

**NY NOW<sup>®</sup>**

# Digital Market

**2021**

**[NYNOWDIGITALMARKET.COM](https://nynowdigitalmarket.com)**



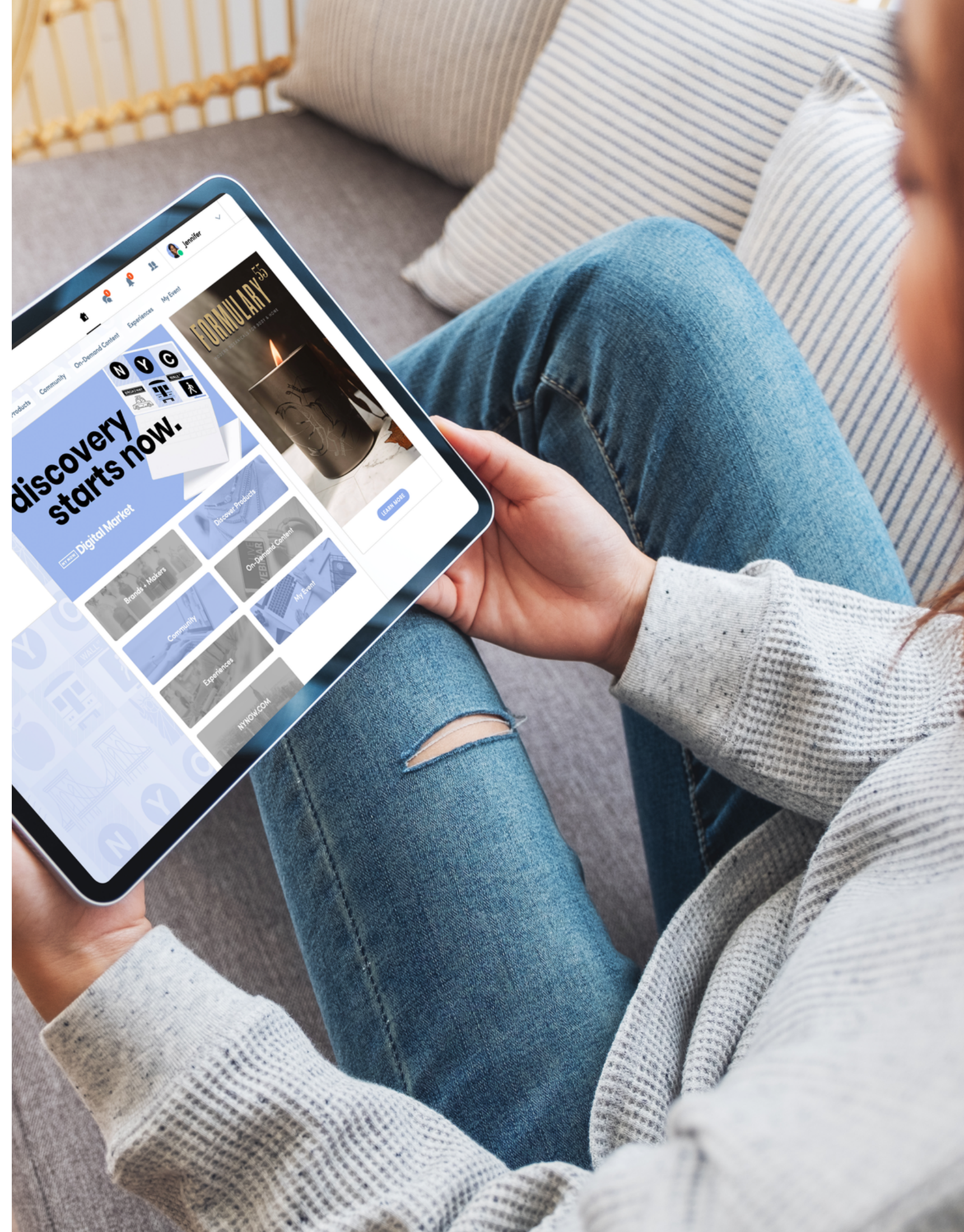


# join us

The NY NOW Digital Market is a 365 lead generation, visibility, and connection platform that meets the year-round sourcing needs of buyers.

The Winter Market Week will take place between January 28 and February 3, 2021, and will bring together our exceptional depth of retailers and Brands + Makers for live events, connection, reactivation, and networking.

The year-round companion to our in-person show, the NY NOW Digital Market is driven by state-of-the-art AI and machine learning. It is a powerful lead generation and discovery tool to drive sustained business for our community.





# testimonials



NY NOW curated the most amazing digital market that connects makers to retailers, retailers to customers, and everyone in-between. You want to talk about pivoting in the face of a pandemic?! NY NOW nailed it!!! Holiday 2020, Spring/Summer 2021, and even Fall/Winter 2021 is SET!!!! What a gift!!!

**Kathy Piccari, Owner, PINEAPPLE ON MAIN**

BUYER



I assumed this was more of a marathon than a 50-yard dash. I am pleased at the number of contacts that have emailed me directly looking for line sheets. My website traffic is way up and I have added a bunch of new followers to Instagram.

**Gina Amoroso, Hettle**

BRAND



How cool is the NY NOW Digital Market platform! I'm loving the ability to remotely connect with businesses that find us and think we could work well together. Congratulations.

**Cara Milling, Co-Owner, Runaway Poppy**

BUYER



The live show has been awesome. We have been able to make some really great connections and have had some good sales. I think overall things went really smoothly. There is a total learning curve, but we are thrilled with how it has gone.

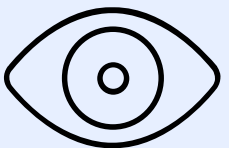
**Rochelle Arquette, Public School Paper**

BRAND



**164k+**

Total Page Visits



**69k+**

Buyer Views



**87k+**

chats between  
attendees and brands

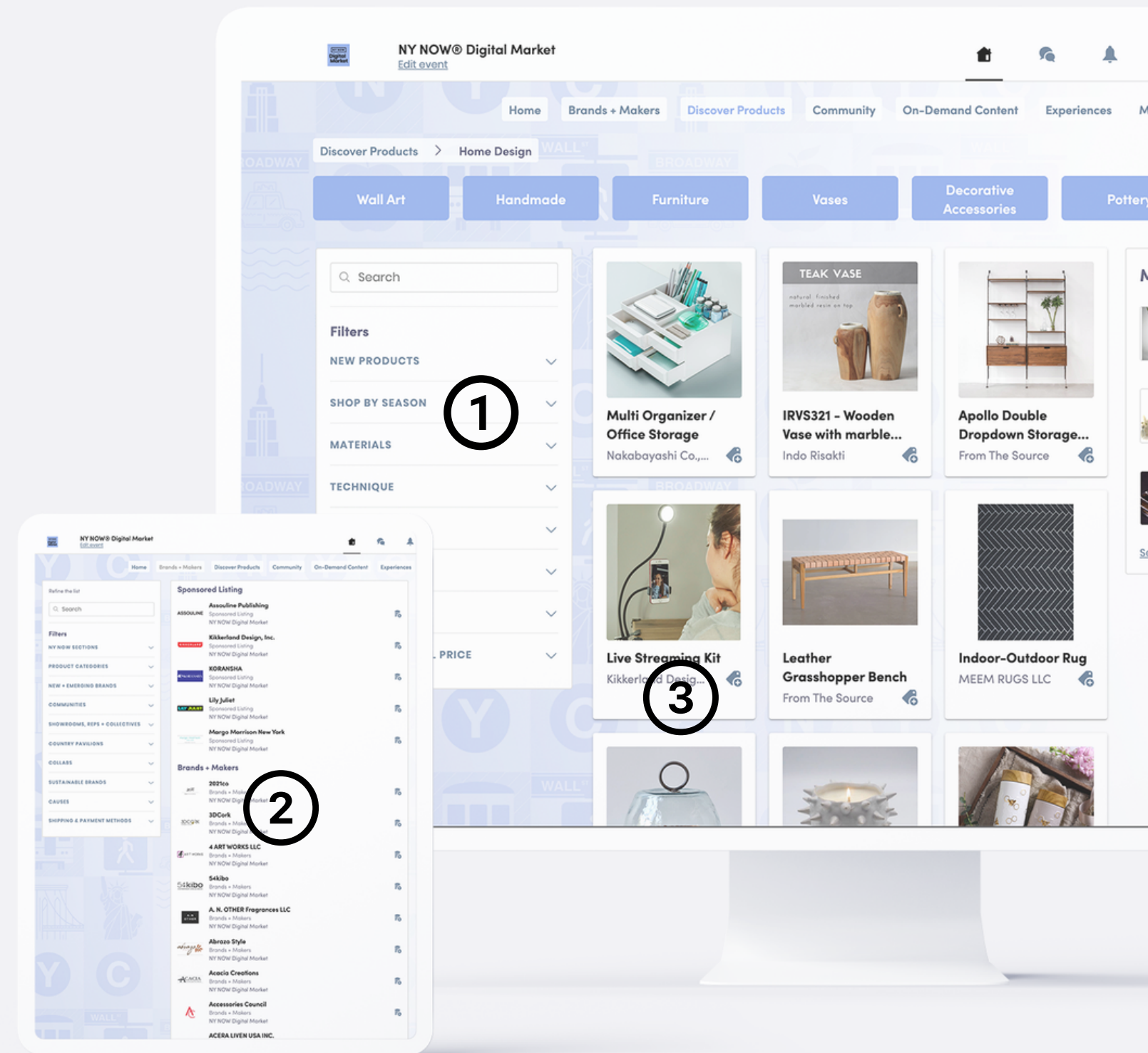
Source: NY NOW Digital Market - Oct -  
Dec 2020

# be discovered

The NY NOW Digital platform is AI-first. It presents the most relevant buyers to your brand based on content uploaded into your profile and key identifiers retailers input at registration. Then as a buyer interacts with the discovery tools and shops the market, the machine learning layer kicks in creating unique brand recommendations based on a buyer's browsing history and search terms.

## how your brand is discovered

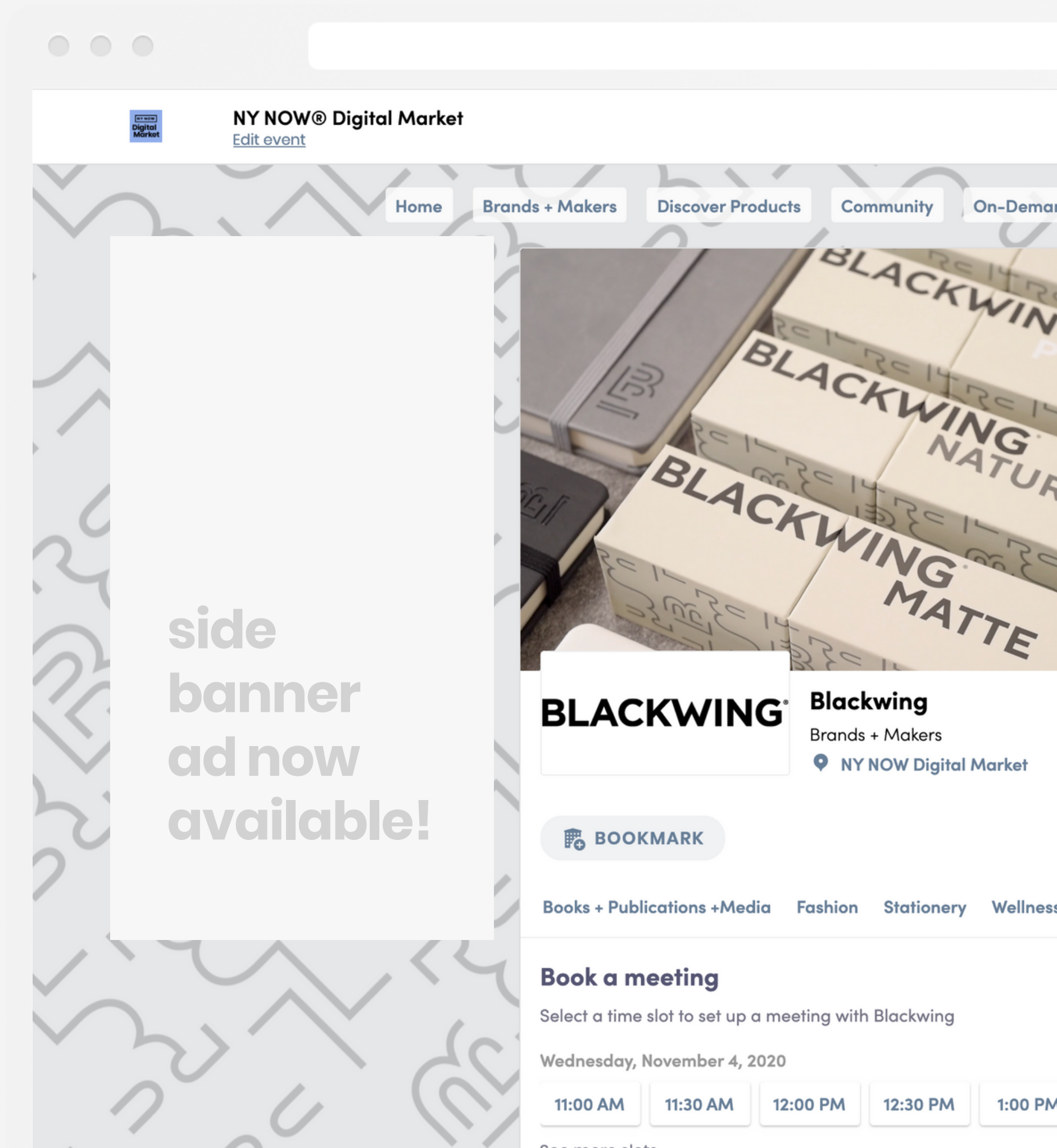
- ① Keyword search + filters
- ② Brand directory
- ③ Product search





# new platform features

- ⊕ Access the contact details of every buyer who interacts with your brand via chat in your digital booth
- ⊕ Receive full details of buyers who bookmark your digital booth
- ⊕ Banner ad within your digital booth to tell your story or highlight a new product
- ⊕ Apply to appear in exclusive search filters e.g. NY NOW Awards, Trends, Sustainable





## activate | features + pricing

- ✓ Branded digital booth + unlimited team member profiles
- ✓ Contact details of buyers who interact with your brand via chat in your digital booth - **NEW!**
- ✓ Receive full details of buyers who bookmark your digital booth - **NEW!**
- ✓ Banner ad within your digital booth - **NEW!**
- ✓ Background image for your digital booth
- ✓ Unlimited product uploads
- ✓ Add line sheets and other marketing & sales materials to your booth
- ✓ Inclusion in new product listing and show specials search filters
- ✓ Ability to do video calls with buyers
- ✓ Chat 1-1 with buyers on desktop or mobile version of the Digital Market
- ✓ Recommendations for buyers to connect with based on AI + machine learning
- ✓ Research and request to connect with individual buyers
- ✓ Receive contact details for buyers that accept your connection request
- ✓ Brand dashboard which displays data on buyer engagement with your booth

\*Option to extend access for March to June for \$400 (\$100/month)

### 2 MONTH ACCESS

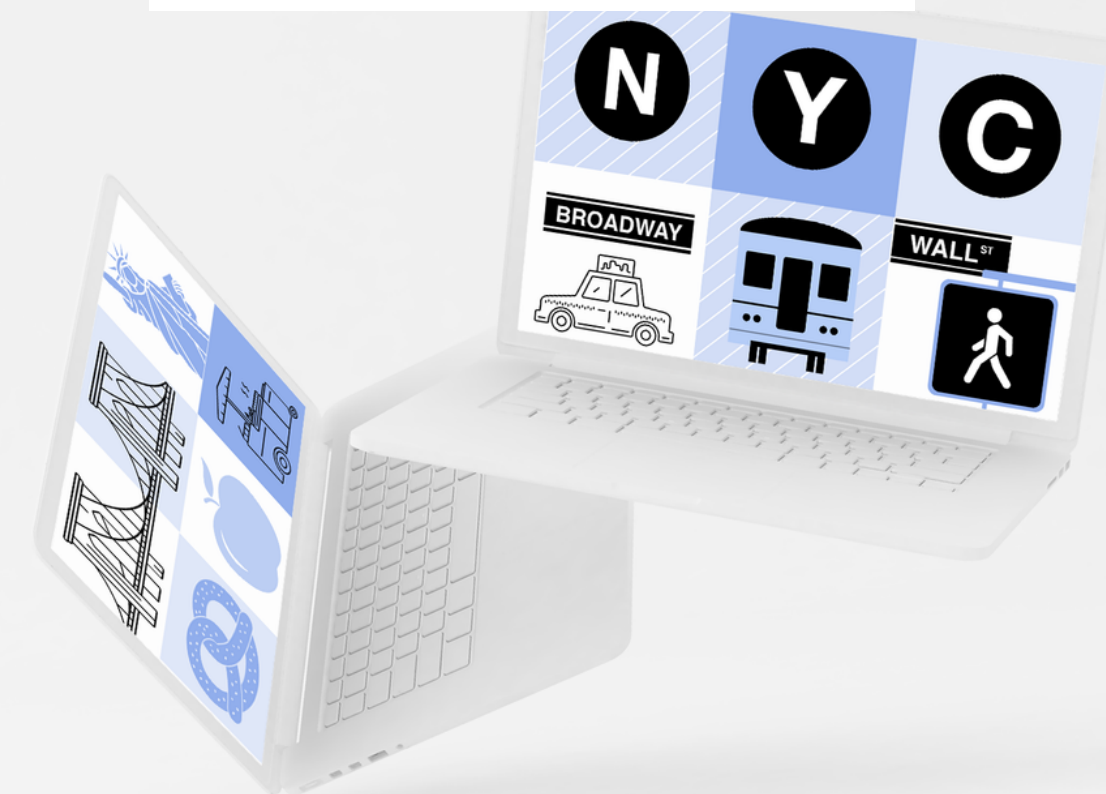
January & February

**\$625\***

### 6 MONTH ACCESS

January - June

**\$925**





limited availability  
upgrades

	January – February	
	ACCELERATE	CAPTIVATE
Your branded video content featured in the LIVE: Watch Now section of the platform	✓	✓
Generate leads through post-Market Week retargeting emails	✓	✓
Banner ad on home page (20% share of voice for one day during Market Week)		✓
Logo on home page (20% share of voice for one day during Market Week)		✓
Premium listing for one day during Market Week		✓
Brand Spotlight email (shared)		✓
	+\$600	+\$1,800

Upgrades only available with (renewals) or Activate \$925 rate (new customers)



# a la carte

## BANNER AD

NYNOWDigitalMarket.com  
Desktop + Mobile

\$300

per day during Market Week

## BANNER AD

Product ad space on  
NYNOW.com home page

50K average monthly website  
visits

\$300

per brand for one month duration

## BRAND LOGO

featured on the Digital  
Market Homepage

\$300

per day during Market Week / limited quantities available

## SPONSORSHIP

NY NOW Awards  
LEVEL ONE

Includes logo placement on the Awards  
Night step & repeat, logo listing in one  
attendee email and logo on session  
agenda in the Digital Market.

\$750

per brand during Market Week

## SPONSORSHIP

NY NOW Awards  
LEVEL TWO

Includes all items in level one +  
opportunity for host to feature  
relevant product used during  
awards ceremony.

\$1,000

per brand during Market Week

## SPONSORSHIP

YOGA

Opportunity to showcase your  
product during the NY NOW YOGA  
sessions. Includes logo listing in  
session agenda in the Digital Market.

\$500

per product during Market Week

## SPONSORSHIP

Buyer Webinar

Listing on thank you page of the buyer  
webinar, logo listing in one attendee  
email + banner ad promoting the  
webinar on the Digital Market

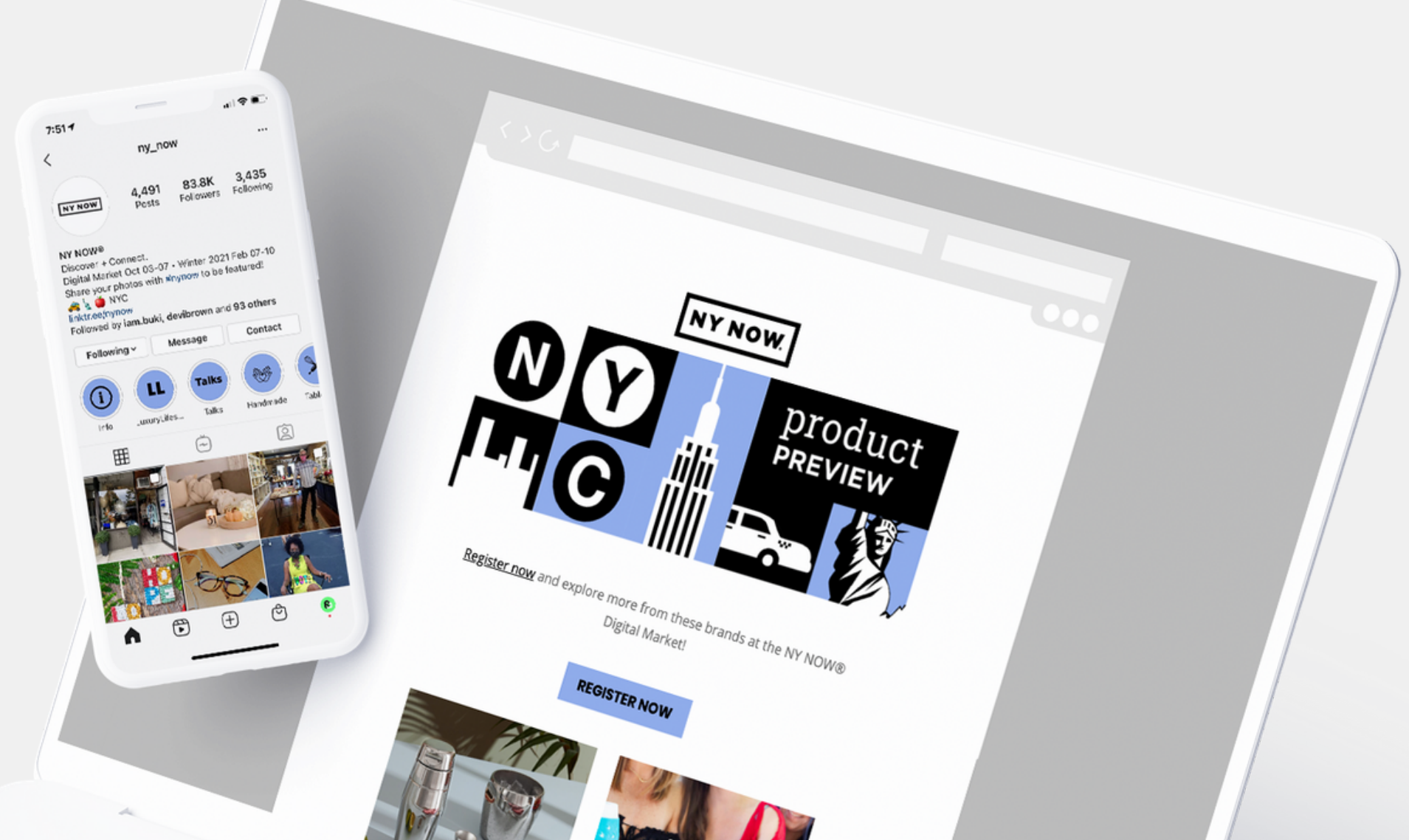
\$750

per brand. limited edition



# marketing + audience

Our digital companion to the in-person show provides the tools you need to introduce buyers to your brand and expand your reach. We run targeted marketing campaigns to bring buyers to the Digital Market so they can engage with your booth, products, and story. Brands + Makers gain visibility and exposure to thousands of buyers looking to source the best products for their stores.



## our marketing outreach



Email campaigns to our database of thousands of buyers



Telemarketing campaigns to over 40,000 buyers



Paid social media campaigns across all our channels



Advertisement with media partners



Daily social media engagement



Personalized buyer relations outreach to select VIP buyers

# let's connect



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