

2016 Event Series

Health & Nutrition • Snack Attack • Hot Holiday Gift Guide • Beauty & Body

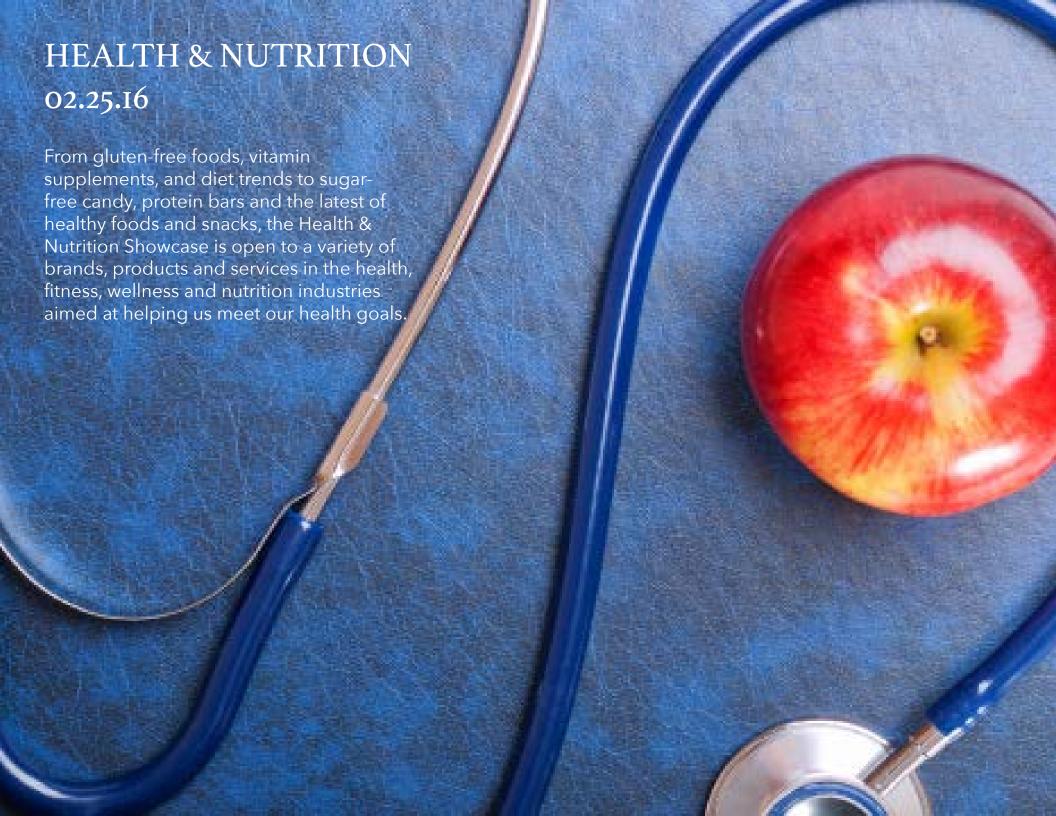
"It's a great opportunity to get that face time with an editor. I don't send an e-mail and feel like it's going into a black hole. I can send an e-mail to the person I met today from All You, or People, or SELF, and they'll know who I am and that I'm credible."

- Erin Henry, Porter Novelli, representing The Almond Board of California



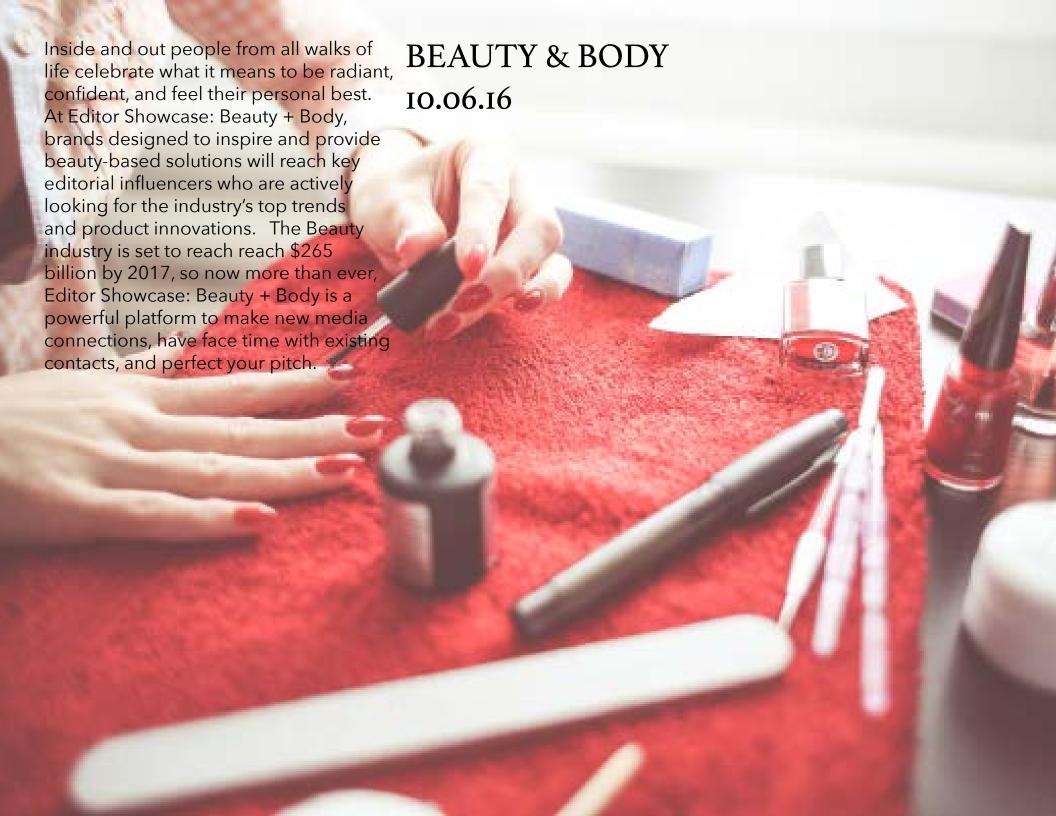
ABOUT

The Editor Showcase Series brings top-tier media outlets and the hottest lifestyle brands together in the heart of Manhattan for a private brand-to-press networking event. This event is designed to bring brands front-and-center with the markets' most influential media and to allow the media immediate access to brands targeted to their interests.









BRANDS

Since its launch in 2009, Editor Showcase has hosted over 580 brands including Abbott Nutrition, Chex Party Mix, DOVE Ice Cream, Earth Balance, Eggland's Best, General Mills, Lifeway Foods, Lysol, Mann Packing Co., Munchkin, National Peanut Board, Nestle, Procter & Gamble Fabric Care, Skinny Cow, The Laughing Cow, Uncle Ben's, and Whirpool. Whether considered established or emerging within the consumer industry, each brand has successfully managed to capture individual media attention through Editor Showcase's unique forum. Additional past participants include:

5-Hour Energy 7-Eleven, Inc. ALDI AllWhites® Egg Whites Almond Board of California Alouette Cheese

Alpina Foods Ambrosia Apples

American Beverage Association

AmeriWell

Among Friends Baking

Anolon Appethyl Athens Foods

Avocados from Mexico B & G Foods

Back to the Roots Backjoy Barlean's

Bare Snacks
Bear Naked
Bel Brands
Benefiber
Bertolli Olive Oil

Betty Crocker Fruit Flavored Snacks

Biena Foods BFAST Blue Diamond BMR Beauty Bon Appetit

Boulder Canyon Authentic Foods

Brew Over Ice Bromley Tea Buddy Fruits Cake Boss

California Dried Plum Board

Calphalon Cardioviva

Chavrie Fresh Goat Cheese

Chex Party Mix Chia Company Chili's Frozen Foods Chobani

CJ Foods Cognizin and Setria CommonGround Cooking Planit Cracker Barrel Cheese

Crazy Cuisine

Crunch Pak Sliced Apples

Crunchies Crunchmaster Crystal Geyser Curves

Cut 'n Clean Greens Daily's Cocktails Damon System Dannon

Deep Eddy Vodka Del Monte Foods DeVita Skincare

Downy Dr. Paul's Piggy Paste DRY Sparkling

Duluth Trading Company

Earth Balance Eggland's Best

Empire Blue Cross Blue Shield and its

affiliates Entenmann's & Sara Lee Snacks

Evolve Farm Rich Felix Lingonber

Felix Lingonberries Fellowes Air Purifiers

FiberOne

Fisher Nut Exactly Snack Bites Fizzies Drink Tablets

Fusion Jerky
Garden Lites
GE Appliances
General Mills
ginnybakes
GO Veggie!

GoodNatured Selects

Gourmet Nut

Green Giant Veggie Blend-ins Green Giant Veggie Snack Chips

Hain Celestial Snacks HALFPOPS Hamilton Beach Hass Avocado Board Heluva Good! Herbacin Cosmetics Honey Maid Hormel REV Hot Iron Holster Hot Pockets Hydro Flask

Ideal IMAGE Skincare Immaculate Baking Incredible Egg In The Raw

ips All Natural Jack Link's Beef Jerky Jamba "At Home" Smoothies

Jarlsberg

Johnson & Johnson Justin's

Kaldi
Kashi
Kikkoman
Kiku Brand Apples
King Arthur Flour
Kitchen Club Kids
La Famiglia DelGrosso
La Tortilla Factory

LACTAID / National Dairy Council

Laughing Cow Legends from Europe Lékué

Life Extension Lifeway Foods Lightlife LiveHealth Online Love Food / Parragon Lucky Spoon Bakery

LUNA

Lundburg Family Farms

M3K Beauty Manitoba Harvest

Manitoba Harvest Hemp Foods Mann's Sunny Shores

Mauna Loa

Mediterranean Snacks Megaload Chocolate

Metamucil Meyer Minwax Moms in Training Montagne Jeunesse Morton Natural Epsom Salt

Mrs. Freshley's Müller

Natalie's Orchid Island Juice Co. National Onion Association National Pasta Association, The

National Peanut Board

National Peanu Nature Made Nature Valley Nature's Own NatureBox Nelsons Neuro New Chapter

Ninja Nomoo Cookie Company

Nova Scotia Organics Novis Vita Juicer NOW Foods NuttZo Optimal Solutions organicgirl Outshine Fruit Bars

Planters Pretzel Perfection Prilosec OTC

Paxton 1345

Quality of Life Labs Rader Farms Rainier

Redmond Reliv International ResVitale

Ruby's Rockets Sabra Saffron Road Salt for Life Santa Cruz Organics

Sartori Cheese Sea Cuisine

Seattle's Best "At Home" Shamrock Farms Rockin' Refuel

Shiloh Farms siggi's dairy Silk

Simply Asia Foods Simply Choices Simply Snackin Skineez Skincarewear

Skineez Skincarewea Skinny Cow Skinny Girl Daily Smart Balance Splenda Success Rice Sunkist

Takeya Thanasi Foods TH Foods

Thomas English Muffins & Bagels

Tommy Bahama Rum

TriCalm Triscuit Tula's CocoKefir U.S. Apples

U.S. Highbush Blueberry Council

Uncle Ben's

Uncle Matt's Organic Juice

UrgentRx Valor Chocolates

Vemma Nutrition Company

Wahl

Way Better Snacks Wheat Thins Wonderful Brands

Wüsthof ZonePerfect Nutrition Bars

Zyrtec ZzzQuil

MEDIA

The 2015 Editor Showcase Series attracted over 280 media editors including several top-tier outlets, such as:

THE WALL STREET JOURNAL















About.com









TESTIMONIALS

"The Modern Parents Editor Showcase was a perfect platform from which we could introduce our products. The opportunity to present in person and demonstrate is invaluable to us, and we had a non-stop flow of qualified traffic to pitch. As a result we are seeing a steady flow of praise for our products across several blogs which talk about our product and where to get it - which was our goal in attending."

- Bing Howenstein, CEO of BackJoy

"We attended the Editor Showcase Snack Attack in June of 2011, shortly following the launch of our new snack food product. It was well organized and well attended. We were able to secure articles in a number of prominent print and online publications as a result of our attendance. The publicity that we received has been invaluable in the launch of our brand as we've seen huge increases in online sales, brand awareness and interest from retailers. Attending Editor Showcase is one of the smartest things we've done to date."

- Mike Fitzgerald, President, HALFPOPS

"It's a great opportunity to meet with a lot of editors that you might not be able to get an appointment with in a day or two media blitz. You can talk to them here, make the contacts, and I just think it's very efficient."

- Pam Becker, Brand General Manager, General Mills

"I've gone to several of your events and I'm always impressed. The team always executes interesting and memorable editor events that I look forward to attending."

- Tina Langley, Accessories Editor, Seventeen

"I think the value (of Editor Showcase) is that we're able to meet with so many different media outlets in one setting. Most of these people are not easy to access and they are bombarded with so much information, so it's important for us as a company to be able to see them face-to-face and interact with them."

- Jennifer Eastman, PR & Marketing Manager, ResVitale Representative

"It's a great opportunity to get that face time with an editor. I don't send an e-mail and feel like it's going into a black hole. I can send an e-mail to the person I met today from All You, or People, or SELF, and they'll know who I am and that I'm credible."

- Erin Henry, Porter Novelli, representing The Almond Board of California

"I am really impressed with (Editor Showcase) because there are quite a few products here that I had not known about and they actually were perfect for stories I was writing now. Everything under one roof is fantastic."

- Regina Ragone, Food Director, Family Circle Magazine

TESTIMONIALS

"I think it is really important for PR professionals to connect face-to-face with influential health & nutrition editors. This is really our target audience here (at Editor Showcase). Eggland's Best offers a superior nutrition profile, so these are the people who are interested in that and their readers will be interested in learning about all the benefits that Eggland's Best has to offer."

- Amanda Sirianni, Senior Account Executive, Coyne PR, representing Eggland's Best

"Each event seems to top itself! I am constantly impressed with the results we receive and the exposure gained by our brands. Keep up the great work!"

- Pascal Courtin, Brand Manager, Tommy Bahama Rum

"The Butin Group has found the Editor Showcase series a vital tool for personally connecting with the editors we speak with on a daily basis. It's an excellent relationship building opportunity."

- Lauren B. Hopkins, Communications Manager, The Butin Group

"It's really a valuable use of my time (to come to Editor Showcase). I think the roadblock we run into as magazine editors is that we're always crunched for time; so to have these 40 brands in one place and meet with so many different people is really valuable."

- Lindsay Benjamin, Assistant Health Editor, All You

"I'm 'Fast' to say that the Editor Showcase event was a success! A healthy media turn-out and contact list encourages me to 'Forward' my recommendation to others for next year!"

- Andreas Koch, Marketing Director, Barlean's

"These are products that we may or may not have heard about before, so it's nice to put a face to a product; that's what is going to make us remember it that much more when we are trying to book a segment. This is a great environment (for that)."

- Alicia Ybarbo, Morning Show Producer, "Today's Moms"

"It costs a small amount of money to come here and meet with a ton of editors in a short period of time. We saw the value in that and wanted to come back and do it again."

- Taryn Antigone, Porter Novelli, representing Bel Brands USA

"We were thrilled with the opportunity to introduce one of the new kids on the sugar sweetener block to such high-caliber editors in an intimate setting (at Editor Showcase). Through the event organizers' limiting the number of brands in the showcase and keeping a tight editorial list, we were able to have several one-on-one conversations with top-tier media about our product, Ideal® No Calorie Sweetener. We're already signed up to participate in the next showcase to reach media interested in topics important to modern moms. It's a perfect fit for Ideal®."

- Linda Jackson, Borshoff, representing Ideal®

PAST EVENTS









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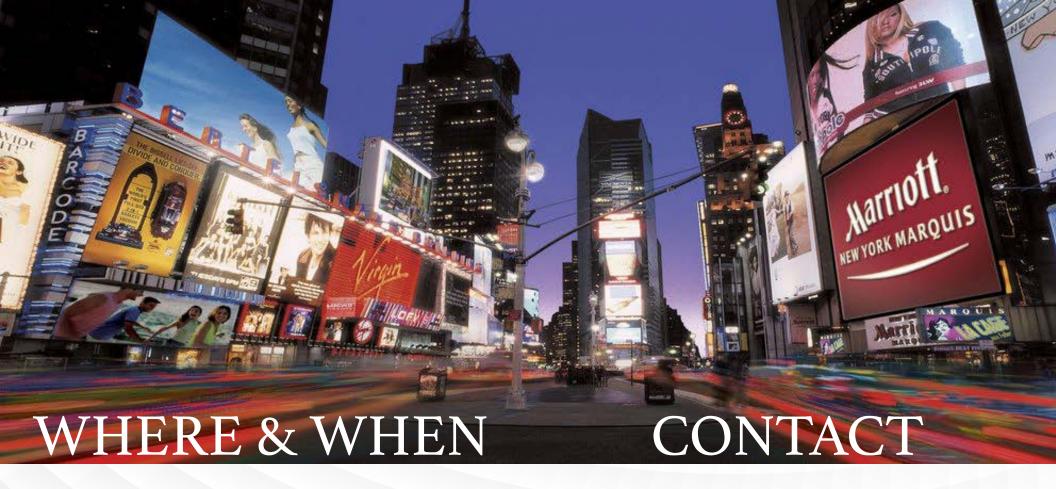
PAST EVENTS











Health & Nutrition - February 25, 2016 Snack Attack - June 7, 2016 Hot Holiday Gift Guide - July 18, 2016 Beauty & Body - October 6, 2016

NYC Marriott Marquis Times Square EMPIRE Complex 5:00pm to 8:00pm

Fast Forward Event Productions

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