



To all Manufacturers, Management and Sales Executives,

I want to extend my personal invitation to you to participate in the next **Metropolitan New York Footwear, Apparel and Accessories Marketplace** taking place on October 3-4, 2010 at the New Jersey Convention Center.

This is the opportunity that you have been waiting for.

The future is now... A regional show featuring **"One Stop Shopping" at regional show prices** with extensive opportunities to explore new selling avenues.

We would like to take this opportunity to introduce our Footwear, Apparel and Accessories Marketplace. We are **The B&STA of New York** and have been representing manufacturers and Sales Executives in the footwear and accessories business since 1939. We have been running trade shows in the New York/New Jersey Area for 35 years, drawing retailers primarily from Rhode Island, Connecticut, Westchester, New York, New Jersey, Pennsylvania, Maryland, Washington, Virginia and as far as Florida, California, the Caribbean and Canada.

Now that we are three years into our strategic plan, we look at the results and believe they are amazing. **We had our largest show at our past Metropolitan New York Footwear, Apparel and Accessories Marketplace in March 2010.** With our online presence, extensive cross-platform marketing campaign, and direct-mail outreach, we are well-positioned to deliver incredible selling potential. Three weeks prior to our October show, **we mail our show directory to over seven-thousand buyers and retailers** in the Footwear, Apparel and Accessories markets.

Offering a range of booth options, we can also provide **private suites and ballrooms** for a more exclusive environment.

Some of the additional benefits we offer include:

- Free Parking
- Drive in Porter Service
- Free Coat Check
- Free Wi-Fi
- Free Breakfast and Lunch for retailers and members
- Terrific raffle prizes for retailers leaving orders
- Retailers Registration List

If you have any question or would like any information please email us at **BootShoeNY@AOL.COM**, check our website at **WWW.MARKETPLACENY.COM** or call our office at **(212) 564-1069**.

Looking forward to seeing you at the show.

Regards,

**Danny Lakin**

Vice-President / Show Chairman

**B&STA of New York**

Cell: (516) 384-2823

Email: [DannyLakin@aol.com](mailto:DannyLakin@aol.com)