

# EDITOR SHOWCASE

## Media Contact

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For Immediate Release

### Fast Forward Launches 2017 Editor Showcase Series

*Exclusive Brand-to-Press Networking Event Features Fan-Favorites and New Total Wellness Showcases*

SAN DIEGO, CA. (March 13, 2017) – [Fast Forward](#), an award-winning experiential marketing and event production agency, has announced its 2017 Editor Showcase series, featuring the return of brand and media favorite, **Health & Nutrition** on March 21, along with **Snack Attack** on July 27, and the addition of the inaugural **Total Wellness** on September 20. All Editor Showcase Events will take place at the New York Marriott Marquis in NYC from 5-8 p.m. Registration is officially open and all interested brands are encouraged to register early as space is limited.

The 2017 Editor Showcase series features trend-setting brands and new products from food to beauty, and tech to fitness, and is ideal for companies seeking to gain access and attention from national media in a private, brand-to-media environment. All Editor Showcase events provide an exclusive opportunity for brands to interact with 60-80 premier media across the print, broadcast and digital space, while showcasing their newest innovations in an intimate, personal setting. Showcasing brands this year include **Lifeway**, **Burt's Bees**, **Rembrandt**, **thinkThin**, and more.

“We recognize that time is an increasingly precious commodity for members of the press, while for brands facetime with coveted media contact is priceless,” said Producer, Michelle Metter. “We’re proud to bridge the gap by providing an exclusive venue where brands can come face-to-face with press, while educating on some of the hottest new products on the market for 2017. Our Health & Nutrition Showcase has increasingly become one of our most popular events with the evolution of editorial increasingly focusing on real food and wellness, which is why we’re so excited to extend that theme with the launch of our new Total Wellness showcase. For the first time, brands in the fitness, body care and beauty categories can personally introduce their latest and greatest trending products to top media influencers.”

One of the premier brand-to-press networking events in the country, [Editor Showcase](#) events have attracted leading journalists, editors and producers from coveted outlets such as *TODAY*, *O, the Oprah Magazine*, *Good Housekeeping*, *Men's Health*, *Wendy Williams Show*, *Reader's Digest*, *TIME*, *Men's Fitness*, *Real Simple*, *Women's Health*, and many more. Brands interested in exhibiting at any Editor

Showcase event encouraged to register early, as space is limited. For more information and pricing, please contact Michelle Metter at [metter@fastforwardevents.com](mailto:metter@fastforwardevents.com). To learn more about Editor Showcase, please visit [www.EditorShowcase.com](http://www.EditorShowcase.com), or follow on [Facebook](#) and [Twitter](#).

### **About Fast Forward**

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 John Hancock Hosts the Cooking Light & Health Fit Foodie Festival & 5K, SommCon, and the San Diego Bay Wine + Food Festival, Southern California's largest luxury wine and culinary experience now in its 14th year.

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