

NY NOW®

march 25–26, 2021

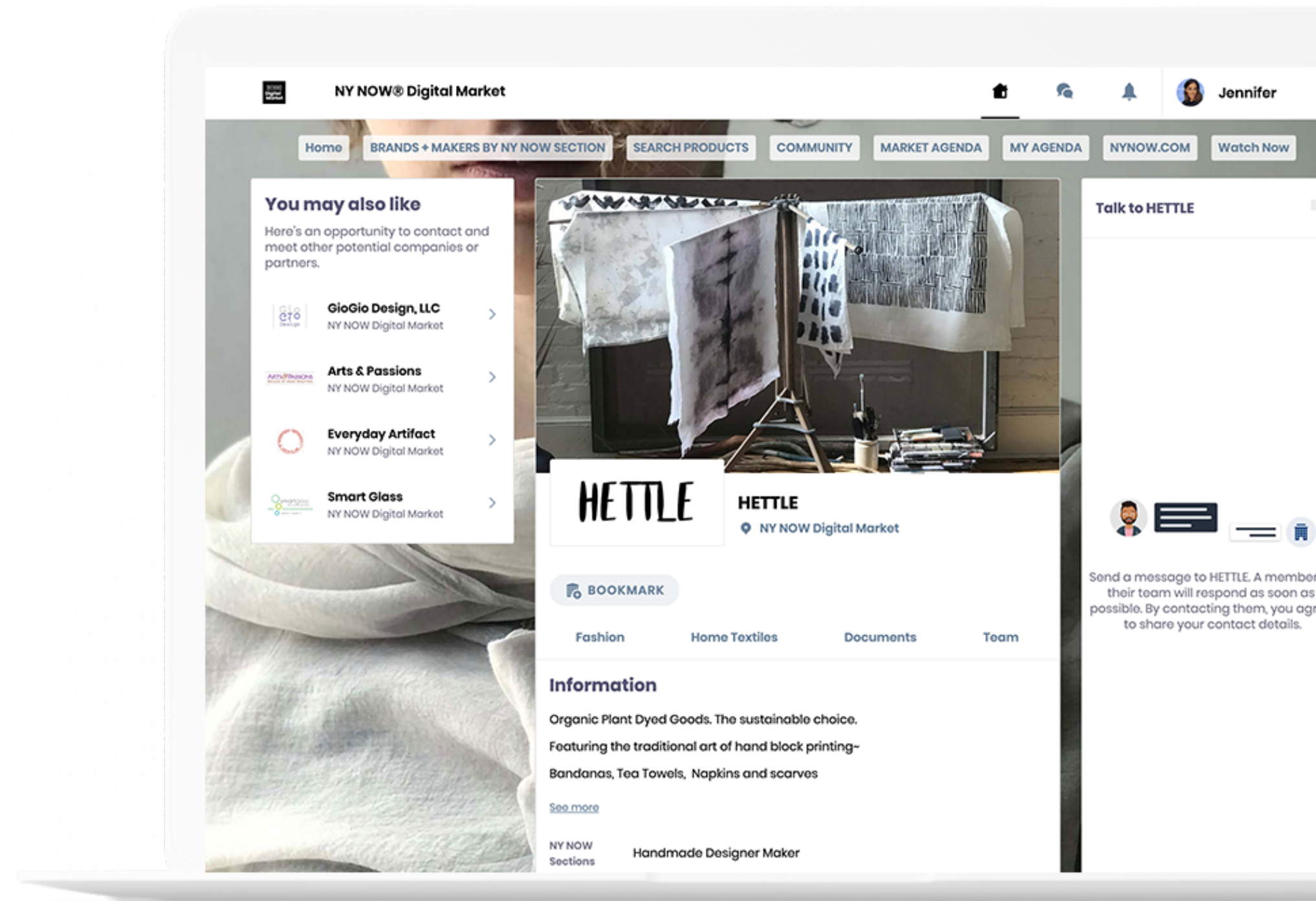
march get
together.

let's get together

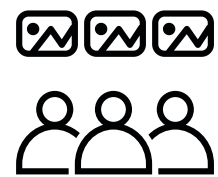
The year-round companion to our in-person show, the NY NOW Digital Market is an interactive platform and lead generation tool for buyers and brands to connect and do business.

Following the success of our recent Digital Winter Market Week, we will be hosting a two-day Get Together on March 25-26, 2021. Expect two days of intense activity as buyers explore the highlights of the Digital Market, including what they may have missed from Winter, what's new, what's fresh, what's trending -- and much more!

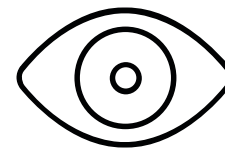
Join us at the NY NOW Digital Market today to gain access to an engaged audience of buyers searching for products for their stores!



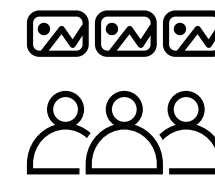
Why join us



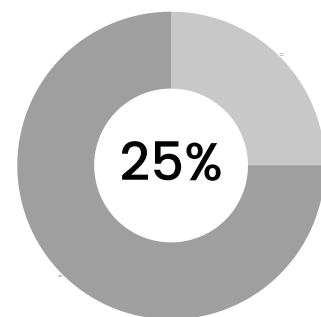
342k+
Total Page Visits



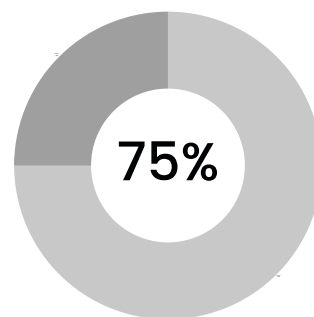
100k+
Buyer Booth Views



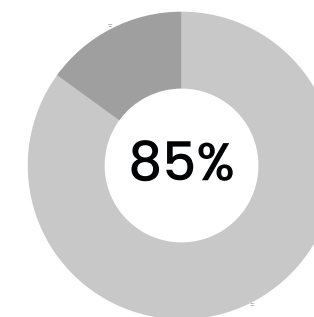
149k+
Chats exchanged



Buyer traffic increased by 25% and engagement doubled at the Winter Digital Market Week

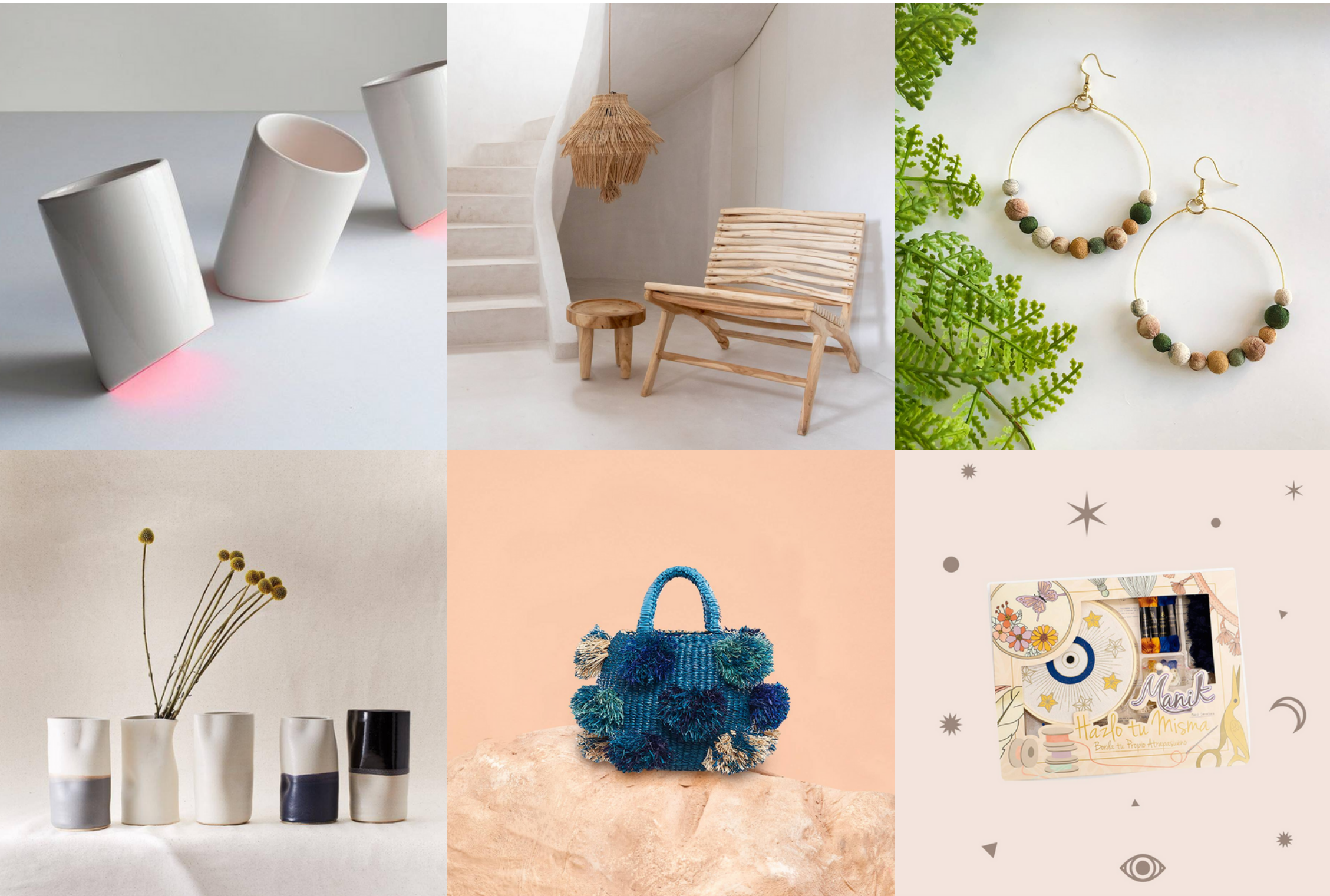


75% of buyers stated they need products when they engage with the NY NOW Digital Market.



85% of buyers are looking to place orders within the upcoming months.

top 20 product categories searched



Handmade
Games/Puzzles/Toys
Handbags
Furniture
Decorative Accessories
Earrings
Necklaces
Accessories
Christmas
Tabletop

Stationery
Jewelry
Pillows
Children's/Baby Items
Apparel
Scarves
Scented
Baskets
Gifts
Bracelets

features + pricing

- ✓ Branded digital booth + unlimited team member profiles
- ✓ Contact details of buyers who interact 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
- ✓ Background image for your digital booth
- ✓ Unlimited product uploads
- ✓ Add line sheets and other marketing & sales materials to your booth
- ✓ Inclusion in the 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

**4 MONTH
SUBSCRIPTION
RENEWAL**

March - June

\$400
(\$100/month)

features + pricing

- ✓ Branded digital booth + unlimited team member profiles
- ✓ Contact details of buyers who interact 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
- ✓ Background image for your digital booth
- ✓ Unlimited product uploads
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**4 MONTH
ACTIVATION**

March - June

\$675

a la carte options

banner ad

Vertical product ad space on Digital Market home page. Placement includes 20% SOV (share of voice) on the home page.

\$500

per brand for a two-week duration

premium listing

The placement allows your brand to be showcased at the top of the Brands + Makers list

\$250

per brand for a two-week duration

brand spotlight email

Email sent to NY NOW buyers. Email is shared with 4 other brands. Images and text should highlight your brand story

\$300

per product per email deployment

brand logo

The logo provides you full exposure on the homepage of the Digital Market and can link to your digital booth.

\$100

per brand for a two-week duration

banner ad

Product ad space on NYNOW.com home page. 50K average monthly website visits

\$300

per brand for one month duration

banner ad

Horizontal product ad space on Digital Market home page. Placement includes 20% SOV (share of voice) on home page

\$200

per brand for a two-week duration

let's connect



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