

Fashion Footwear Association of New York (FFANY) SPONSORSHIP OPPORTUNITIES

2012
SPECIAL EVENT SPONSORSHIP
IN-KIND SPONSORSHIPS
TRANSPORTATION SPONSORSHIP
NEW MEDIA SPONSORSHIP/MARKETING

FFaNY

Tuesday, May 8, 2012

Mission & Background

The Fashion Footwear Association of New York has been bringing together footwear manufacturers and retailers, the industry players, for over 30 years. We are a not-for-profit trade association whose primary focus is producing four influential tradeshow events each year. FFANY's mission is to promote and assist the common interests of its membership and support New York City as the recognized national center of fashion trade and footwear industry events.

Beyond this, FFANY is committed to philanthropy by supporting scholarship programs and charitable organizations within the footwear industry. FFANY's charitable event "FFANY Shoes on Sale" has donated more than \$35 million for breast research and education.

The goal of the New York Shoe Expo, held in **February, June, August** and **December**, is to create one exciting marketplace in New York City, the fashion capital of the world. Here exhibiting footwear manufacturers and attending retailers can efficiently buy, sell and develop business networks.

Who Will Be Attending?

Thousands of footwear industry professionals including: Retailers, Press, and Bloggers from around the world attend the FFANY Shoe Show to shop the market for the hottest brands and the latest trends.

Exhibitors showcasing hundreds of footwear and accessory brands. Brands range from comfort casual, like Earth and Dr. Scholl's; Contemporary brands including Steve Madden and Jeffrey Campbell; and Luxury brands like Jean-Michel Cazabat and Salvatore Ferragamo.



Consider These Facts

**Event Dates:
February, June,
August, December**

- **FFANY Tradeshow Hosts Hundreds Of Fashion Brands**
- **Attracts Major Fashion Retailers** FFANY hosts over 800 footwear brands 4 times a year at the New York Shoe Expo & attracts ALL Major Fashion Department & Specialty stores & top fashion E-Commerce sites. Past Attendees include: Zappos, Nordstrom, Neiman Marcus, Saks, & Bloomingdales
- **Attended By Over 3500 Retailers** who visit the Hilton New York venue as well as FFANY Member New York Showrooms.
- **Annual Industry Party** is held each June & a portion of the ticket proceeds benefit Two Ten Footwear Foundation (contact Nicole Rivers for event details).
- **The FFANY Shoe Show Just Keeps Growing** the FFANY Shoe Show saw an average growth in exhibitors of 3% in 2011 when compared with those of 2010.

Why You Should Sponsor

Drive Sales of Your Product

Create Positive Publicity & Heightened Visibility for Your Brand

Enhance Image & Influence Attitudes of Users

Opportunity to Expose Your Brand to Key People in the Fashion Footwear Community

Increase Brand Recognition

Access to Key Influencers & Penetration of the Fashion Footwear Industry

Double Digit Tradeshow Growth Translates into Expanded Brand Promotion & Exposure

How Do We Engage?

Special Events

Target: Designers, Retailers, Manufacturers, Industry Press

- **Industry Party**
 - Annual high profile event for footwear industry
 - held each June for 400+ guests
- **Exhibitor/Retailer Appreciation Mixer**
 - Exhibitors & Retailers in attendance during the February and August shows
 - 300+ guests

New Media

Target: Designers, Manufacturers, Press, Bloggers, End Consumers, Stylists

- **Social Networking**
 - Facebook.com/ffanyorg
 - 1800+ Fans
 - Twitter.com/@ffanyshoeshow
 - 1500+ Followers
- **Website (ffany.org)**
 - Over 300 unique hits/day
- **Email Marketing**

Marketing Materials

Target: Retailers, Exhibitors, Press, Stylists

- **Show Directory**
 - Distribution = 3500+
- **Signage**
 - Located in Lobby & Halls of New York Hilton
- **Brochures**

FFANY SPONSORSHIPS (All Sponsorships available during FFANY Show Dates Only)**

TYPE	DETAILS	FORMAT INFO	Price
INTERNET SERVICE ONLY SPONSORSHIP (Avail. for June & December shows ONLY)	INTERNET PROVIDED TO USERS IN AMERICAS HALL I & II, & RHINELANDER GALLERY	PROVIDE COMPANY WEBSITE (OR GRAPHIC FOR LANDING PAGE IF NO WEBSITE IS AVAILABLE, LOGO, SHOW LOCATION, CONTACT INFO	\$5000.00
SPONSORED LOUNGE OR CAFÉ (Avail. For June & December shows ONLY)	BRANDED SIGNAGE IN (1) RETAILER LOUNGE AREA AT HITON HOTEL CALL/EMAIL NICOLE RIVERS 212.751.6422 X 16 NRIVERS@FFANY.ORG FOR PRICING		\$25,000.00
HILTON MAIN LOBBY DOOR ROTATION GLASS CUBE	4' X 4' X6; CUBE VISIBLE TO 90% OF HOTEL ENTRY/EXIT TRAFFIC	4 CLING APPLIQUE OR SOLID DISPLAY INSIDE CUBE-PRINT READY ART/LOGO FILES REQUIRED	\$14,154.00

*Contact Nicole Rivers for exact details regarding pricing

****FFANY MEMBERS PURCHASING SPONSORSHIPS DIRECTLY FROM FFANY WILL RECEIVE 15% OFF (DISCOUNT CANNOT BE APPLIED TO SPONSORSHIP PACKAGES)**

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TYPE	DETAILS	FORMAT INFO	<i>Price</i>
DIGITAL LCD READER BOARDS (SILENT NO AUDIO)	LOBBY LEVEL (2); 2ND FLOOR (2); 3RD FLOOR PROMENADE (2)	POWER POINT DISPLAY READY FILES TO BE PROVIDED BY SPONSOR	\$1138.00
IN ROOM ELEVATOR MONITORS	CONTRACTED CONCESSION	DVD/VIDEO	\$6385.00
BOTTLED WATER (VIA THE HILTON)	BRANDED BOTTLES OF WATER PROVIDED BY OUTSIDE CORPORATE SPONSOR.	INCLUDES LOGO SIGNAGE INDICATING SPONSORSHIP, NOTATION IN DIRECTORY	\$8000.00
BRANDED ESCALATOR WRAP	AMERICAS HALL I & II, AVAILABLE JUNE & DECEMBER ONLY	INCLUDES PRINTING OF GRAPHICS AND INSTALATION, SPECS PROVIDED UPON REQUEST	\$2000.00

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TYPE	DETAILS	FORMAT INFO	<i>Price</i>
<p>BRANDED SIGNS IN REGISTRATION AREAS/ ENTRYWAY</p>	<p>FREESTANDING BRANDED SIGNS IN ENTRY AREAS DESIGNATED BY SHOW MANAGEMENT. COPY AND GRAPHIC MUST BE PROVIDED BY SPONSORING COMPANY. FFANY WILL MANAGE PRODUCTION AND PLACEMENT OF THE SIGNAGE. SPONSORING COMPANY WILL TAKE OWNERSHIP OF SIGNAGE WHICH CAN BE USED FOR FUTURE SPONSORSHIPS WITH PAYMENT OF FEE. FREESTANDING BRANDED SIGNS (MUST BE PURCHASED FROM FFANY)</p>	<p>HI-RES PDF or VECTOR EPS 35 » X 80 » SIGN W/ DISPLAY AND CARRYING CASE</p>	<p>\$900.00</p>
<p>INTERNET/RECHARGING STATION SPONSORSHIP (Avail. For June & December shows ONLY)</p>	<p>POSTING OF YOUR CUSTOM LANDING PAGE (CREATED BY YOUR COMPANY) SIGNAGE & NOTATION IN DIRECTORY, CUSTOM BRANDED KIOSKS</p>	<p>PROVIDE COMPANY WEBSITE, GRAPHIC FOR LANDING PAGE, LOGO, SHOW LOCATION, SHOW CONTACT INFO</p>	<p>\$9300.00</p>
<p>CUSTOM BRANDED WRAPS FOR OUTER DOORS OF GUEST ELEVATORS</p>	<p>ON SHOW FLOORS FULLY OCCUPIED BY FFANY AT HILTON ONLY – PRICE PER FLOOR</p>	<p>CALL OR EMAIL FOR EXACT SPECS</p>	<p>\$7500.00</p>

*Contact Nicole Rivers for exact details regarding pricing

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SPONSORSHIP PACKAGES

Packages Available during FFANY's entire 3 Day show

- Silver:** (1) Page Full Color Advertisement in FFANY Show Directory
(1) 35x80 Branded* sign (with carrying case-yours for future use) placed near registration or other high traffic area

*Customers who have previously purchased signs through FFANY with these dimensions will receive \$50.00 off package cost. Signage must be approved by show management-Call for pricing

Cost \$1,400.00

- Gold:** (1) Page Full Color TAB Advertisement in FFANY Show Directory
(1) Full Color Digital Ad on Hilton Reader Board (NO AUDIO) 6 Boards throughout Hotel
(1) 35x80 Branded* sign (with carrying case-yours for future use) placed near registration or other high traffic area

*Customers who have previously purchased signs through FFANY with these dimensions will receive \$50.00 off package cost. Signage must be approved by show management-Call for pricing

Cost \$2,900.00

- Platinum:** (1) 60 second spot (NON-EXCLUSIVE) on Guest Room Elevator Monitors (12 units w/ audio)
(1) 35x80 Branded* sign (with carrying case-yours for future use) placed near registration or other high traffic area

*Customers who have previously purchased signs through FFANY with these dimensions will receive \$50.00 off package cost. Signage must be approved by show management-Call for pricing

Cost \$7,000.00

- Double Platinum:** (1) Page Full Color TAB Advertisement in FFANY Show Directory
(1) 60 second spot (NON-EXCLUSIVE) on Guest Room Elevator Monitors (12 units w/ audio)
(1) 35x80 Branded* sign (with carrying case-yours for future use) placed near registration or other high traffic area

*Customers who have previously purchased signs through FFANY with these dimensions will receive \$50.00 off package cost. Signage must be approved by show management-Call for pricing

Cost \$8,000.00

FFANY Sponsorship Contact

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www.ffany.org
www.facebook.com/ffanyorg
www.twitter.com/@ffanyshoeshow

