

# ||| = N PLATFORM

the shoe show at **MAGIC**



**UNITE**

WITH INDUSTRY PROFESSIONALS

**SHOP**

THE LARGEST FOOTWEAR SELECTION

**CONNECT**

WITH MORE BRANDS

**IGNITE**

INNOVATIVE IDEAS

**BUILD**

MORE BUSINESS

**AUG 22, 23, 24 2011**

**FEB 13, 14, 15 2012**

# FN PLATFORM

Presented by MAGIC and in collaboration with *Footwear News*, FN PLATFORM showcases over 1,500 brands — the most comprehensive assortment of footwear at any tradeshow in North America.

## SEIZE UNPARALLELED OPPORTUNITY

- ▶ Take advantage of the industry's **#1 resource** for discovering new vendors and trends.
- ▶ Shop new and emerging labels in **efficiently merchandised lifestyle environments** showcasing the full range of branded footwear.
- ▶ Network with **industry leaders, influencers, decision makers and trendsetters**, from all 50 states and around the world.
- ▶ Connect with the right brands using FN PLATFORM's **specialized retail relations team**, dedicated to matching buyers and exhibitors.
- ▶ Access **industry intelligence** via **complimentary seminars** delivered by the most respected names in the business.
- ▶ **Maximize time, cut travel costs and boost ROI** by meeting with more footwear lines in one place at one time than at several smaller shows combined.
- ▶ View all the fashion trends of the season at MAGIC, translating into **more informed purchasing decisions** and **increased retailer revenue**.





# EFFICIENTLY MERCHANDISED LIFESTYLE ENVIRONMENTS

## ||| = N PLATFORM

**CAMP**

ATHLEISURE  
AND ADVANCED  
CONTEMPORARY

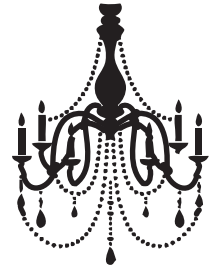
Sport-inspired and forward-thinking, **CAMP** carries the coolest kicks to compliment innovative style.



**COSMO**

WOMEN'S  
FASHION  
FOOTWEAR

A standout assortment of designer and contemporary collections, **COSMO** presents the most sought-after shoes to complete the most fashionable ensembles.



**BOND**

FOOTWEAR  
FOR THE  
MODERN MAN

From designer to contemporary, **BOND** spotlights the best shoes for the debonair man.



**zen**

BALANCING  
STYLE AND  
COMFORT

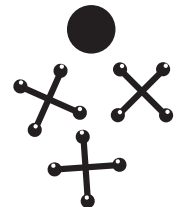
A showcase of unique styles and the newest trends, **ZEN** features footwear on the forefront of Eurocomfort and wellness.



**IN  
PLAY**

JUNIORS'  
AND KIDS'  
COLLECTIONS

Carefree, spirited and spontaneous, **IN PLAY** brings together today's hottest looks and spot-on trends.



*Black*  
**DIAMOND**

LUXURY  
COLLECTIONS

A highly edited showcase of heritage labels and history-making new talent, **BLACK DIAMOND** embodies luxury, design and best-in-class quality.



# TESTIMONIALS

## BRANDS SPEAK OUT

"The show was great for us because it wasn't really a U.S. show, it was an INTERNATIONAL show based in the U.S. I wasn't expecting to get orders from Japan, Mexico, UK and we did."

– **Bianca Fiebiger,**  
**Fiebiger Shoes, Partner**

"The FN PLATFORM show was well attended by key decision makers. The layout makes it easy for exhibitors and buyers to work. The booth set up gave my brands a place to shine."

– **Steve Reinhart, Reinhart Global Brands, LLC, President**

"If you are in the shoe business, FN PLATFORM is a must. A 3-day show that is packed with retail buyers from the U.S. and other countries, foreign distributors and licensing agents. From the moment the doors opened to the trade each day, until closing, we were constantly busy. You can write business at this show, and for Zipz Shoes in particular, it was a great way to kick off our marketing plan for 2011 in the U.S. I truly feel this venue will be the most important show for the industry. Thanks FN PLATFORM for a great performance."

– **Jerry Stefani, Zipz Shoes,**  
**Founder/Chairman**

"The booth set up is very convenient for both the vendor and the buyers. I think situating the brands with like brands is also convenient for both parties (Cosmo, Play, Zen, etc.)... I think the show was a success and I believe that it is becoming busier and busier each show!"

– **Erin Snively, KORS Michael Kors,**  
**Sales Assistant**

## RETAILERS RAVE

"This was my first time to MAGIC / FN PLATFORM and it was definitely a wonderful experience. I gathered a lot of great information from the show that I was able to share with my team. I am already looking forward to the next show in August."

– **Lauren Zajac, Kohl's,**  
**Product Developer –**  
**Junior/Contemporary Footwear**

"My experience was fantastic! I was able to see all my footwear vendors in one stop at FN PLATFORM, as well as seeing new vendors in accessories and clothing... I will continue to shop MAGIC from now on!"

– **Rita Manzelmann,**  
**Miss Jackson's, Senior Buyer**

"Originally, I would visit MAGIC after all the other trade shows. As of my last several shows, I now come to MAGIC first. They have traded up their resources and invariably I find new, unexpected, beautiful merchandise."

– **Rick Weinstein, Searle,**  
**VP of Sales/Marketing/Web**

"I enjoy FN PLATFORM quite a bit. I really like the open booth format as it makes taking a quick overview much easier."

– **Jeff Greenberg,**  
**Lloyd's Shoes, President**

# PLATFORM

## FEB 2011 SHOW PHOTOS



# CONTACT

WE HOPE YOU'LL JOIN US AT THE  
FOOTWEAR INDUSTRY'S UNITED FORUM



## RETAIL RELATIONS

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## ATTENDEE REGISTRATION & INFORMATION

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## SPONSORSHIP & ADVERTISING

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## HOTEL BOOKING

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LAS VEGAS CONVENTION CENTER – SOUTH HALL  
VISIT [MAGICONLINE.COM](http://MAGICONLINE.COM) FOR MORE INFORMATION

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