any ancillary services that you may incur. This is a mandatory procedure with all NYC hotels that host trade shows. The hotel will provide a paid receipt and final folio upon request at check-out.

**Park Lane New York Credit Card Authorization Form (4 nights + tax, hotel will calculate the tax)**

This Credit Card Authorization form for Park Lane New York must be completed before 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)I Prefer Rewards Number #  To enroll - <https://preferredhotels.com/iprefer/enroll>The Name of the First Person(s) who will be checking in Hotel

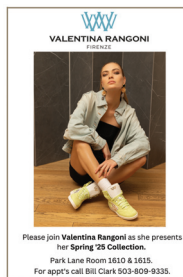


## Show Booklet Directory Ad

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 Pge - \$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@fsny.com](mailto:prein@fsny.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

**December 3-5, 2024**

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/ACH  
(no Fee)☐**Mastercard**☐

Bank Tranfer:

Footwear Show New York Expo

JP Morgan Chase Bank NA

Bank details available upon request

USD \$50.00 Must Be Added to Wire Tranfers

☐**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 &amp; Hardcopy

(check to reserve your ad)

☐

6"x9"Page USD \$700.00

☐IBC USD \$1000.00 - **SOLD**☐Inside Front Cover USD \$1000.00 - **SOLD**☐

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

Invoice #

Amount

Auth Code



December 3-5, 2024



## Park Lane New York | Rules &amp; Regulations | Terms &amp; 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 charge for all checks that are returned to FSNYE. Replacement checks must be certified and sent overnight. **Wire Transfers must include the \$50 wire service fee. A 3% credit card surcharge on all payments for FSNYE show participation. Checks gladly welcomed, no fee.**
2. The exhibitor/participant collectively and individually shall be and is accountable to The 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 The Park Lane New York used by the participant, his agents, representatives, employees or guests brought upon The 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, The 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 Park Lane New York or otherwise.
3. **BED REMOVAL IS NOT AVAILABLE AT THE 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 SEPTEMBER 9, 2024 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 SEPTEMBER 9, 2024 WILL BE ASSESSED 50% PENALTY FOR SHOW PARTICIPATION FEE AND CHARGED BY PARK LANE NEW YORK FOR (1) NIGHT NON-REFUNDABLE CANCELLATION FEE. IF INDIVIDUAL EXHIBITOR ELECTS TO CANCEL 30 DAYS OR LESS TO FIRST DATE OF ARRIVAL, THEY SHALL FORFEIT ALL (4) ROOM NIGHTS AND SHOW FEES.**
9. Room(s)/space assignments will be made on a first-come, first-served basis by FSNYE when participation fee in full is received. Show Management 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.** Each guest will be required to present a valid credit card upon check-in, on which an amount of sufficient pre-authorization HOLD (USD \$150.00 per day) will be obtained for an anticipated use of the hotel's ancillary services. This is a HOLD and will be released after departure. 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 NEW YORK 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 NEW YORK, 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 New York Fire Department.
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 OCCURRENCE. NO EXCEPTIONS EXTREMELY STRICT AND WILL NOT HESITATE 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.