



**PR and Its Role in Elevating Your Brand at  
NY NOW®, *the Market for Home, Lifestyle + Gift***



## About Coyne PR

As the agency of record for NY NOW®, *the Market for Home, Lifestyle + Gift*, Coyne PR will be handling public relations opportunities for the event, including but not limited to, media relations, press center management, event press announcements, and more. Together with NY NOW, we want to help exhibitors take advantage of all of the public relations opportunities at the market.



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- NY NOW Summer 2018 Market Overview
- What is PR?
- Designing Your Market PR Strategy
- Pre-Market PR Opportunities
- On-Site PR Opportunities
- Post-Market Tips



# NY NOW Summer 2018 Market Overview



# Market Hours

NY NOW's summer 2018 market will take place in one convenient location at the Jacob K. Javits Convention Center in New York City during the following days and times:

Javits Center, New York City					
August	11 SAT	12 SUN	13 MON	14 TUE	15 WED
HANDMADE	CLOSED	9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 3PM
HOME	CLOSED	9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 3PM
LIFESTYLE	CLOSED	9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 3PM

**NOTE: No sections open on Saturday.**



# What is PR?

# What is PR?



- Paid
- Message integrity: “*as-is*”
- Promotional endorsements

- “Free”
- Message integrity: open to interpretation
- Third-party credibility

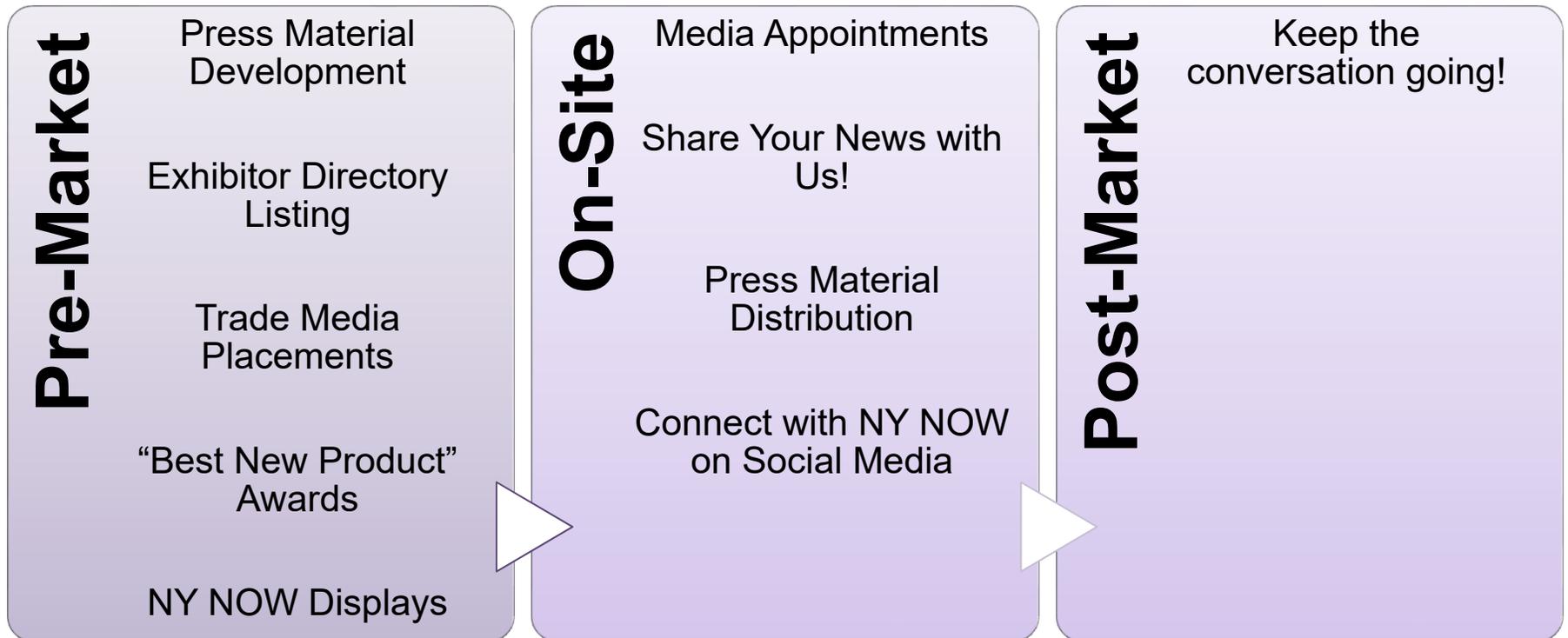




# Designing Your Market PR Strategy

# Promoting Your Participation

A successful PR strategy at NY NOW will include engagement with the media **pre-market**, **on-site**, and **post-market**.



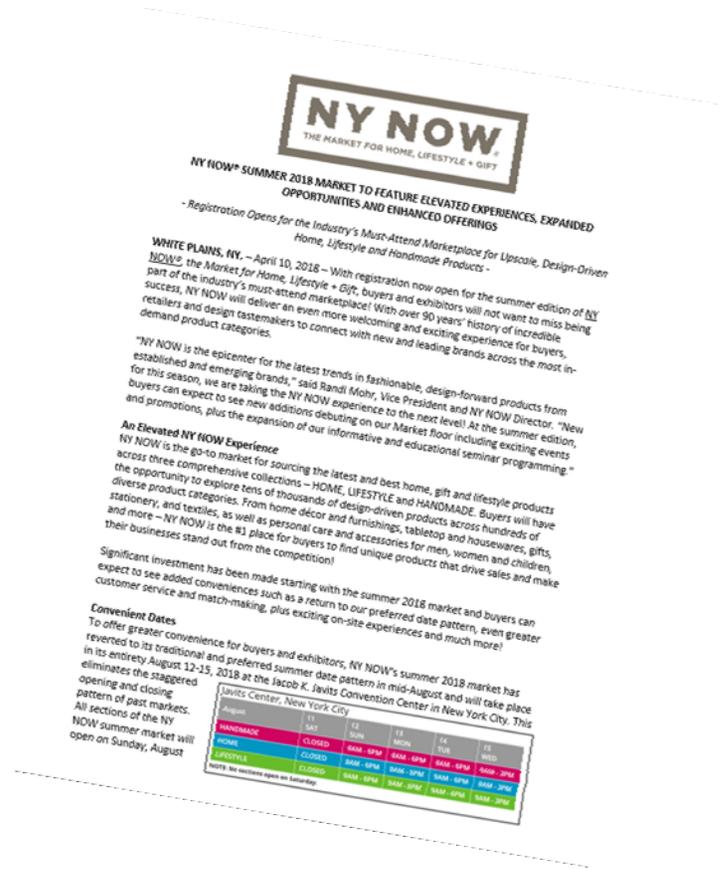


# Pre-Market Preparation and Opportunities



## What to include in your press kit:

- Press releases
- New product fact sheets
- Company backgrounders
- Company literature (brochures, Q&A's)
- Executive/designer backgrounders
- High-res images
- Company PR contact information





# How to Create a Press Release

An attention-grabbing headline that outlines the primary news



Company logo/header

**NY NOW® SUMMER 2018 MARKET TO FEATURE ELEVATED EXPERIENCES, EXPANDED OPPORTUNITIES AND ENHANCED OFFERINGS**

*- Registration Opens for the Industry's Must-Attend Marketplace for Upscale, Design-Driven Home, Lifestyle and Handmade Products -*



A subhead that provides key details about the announcement

A lead paragraph that provides an overview of the news, the most important details, and your NY NOW booth number



**WHITE PLAINS, NY.** – April 10, 2018 – With registration now open for the summer edition of NY NOW®, *the Market for Home, Lifestyle + Gift*, buyers and exhibitors will not want to miss being part of the industry's must-attend marketplace! With over 90 years' history of incredible success, NY NOW will deliver an even more welcoming and exciting experience for buyers, retailers and design tastemakers to connect with new and leading brands across the most in-demand product categories.

"NY NOW is the epicenter for the latest trends in fashionable, design-forward products from established and emerging brands," said Randi Mohr, Vice President and NY NOW Director. "New for this season, we are taking the NY NOW experience to the next level! At the summer edition, buyers can expect to see new additions debuting on our Market floor including exciting events and promotions, plus the expansion of our informative and educational seminar programming."



A compelling quote that provides industry insight and perspective

**An Elevated NY NOW Experience**

NY NOW is the go-to market for sourcing the latest and best home, gift and lifestyle products across three comprehensive collections – HOME, LIFESTYLE and HANDMADE. Buyers will have the opportunity to explore tens of thousands of design-driven products across hundreds of diverse product categories. From home décor and furnishings, tabletop and housewares, gifts, stationery, and textiles, as well as personal care and accessories for men, women and children, and more – NY NOW is the #1 place for buyers to find unique products that drive sales and make their businesses stand out from the competition!

Significant investment has been made starting with the summer 2018 market and buyers can expect to see added conveniences such as a return to our preferred date pattern, even greater customer service and match-making, plus exciting on-site experiences and much more!

**Convenient Dates**

To offer greater convenience for buyers and exhibitors, NY NOW's summer 2018 market has reverted to its traditional and preferred summer date pattern in mid-August and will take place in its entirety August 12-15, 2018 at the Jacob K. Javits Convention Center in New York City. This eliminates the staggered opening and closing pattern of past markets. All sections of the NY NOW summer market will open on Sunday, August

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A photo or graphic that illustrates a key point or theme

Additional information about your announcement





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**Don't forget to add your contact information and booth information!**

Compelling quote that provides

industry insight and perspective

Additional information about your announcement

stationery, and textiles, as well as personal care and accessories for men, women and children, and more – NY NOW is the #1 place for buyers to find unique products that drive sales and make their businesses stand out from the competition!

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## ALEX MARSHALL STUDIOS

Chico, CA  
United States  
<http://alexmarshallstudios.com>



Booth: 3112

Home **Products**

Alex Marshall Studios designs and manufactures dinnerware, serving pieces and accessories, vases, lighting and personalized baby & kids' ceramics handmade in a studio on our olive orchard in Northern California with over 40% of our electricity provided by our own 8KW solar array.

### Products



**Sienna Abstract Stripe**  
Sienna Abstract Stripe now available on all Alex Marshall Studios ceramics... [More Info](#)



**Speckled Blue**  
Speckled Blue is now available on all Alex Marshall Studios ceramics... [More Info](#)

### Categories

- Decorative Accessories (also see Home Furnishings)**
  - Decorative Accessories (also see Home Furnishings)
  - Handmade
  - Lighting
  - Pottery
- Handmade/Craft**
  - Contemporary
- Made in the USA**
  - Made in the USA
- Tabletop**
  - Dinnerware
  - Handmade
  - Tabletop
- Wedding & Bride**
  - Wedding & Bride



**Speckled Blue**  
Speckled Blue is now available on all Alex Marshall Studios ceramics... [Less Info](#)



Alex Marshall Studios is introducing a new color; speckled blue. No two pieces are exactly alike due to the hand glazing. This glaze is available on over 100 forms including dinnerware, serving pieces, lighting and vases. All Alex Marshall Studios ceramics are handmade in Chico, CA.

# Pre-Show PR Opportunities



# Trade Media Editorial Opportunities



- Exhibitor Education
- Displays
- Public Relations**

## Public Relations

Tradeshow public relations can help you generate awareness with the media, create visibility for products, increase your booth traffic and spark sales. NY NOW is a great place to initiate a PR campaign from trade and consumer media outlets – attending each semi-annual edition... Remember you are competing for time and attention! Start "building the buzz" today!

Questions? If you have additional questions about pre-show media outreach:

**COYNE PR**  
Katie Seifert  
973-588-2000

### Free Editorial Opportunities

Leading trade publications are seeking to feature the latest exhibitor news and promote previews of new product introductions planned for Market. We provide a listing of publications and issue dates, along details about images and information required by editors, to make it easy for you. Editorial promotion is FREE. All you have to do is enter your submissions by the published deadlines.

Read here for complete list.

**Homeworld Business**  
**Issue Date:** August 2018  
**Deadline:** July 6, 2018  
**Topic:** Tabletop products including dinnerware, glassware, flatware and hydration  
**Special Instructions:** Please provide company name, product name, a short product description, a high-res image (lifestyle image is preferred), and NY NOW booth number.  
**Contact:** Megan Salzano **Email:** megans@homeworldbusiness.com

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**Organic Spa Magazine**  
**Issue Date:** July 2018  
**Deadline:** June 1, 2018  
**Topic:** The July issue will feature a 'Dining al Fresco' story, featuring backyard and picnic tabletop, outdoor throws, candles & lighting. NY NOW exhibitors with these types of products are invited to submit for potential inclusion.  
**Special Instructions:** Please provide company name, product name, a short product description, and NY NOW booth number. Please do not include any photos; if interested in photos, an editor will be in touch with you to request them.  
**Contact:** Rona Berg, rona@organicspamagazine.com

All PR Opportunities are listed here: <http://www.nynow.com/exhibitors/marketing-tools/>



# NY NOW “Best New Product” Awards

- NY NOW continues its popular “**Best New Product**” **Awards** program to recognize and celebrate the exceptional offerings from exhibitors across the market!
- **Criteria:**
  - Must be NEW as of March 1, 2018
  - Exhibitors can submit 1 product only
  - Products must be new introductions
  - Deadline: June 29, 2018
- Products are judged by panel of industry experts and members of the media during the market. Winners will be announced during the market on nynow.com and on NY NOW’s social channels.
- **Entry period will open later in May; visit the Exhibitors tab on the NY NOW website for further details.**



Best New Product Awards



- *destination: new*
  - Participants with products launching exclusively at NY NOW are eligible for the **Best Exclusive Launch Award**
- *sustainability: design for a better world*<sup>®</sup>
  - Spotlight global home and lifestyle suppliers products, production processes and business practices are eco-friendly and socially responsible. All participants are eligible to for the **EcoChoice Award**



***The deadline to submit is May 25, 2018.***



# On-Site PR Opportunities

# Share Your News with Us!

- **Send Us Your News in Advance**
  - Be sure to share your company news and announcements with the Coyne team via [nynow@coynepr.com](mailto:nynow@coynepr.com) ahead of the show.
  - News can include **new product launches, company news, special anniversaries, booth events including special guests and promotions**, etc.
- **Meet With Us In-Person**
  - **Date: Saturday, August 11, 2018**
  - 15-minute in-person product briefings
  - Each exhibitor is permitted **one** appointment only and may bring **one** product to highlight
  - Contact the Coyne PR team via [nynow@coynepr.com](mailto:nynow@coynepr.com) to schedule an appointment.



- Use the Pre-Registered Media List *(available beginning 4 weeks prior to the start of the Market)*
- Set appointments to have media visit your booth
- Respond to drop-ins

## Tips for Engaging Media at the Booth:

- ✓ Be open, friendly, and outgoing
- ✓ Encourage media to explore your booth and products
- ✓ Provide business cards, press kits and takeaways/samples



# Press Material Distribution

- All exhibitors are permitted to leave media press kits in the NY NOW Press Center during the market.
  - The Press Center is located on the Javits Center’s 4A Terrace. For easiest access, enter the building at 38th Street and take the elevator to Level 4.
- Kits should include:
  - Booth # and Section
  - Info on new products/lines including images, pricing, etc.
  - Company information and website
- If you need assistance with developing materials and creating your press kit, contact the Coyne PR team and we will be happy to share the various options and pricing.



# Press Kit Considerations

- If you are providing samples or USBs, please bring a container or basket to hold them. We do not have extra display materials.
- All exhibitors are permitted to have only one press kit location on the racks, and we cannot permit expanded displays in the Press Center.
- **Any remaining kits/containers/samples must be picked up by Wednesday, August 15<sup>th</sup> no later than 3:00 pm. After that, they will be discarded.**

## **Press Kit Drop-off Schedule:**

August 11<sup>th</sup> between 10am – 4pm

August 12<sup>th</sup> between 8am – 9am

## **Location:**

Press Center on the 4A Terrace

*Please leave your materials with a member of the Coyne team, who will then place your kits in the appropriate location. Press Kits are organized by section.*

## Be part of the conversation!

- **Facebook:** <https://www.facebook.com/nynowmarket>
- **Twitter:** [@nynowmarket](https://twitter.com/nynowmarket)
- **Instagram:** [@ny\\_now](https://www.instagram.com/ny_now)
- **NY NOW Website:** [www.nynow.com](http://www.nynow.com)

Show hashtag: #NYNOW



@ny\_now



@nynowmarket



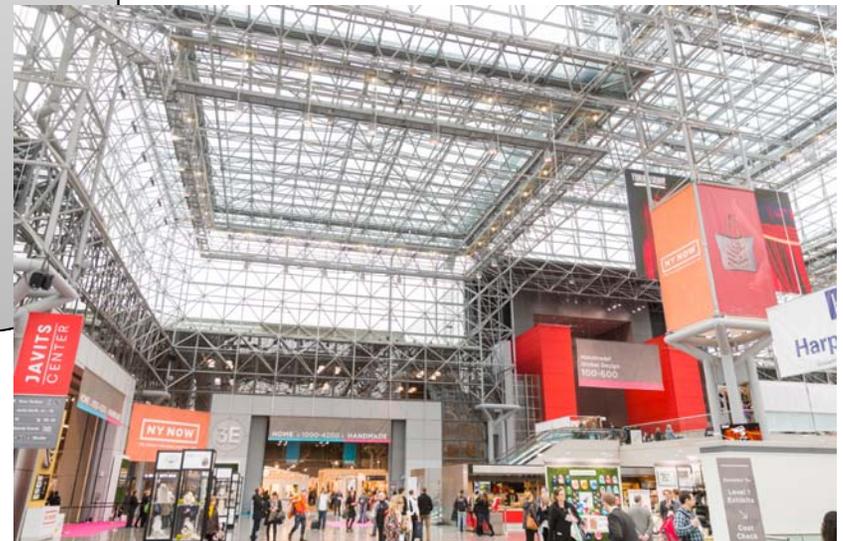
@nynowmarket



# Post-Market Tips

# Keep the Conversation Going!

- ✓ Send a Thank You!
- ✓ Follow and interact with media contacts on social media
- ✓ Issue a post-market press release
- ✓ Monitor for coverage
- ✓ Prepare for your next market experience





## Questions

[nynow@coynepr.com](mailto:nynow@coynepr.com)