

**FSNYE**  
FOOTWEAR SHOW NEW YORK EXPO

The Recognized Hotel Show of

**FFANY  
MARKET  
WEEK**

**February 3-5, 2020**

**NEW! MONDAY - TUESDAY - WEDNESDAY**

**Application**



Priority Deadline

December 5, 2019 for same room as December 2019

First come-first served after Friday, December 6, 2019

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

Application must be accompanied  
with **PAYMENT IN FULL** to be processed.



# Footwear Show NY Expo

## February 3-5, 2020

NEW! Monday, Tuesday & Wednesday

All Exhibitors Must Fill Out this Show Information Page

### Directory & Mailing Information INFORMATION WILL BE PRINTED IN DIRECTORY

Please print clearly and check category:

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

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

email \_\_\_\_\_ website: \_\_\_\_\_

Show Contact & onsite email (not published in directory) \_\_\_\_\_

#### Directory Listings

BRAND names and/or COMPANY names - Please Check Categories: Women's, Men's Children's & Accessories

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

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

Please Check all that apply:

- 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 +

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

Warwick New York Application- February 3-5, 2020

**NEW! Monday, Tuesday & Wednesday**

Breakdown Wednesday, February 5th at 4:00pm

## Venue: Warwick New York

65 West 54th Street (54th & 6th Ave.) New York, NY 10019

Participation Fee is Required in Full with Application.

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

Bed Removal Available at \$295.00 per a bed - Check-In Time 3PM

**PARTICIPATION FEE INCLUDES: DOUBLE NESTING SHELF, SPOTLIGHT, SMALL ENTRY DISPLAY TABLE, INTERNET  
SUITES INCLUDE: THE ABOVE PLUS EXTRA SHELF, SPOTLIGHT AND HIGHBOY TABLE**



Premier Room



Premier Suite



On The Ave Suite

- Requesting Bed Removal - Payable to Warwick New York
- Requesting same room as December 2019

**FULL PARTICIPATION FEE TO FSNYE WITH SIGNED APPLICATION**

**PAY ROOM NIGHTS DIRECTLY TO WARWICK HOTEL**

Credit card or check same price. Wire transfer fees apply. Show Fee USD

\*Please note hotel rates can change when block is sold out.  
The Warwick will charge a one night non-refundable deposit in advance

|  |                                    |  |
|--|------------------------------------|--|
| <input type="checkbox"/> Premier Room 280-300/sf.....          | <input type="checkbox"/> \$1700.00 | + \$ 279.00 x 4 nights +tax              |
| <input type="checkbox"/> Two Premier Rooms 560-600/sf.....     | <input type="checkbox"/> \$2600.00 | + \$ 558.00 x 4 nights +tax              |
| <input type="checkbox"/> Premier Suites 750-800/sf.....        | <input type="checkbox"/> \$2800.00 | + \$ 895.00 x 4 nights +tax              |
| <input type="checkbox"/> On The Avenue Suites 950/sf.....      | <input type="checkbox"/> \$2800.00 | + \$ 995.00 x 4 nights +tax              |
| <input type="checkbox"/> Marketing Show Directory Listing..... | <input type="checkbox"/> \$ 900.00 | + Room rates paid directly to Warwick NY |

## Warwick New York Hotel Room Rates and Reservation Form

All rooms must be booked for at least 4 nights. Check-in is Sunday February 2nd after 3:00pm. The show closes on Wednesday, February 5th at 4:00pm but your 4 nights include your room until Thursday, February 6th until 12:00pm. **To reserve your exhibit room, the Warwick New York will charge one night non-refundable fee in advance on the credit card form provided below. Upon check-in, the Warwick will charge you directly for all remaining nights, taxes and incidentals that you may incur. You can pre-pay the 4 nights in advance to the Warwick NY Hotel to authorize check off box  and Initial \_\_\_\_.** The hotel will provide a paid receipt upon check-out.

### Warwick New York Credit Card Authorization Form (If different then cc on payment page)

This Credit Card Authorization form for WARWICK NEW YORK 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 \$ \_\_\_\_\_ (1 night stay +tax) Authorized Signature (REQUIRED) \_\_\_\_\_

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



## Show Booklet Directory Ad

# February 3-5, 2020

Directory Ads - Digital & Hardcopy

Increase your exposure and reserve your placement today!



Creative Deadline: Thursday January 2, 2020

6"x9" Page - \$600 USD

Inside Back Cover - \$800 USD

Back Cover - \$1200 USD-**SOLD**

Inside Front Cover - \$1000 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](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.*



# Footwear Show NY Expo

## February 3-5, 2020

### 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:  Check  Mastercard  **BANK TRANSFERS**  
 Visa  American Express

Footwear Show New York Expo #399019675  
 ACH Direct Deposit/ WT Domestic 021000021  
 Wire Transfer International Routing CHASUS33  
 \$50 Must Be Added to Wire Transfers

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

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

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

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

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

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

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

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

Show Booklet  6"x9"Page \$600  Inside Front Cover \$1000  
 Directory Ads  Inside Back Cover \$800  Back Cover \$1200  
 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 \_\_\_\_\_

|                  |           |       |           |       |
|------------------|-----------|-------|-----------|-------|
| FSNYE Accounting | Date      | _____ | Amount    | _____ |
|                  | Invoice # | _____ | Auth Code | _____ |

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 charge for all checks that are returned to FSNYE.. Replacement checks must be certified and sent overnight. Wire Tranfers must include the \$50.00 wire service fee.
2. The exhibitor/participant collectively and individually shall be and is accountable to The Warwick 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 Warwick New York used by the participant, his agents, representatives, employees or guests brought upon The Warwick 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 Warwick 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. EXHIBITORS ARE PERMITTED TO REQUEST BED REMOVAL OUT OF A EXHIBIT ROOM FOR A FEE OF \$295 PER A BED. JANUARY 6, 2020 IS THE DEADLINE TO ADVISE FSNYE THAT YOU WANT TO UTILIZE THIS SERVICE. THE WARWICK WILL AUTOMATICALLY CHARGE THIS TO YOUR CREDIT CARD ON FILE, PROVIDED AT CHECK-IN. AFTER FEBRUARY 3, 2020, THE WARWICK NEW YORK HAS THE RIGHT TO DENY THE REQUEST OR CHARGE ADDITIONAL FEES FOR THIS SERVICE. 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, A FEE OF \$350.00 PER ROOM OR AREA OF SUITE WILL APPLY. IN ADDITION TO THE SERVICE FEE, YOU ARE RESPONSIBLE FOR STORAGE FEES FOR 4 NIGHTS FOR ANY ADDITIONAL REMOVED ITEMS.
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. Show Management, in its sole discretion will determine whether a prospective exhibitor is eligible to participate in FSNYE at the Warwick New York.. Exhibitors may be required to submit a description of the nature of their business and the items to be exhibited. Show Management reserves the right to refuse to 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 FSNYE show.
6. Official badges must 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 show management with evidence of receipt. An Exhibitor who cancels prior to DECEMBER 20, 2019 will be assessed 100% penalty for participation fee and will be charged by the Warwick New York for one-night non-refundable deposit. Cancellation of space after DECEMBER 20, 2019 will be assessed 100% penalty for participation fee and charged by the Warwick New York four-nights non-refundable cancellation fee. (NO EXCEPTIONS)
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 by the existence of any condition not previously known to FSNYE occurs, FSNYE reserves the right of cancelling 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 The Warwick New York from liability whatsoever arising from any acts of omission or commission by exhibitors, their agents, guests, customers, visitors, etc., FSNYE without prior notice of exhibitors, 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 HOTEL 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 the Warwick New York hotel, for 4 nights. In addition, rental charges for incidentals must be paid directly to The Warwick New York and or Springboard. Exhibitors must advise Show management via convention requirement form in confirmation kit, for earlier arrival or later departure. Rates and availability apply.
16. SPOTLIGHTS CAN BE ORDERED THROUGH SPRINGBOARD DESIGNS OUTSIDE LIGHTING IS PERMITTED BY THE WARWICK NEW YORK. ADDITIONAL POWER MUST BE ORDERED FROM THE WARWICK 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 hotel, will be paid for by the exhibitor involved and may result in The Warwick New York management closing of the respective exhibitor's room(s)/space.
18. No merchandise or large display materials may be shipped to The Warwick New York prior to Market Week without expressed approval from The Warwick Director of Convention Services. Springboard Design will be the official I & D Decorator for FSNYE. Shipping instructions will be provided in FSNYE 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 Warwick New York, governmental authority, or war in the United States that makes illegal or impossible for the Warwick hotel 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 Dept.
22. FSNYE nor the Warwick 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 Show Management. Show Management reserves the right to make changes, amendments and additions at any time without prior notice. Show Management rulings will be final.
24. The Warwick 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 New York Expo, except for any losses which result from the negligence or willful misconduct of the Hotel.
25. NO SMOKING PERMITTED ON WARWICK NEW YORK PREMISES AND WARWICK STAIRWELLS. STRICT PENALTIES WILL BE ENFORCED.
26. Warwick New York is liable for any damages that occur to an exhibitor that may stem from the structure of the building. Any exhibitor who deems damages must notify FSNYE Management, as well as, an official Warwick 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 is hereby released of any claims that may be brought against them due to losses from the exhibitor.
27. Show Management makes no representations or warranties, express or implied to exhibitor regarding the condition of the exhibition facilities or the utilities provide by the exhibition facilities, or 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.