

# FN PLATFORM

**AUGUST 18-20, 2014 | SPONSORSHIP OPPORTUNITIES | MAXIMIZE YOUR EXPOSURE**

FN PLATFORM offers promotional opportunities that can increase exposure for your brand and drive traffic to your booth. Catch the spotlight with sponsorship and advertising opportunities. Align your company with more than 50,000 of the fashion industry's most influential decision makers, retailers and media outlets.



## OUR MOST EFFECTIVE PROMOTIONS . . .

### ▶ DIRECTORY ADS

Showcase your brand in the #1 footwear resource for retailers, both at the show and back at their stores. Currently 40% off regular rate: Full page, \$2,700; half page, \$1,500.

### ▶ DIGITAL ADVERTISING SCREENS

Capture the attention of buyers throughout the Las Vegas Convention Center with images of your brand splashed across 12 giant screens. Situated in high-traffic areas, digital ad screens are perfect for promoting across categories and countries. \$3,500 (includes all 12 screens, every day of the show).

### ▶ LANYARDS

Make sure your brand stays with customers all day long with sponsored lanyards. \$5,000 and up (depending on exclusivity).

### ▶ AISLE OF STYLE

Get your footwear in front of buyers before they even reach the show floor. Placed in public areas with heavy foot traffic, Aisle of Style showcases bring buzz and recognition to your brand. \$3,500 (per showcase).

### ▶ BELLAGIO ROOM KEY SLEEVES

Bring your brand to mind every time retailers enter their rooms by sponsoring room key sleeves at the renowned Bellagio. The main campus for footwear retailers, branded sleeves will be given to ALL guests staying at the Bellagio as part of MAGIC. \$7,500 (for exclusive opportunity).



## LET US CREATE SOMETHING CUSTOM FOR YOU!

**FOR MORE INFORMATION, PLEASE CONTACT:**

Jessica Kistenmacher | Special Operations/Sponsorship | 214-494-2135 | [jkistenmacher@fnplatform.com](mailto:jkistenmacher@fnplatform.com)