



EDITOR SHOWCASE 2013 SERIES

Health & Nutrition, February 27 • Beauty & Lifestyle, April 18
Snack Attack, June 12 • Cooking & Entertaining, October 15

WHERE **40** BRANDS
MEET WITH TOP TIER **MEDIA.**

WHERE WILL **YOU** BE?

Editor Showcase

About Editor Showcase

Editor Showcase is a private, brand-to-press networking event that brings your brand front-and-center with your markets' most influential media. For the invite-only Editor Showcase series of events, market-specific brands, products and services will have the opportunity to meet face-to-face with print, broadcast and online media who cover your category. No phone calls. No pitching. No unsolicited emails. Just you, and top-tier outlet editors looking to learn more about the products/services that would be of interest to their readers. Better yet, you accomplish in just a few hours of pretty serious networking what would normally take months of legwork to achieve.

2013 Series & Dates

Health & Nutrition – February 27, 2013

- 87% of U.S. consumers are trying to eat healthier
- The \$600 billion global Health & Wellness Market has held up well in the face of the global economic downturn.
- The Health & Wellness share of the food, beverage and healthcare market has grown significantly and is expected to continue to do so. (Experiencing almost 250% growth since 2002)
- From gluten-free foods, vitamin supplements, and weight-loss programs to sugar-free candy, protein bars and exercise equipment, the Health & Nutrition Showcase is open to a variety of brands, products and services in the health, fitness, wellness and nutrition industries.
- Advanced registration discount deadline: December 14, 2012.



Beauty & Lifestyle – April 18, 2013

- Total sales in the beauty and personal care industry reached \$426B in 2011.
- Of over 78 million aging Baby Boomers, over ten thousand will turn 50 every day for the next fifteen years. Significant spending power, more leisure time, and a vested interest in living more healthy lifestyles will continue to support the outdoor industry.
- The hottest beauty trends will be highlighted at the Editor Showcase: Beauty & Lifestyle, including the latest and greatest in the hair and makeup industry, style, fashion and design, spa, and healthy lifestyle activities-- all things that make you look and feel great!
- Advanced registration discount deadline: February 15, 2013.



2013 Series & Dates

Snack Attack – June 12, 2013

- 60% of Americans eat snack foods regularly, and although the market for healthier-for-you snack products is continually growing, 2/3 of snackers today still opt for indulgent snacks.
- 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.
- Advanced registration discount deadline: April 24, 2013.



Cooking & Entertaining – October 15, 2013

- The majority of Americans (83%) now cook dinner at home four to seven times a week. More individuals are also opting to mix their own drinks, entertain at their home, and purchase specialty organic foods including chocolate, cheese, coffee and oils at the grocery store.
- New culinary trends will be featured at Editor Showcase: Cooking & Entertaining, including new product innovations, gourmet food and spirits, cooking accessories, dining & entertaining products, flatware and kitchenware, outdoor entertaining and appliances.
- Advanced registration discount deadline: August 21, 2013.



Media

The Editor Showcase series features top tier editors, reporters and broadcast media all under one roof! As an exhibitor at an Editor Showcase, your brand will have the opportunity to network with media representatives p-from outlets such as:



For example, media in attendance at Editor Showcase: Health & Nutrition on February 29, 2012, included: *A Girl Named Guy Productions, Asiance Magazine, BeautyNewsNYC.com, Better Bets, BiteOfTheBest.com, BSM Media, Bzzagent.com, CBS News, Chichi212.com, Consumer Reports, Covering All Events, Epicurious, Essence, Every Day with Rachael Ray, Everyday Health, Examiner.com, Family Beautiful, Family Circle, Fashionably Petite, First for Women, Focus on New York — Time Warner Cable of New York, Food Network, Food Network Magazine, Food Republic, Fox 5, Good Housekeeping, Grease and Glamour, Hamptons.com, HealthNewsDigest.com, Healthy Living Magazine, Healthy Women, IBR News, In Touch Weekly, Integral USA Magazine, Macaroni Kid, Martha Stewart Show, My Life on and off the Guest List, National News Services, Nationwide News, New Hope Media - Adoptive Families, New York Smash, Newspapers First, O, The Oprah Magazine, Parenting Magazine, Parents, Prettycity.com, Prevention.com, PureWow.com, Queens Chronicle, Queens Herald, SELF Magazine, Shape, ShopEatAndSleep.blogspot.com, Sing Tao Daily, SociallySuperlative.com, Stadium Circle, StyleMTV, Stylist.com, ThatGirlAtTheParty.com, The Advice Sisters Website. The Healthy Apple, The Huffington Post, The Nutrition Experts, Times Newsweekly, Tinney.com, Transterra Media, Urban News Service, Vending Times, WBAI-FM, Weight Watchers, WeightWatchers.com, Whole Foods, WVBF Boston Radio, Yay! DIY, Yoli's Green Living*

Participation Levels

There are a few different ways to participate at Editor Showcase.

Exhibitor - \$3,000 per brand / \$2,500 by advanced registration deadline

- A six-foot table for product display and sampling
- Three badges for company representatives
- Six drink coupons
- Logo and hyperlink on the event's Web site
- List of attending media with contact information (post-event)

Networking Level - \$600

- Two badges for company representatives
- Four drink coupons
- Three hours of networking
- No product sampling or distribution is included at this level

Sponsor

- Take it up a notch by sponsoring an Editor Showcase and add value and excitement to your brand's participation. Let us have our bartenders mix a specialty cocktail featuring your product, host a relaxation station for editors, or an espresso bar with all the trimmings. We can also create a custom sponsorship for you!

Multi-Brand and Multi-Showcase Discounts

- Sign up multiple brands and receive \$200 off each brand registration fees.
- Sign up your brand for multiple showcases and receive \$250 off per brand per Showcase.

Event	Advanced Registration Deadline
Health & Nutrition	12/14/12
Beauty & Lifestyle	2/15/13
Snack Attack	4/24/13
Cooking & Entertaining	8/21/13

When & Where

Editor Showcase 2013

Health & Nutrition, February 27

Beauty & Lifestyle, April 18

Snack Attack, June 12

Cooking & Entertaining, October 15

New York Marriott Marquis

5:00 - 8:00 p.m.

EMPIRE Complex



Ask us about an early registration discount.

Agencies booking multiple brands may qualify for a group discount. Please call to inquire.

About The Organizer

Fast Forward Events is an experiential marketing and event production agency specializing in the creation of world-class trade and consumer experiences. Executives at the company have more than 15 years experience producing events that connect brands to their target audiences, including Editor Showcase New York, wine and spirits road shows, the Diving Equipment & Marketing Tradeshow, Action Adventure Expos, the San Diego Bay Wine & Food Festival, and the Los Angeles Wine & Food Festival, among others.



Contact

We look forward to seeing you at Editor Showcase.

For questions or to register contact:

Jen Monclus

Fast Forward Event Productions

619-312-1212 ext. 107

monclus@fastforwardevents.com