

# EDITOR SHOWCASE



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For Immediate Release

**Fast Forward Event Productions Announces 2016 Editor Showcase Schedule  
Featuring Two New Themes**

*Exclusive Brand-to-Press Networking Events Broadens Scope to Feature Health, Tech, Food  
and Lifestyle Brands*

SAN DIEGO (January 21, 2016) – [Fast Forward Event Productions](#), an experiential marketing and event production agency, today released its 2016 Showcase [calendar](#): Health & Nutrition, Snack Attack, and **NEW** in 2016, Hot Holiday Gift Guide and Beauty & Body. Each of these invite-only showcases will take place at the New York Marriott Marquis in Manhattan from 5-8 p.m., and put brands face-to-face with influential traditional and digital press contacts. Registration is officially open to relevant brands including those with a health, food and beverage, beauty, sports or technology focus, seeking to gain access and attention from national media. The 2016 Editor Showcase dates include:

- **Health & Nutrition** (February 25) – the series’ most popular showcase, featuring the hottest new food and beverage products in health and nutrition.
- **Snack Attack** (June 7) – a press-favorite event, showcasing the tastiest snacks from sweet to spicy to salty and everything in between.
- **Hot Holiday Gift Guide** (July 18) – a **NEW** concept introducing the hottest holiday gifts from tech to beauty, ideal for any holiday gift guide.
- **Beauty & Body** (October 6) – a **NEW** concept featuring the finest luxury beauty and body essentials for any occasion.

“[Editor Showcase](#) continues to exceed exhibitor expectations with a great return on story interest and media coverage from top-tier press,” said producer, Michelle Metter. “In response to fervent excitement over the holiday gifting season and competition for product exposure, our Hot Holiday Gift Guide event will highlight the hottest items for everyone on your list, while Beauty & Body will showcase must-have cosmetics, body, skin and hair care. We anticipate the 2016 Editor Showcase series to be one of our most innovative to date.”

Editor Showcase events have brought together leading journalists and bloggers from top-tier outlets such as *TODAY*, *O, the Oprah Magazine*, *Good Housekeeping*, *Men’s Health*, *TIME*, *Men’s Fitness*, *Real*

*Simple, Women's Health*, and other coveted outlets. Since its launch in 2009, Editor Showcase has hosted more than 580 brands, including Abbott Nutrition, Chex Party Mix, DOVE Ice Cream, Earth Balance, Egghand's Best, General Mills, Lifeway Foods, Munchkin, Nestle, Skinny Cow, The Laughing Cow, Uncle Ben's, DRY Sparkling and more.

Brands interested in exhibiting at Editor Showcase this year are encouraged to register early in the year, as space is limited. For more information and pricing, please contact Lauryn Edwards at [Edwards@fastforwardevents.com](mailto:Edwards@fastforwardevents.com). To learn more about Editor Showcase, please visit [www.EditorShowcase.com](http://www.EditorShowcase.com), or follow us on [Facebook](#) and [Twitter](#).

### **About Fast Forward Events**

As an award-winning turnkey event management, public relations and marketing solutions provider, [Fast Forward](#) specializes in the creation of world-class trade and consumer events, brand activation and experiential marketing strategies. From elite wine and food experiences for thousands of discriminating palates to intimate brand-to-press networking events in the heart of Manhattan, productions by Fast Forward accelerate human connections, put brands in front of key influencers, and deliver an unparalleled return on experience. Fast Forward is the producer of *Cooking Light & Health's* Fit Foodie Race Weekend, SommCon, and the San Diego Bay Wine + Food Festival, Southern California's largest luxury wine and culinary experience now in its 13th year.

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