

EDITOR SHOWCASE.com



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.

HEALTH & NUTRITION

02.25.16

From gluten-free foods, vitamin supplements, and diet trends to sugar-free candy, protein bars and the latest of healthy foods and snacks, the Health & Nutrition Showcase is open to a variety of brands, products and services in the health, fitness, wellness and nutrition industries aimed at helping us meet our health goals.





SNACK ATTACK

06.07.16

From healthy and nutritious to sweet, salty and indulgent, snacks and to-go convenience foods and beverages for adults and children take center stage at this Editor Showcase event.



HOT HOLIDAY GIFT GUIDE

07.18.16

Do you represent the “must-have” gift of the season? Will yours be the thing everyone wishes for this year? Then you belong in the Hot Holiday Gift Guide, where the best of the season’s gifts for everyone from foodies and fashionistas, to techies and travelers get the spotlight in front of influential gift guide editors and content producers.

Inside and out people from all walks of life celebrate what it means to be radiant, confident, and feel their personal best. At Editor Showcase: Beauty + Body, brands designed to inspire and provide beauty-based solutions will reach key editorial influencers who are actively looking for the industry's top trends and product innovations. The Beauty industry is set to reach reach \$265 billion by 2017, so now more than ever, Editor Showcase: Beauty + Body is a powerful platform to make new media connections, have face time with existing contacts, and perfect your pitch.

BEAUTY & BODY 10.06.16



BRANDS

Since its launch in 2009, Editor Showcase has hosted over 580 brands including Abbott Nutrition, Chex Party Mix, DOVE Ice Cream, Earth Balance, Egglad'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 Whirlpool. 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	Cooking Planit	Herbacin Cosmetics	Moms in Training	Silk
7-Eleven, Inc.	Cracker Barrel Cheese	Honey Maid	Montagne Jeunesse	Simply Asia Foods
ALDI	Crazy Cuisine	Hormel REV	Morton Natural Epsom Salt	Simply Choices
AllWhites® Egg Whites	Crunch Pak Sliced Apples	Hot Iron Holster	Mrs. Freshley's	Simply Snackin
Almond Board of California	Crunchies	Hot Pockets	Müller	Skineez Skincarewear
Alouette Cheese	Crunchmaster	Hydro Flask	Natalie's Orchid Island Juice Co.	Skinny Cow
Alpina Foods	Crystal Geyser	Ideal	National Onion Association	Skinny Girl Daily
Ambrosia Apples	Curves	IMAGE Skincare	National Pasta Association, The	Smart Balance
American Beverage Association	Cut 'n Clean Greens	Immaculate Baking	National Peanut Board	Splenda
AmeriWell	Daily's Cocktails	Incredible Egg	Nature Made	Success Rice
Among Friends Baking	Damon System	In The Raw	Nature Valley	Sunkist
Anolon	Dannon	ips All Natural	Nature's Own	Takeya
Appethyl	Deep Eddy Vodka	Jack Link's Beef Jerky	NatureBox	Thanasi Foods
Athens Foods	Del Monte Foods	Jamba "At Home" Smoothies	Nelsons	TH Foods
Avocados from Mexico	DeVita Skincare	Jarlsberg	Neuro	Thomas English Muffins & Bagels
B & G Foods	Downy	Johnson & Johnson	New Chapter	Tide
Back to the Roots	Dr. Paul's Piggy Paste	Justin's	Ninja	Tommy Bahama Rum
Backjoy	DRY Sparkling	Kaldi	Nomoo Cookie Company	TriCalm
Barlean's	Duluth Trading Company	Kashi	Nova Scotia Organics	Triscuit
Bare Snacks	Earth Balance	Kikkoman	Novis Vita Juicer	Tula's CocoKefir
Bear Naked	Egglad's Best	Kiku Brand Apples	NOW Foods	U.S. Apples
Bel Brands	Empire Blue Cross Blue Shield and its affiliates	King Arthur Flour	NuttZo	U.S. Highbush Blueberry Council
Benefiber	Entenmann's & Sara Lee Snacks	Kitchen Club Kids	Optimal Solutions	Uncle Ben's
Bertolli Olive Oil	Evolve	La Famiglia DelGrosso	organicgirl	Uncle Matt's Organic Juice
Betty Crocker Fruit Flavored Snacks	Farm Rich	La Tortilla Factory	Outshine Fruit Bars	UrgentRx
Biena Foods	Felix Lingonberries	LACTAID / National Dairy Council	Paxton 1345	Valor Chocolates
BFAST	Fellowes Air Purifiers	Laughing Cow	Planters	Vemma Nutrition Company
Blue Diamond	FiberOne	Legends from Europe	Pretzel Perfection	Wahl
BMR Beauty	Fisher Nut Exactly Snack Bites	Lékué	Prilosec OTC	Way Better Snacks
Bon Appetit	Fizzies Drink Tablets	Life Extension	Quality of Life Labs	Wheat Thins
Boulder Canyon Authentic Foods	Fusion Jerky	Lifeway Foods	Rader Farms	Wonderful Brands
Brew Over Ice	Garden Lites	Lightlife	Rainier	Wüsthof
Bromley Tea	GE Appliances	LiveHealth Online	Redmond	ZonePerfect Nutrition Bars
Buddy Fruits	General Mills	Love Food / Parragon	Reliv International	Zyrtec
Cake Boss	ginnybakes	Lucky Spoon Bakery	ResVitale	ZzzQuil
California Dried Plum Board	GO Veggie!	LUNA	Ruby's Rockets	
Calphalon	GoodNatured Selects	Lundburg Family Farms	Sabra	
Cardioviva	Gourmet Nut	M3K Beauty	Saffron Road	
Chavrie Fresh Goat Cheese	Green Giant Veggie Blend-ins	Manitoba Harvest Hemp Foods	Salt for Life	
Chex Party Mix	Green Giant Veggie Snack Chips	Mann's Sunny Shores	Santa Cruz Organics	
Chia Company	Hain Celestial Snacks	Mauna Loa	Sartori Cheese	
Chili's Frozen Foods	HALFPOPS	Mediterranean Snacks	Sea Cuisine	
Chobani	Hamilton Beach	Megaload Chocolate	Seattle's Best "At Home"	
CJ Foods	Hass Avocado Board	Metamucil	Shamrock Farms Rockin' Refuel	
Cognizin and Setria	Heluva Good!	Meyer	Shiloh Farms	
CommonGround		Minwax	sigg'i's dairy	

MEDIA

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

THE WALL STREET JOURNAL **AP** Associated Press **FamilyCircle**[®] Wine Spectator

VOGUE

TASTING TABLE

examiner.com

FOOD & WINE

YAHOO!
HEALTH

Health[®]

THE NIBBLE[™]
Great Finds For Foodies[™]

About.com

FOX
NEWS
channel

THE DR.
OZ
SHOW

food
network

Aol. **on** TRAVEL

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). Egglund'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 Egglund's Best has to offer."

- *Amanda Sirianni, Senior Account Executive, Coyne PR, representing Egglund'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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WHERE & WHEN

CONTACT

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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