

We'll get buyers
to the Market, but
how will you get them
to your booth?

You've made an investment to be at NY NOW®.

Can you afford to leave it to chance?

Here's what we'll do to get buyers to the Market, and what you can do to get them to your booth:

What we do to promote NY NOW:		
Send segmented email campaigns to buyers with average list size nearly 25,000 per campaign	Direct mail campaigns to 65,000+ buyers	Advertise with 22 domestic media partners and 12 international media partners
Daily social media engagement across Instagram, Facebook and Twitter	Promote exhibitor profiles at NYNOW.com so buyers can learn about exhibiting brands and products	Promote CONNECT™, a free matching tool for buyers to discover relevant exhibiting brands + products
Facilitate appointment setting through the CONNECT matching tool	Promote on-site activities, displays + awards	Coyne PR, our agency of record keeps the media engaged and promotes opportunities for exhibitors to increase their press exposure

What you can do to drive buyers to your booth:		
Rent the attendee list, and advertise in NY NOW attendee emails such as Product Previews to reach more buyers and grow your customer list	Encourage buyers to schedule appointments in advance using this free tool in the Exhibitor Console	Advertise on NYNOW.com. Choose from web ads, Exhibitor Spotlights or a combination of both. Plus, take advantage of digital upgrades that move you to the top of the exhibitor list search
Increase your social media posts surrounding your participation in NY NOW and use #NYNOW to grow your audience	Complete your free online profile in the Exhibitor Console to be matched with more buyers and encourage buyers to use CONNECT™ to schedule appointments in advance	Engage with buyers via CONNECT , a free matching tool for buyers to discover your brand when they search for products like yours
Stand out and drive traffic to your booth on-site - many high-visibility opportunities available	Promote your in-booth show specials, press releases and events in the Exhibitor Console	Create press kits and connect with Coyne PR to learn more about what you can do to get media exposure before, during and after the market

FREE MARKETING + ROI TOOLS

ONLINE LISTING

Update the *Booth Information* section of the Exhibitor Console to make sure your online profile is complete with a company description and selected product categories. You won't be matched with buyers unless you complete this section!

CUSTOM REGISTRATION PROMO CODE

Prefer to deploy your customer invites using a different platform? No problem! Access your free custom promo code or registration link to add to your emails and invite your customers with ease. Available from the Exhibitor Registration link in the Exhibitor Console.

BOOTH PROMOTION WIDGET

Advertise your presence at the market on your own website and generate leads for your booth. Includes analytics. To get the HTML code for your custom widget, login to the Exhibitor Console.

SEARCH THE ATTENDEE LIST + SEE YOUR ATTENDEE MATCHES

Search the list of registered attendees by their roles, names, titles and companies and access your personalized list of buyer matches. Updated daily from the date registration opens, through the end of the Market. Login the Exhibitor Console to get started.

BOOK APPOINTMENTS

View your calendar, see what's pending, accept or decline new requests to schedule meetings with attendees at the Market. Available in the Exhibitor Console.

PROMOTE YOUR BRAND TO EDITORS

Be sure to deliver your press kits to the NY NOW Press Center, the central check-in point for all editors visiting NY NOW. The NY NOW Press Center, open during all market days and hours, is located on the Javits Center's 4A Terrace (4th Floor at 38th Street entrance). We recommend you deliver 25-30 press kits during set-up; and keep another 10 kits in reserve for press who visit your booth. Find press kit tips at: www.nynow.com/exhibitors/marketing-tools. Need help preparing press materials/kits? Contact Katie Seifert at nynow@coynepr.com for details and fees.

INCREASE YOUR PRESS EXPOSURE WITH 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. Find a list of editorial opportunities at: www.nynow.com/exhibitors/marketing-tools.

PROMOTE YOUR PRESENCE TO KEY TRADE MEDIA CONTACTS

More press attend NY NOW than any other market! These media outlets are most interested in your announcements about your NY NOW participation, new product introductions and interesting company back-stories. Reach out to them in advance of the Market to increase your press exposure. For a listing of all media currently registered to attend NY NOW, please send an email with your company name and booth number to nynow@coynepr.com.





MEDIA PITCH OPPORTUNITY

Book a 15 minute session with Coyne PR on Friday, February 2nd. This is your opportunity to promote your products to Coyne as they prepare for conversations with attending trade and consumer media. Email nynow@coynepr.com to schedule your appointment.

DIGITAL MARKETING PACKAGES

FREE MARKETING TOOLS AVAILABLE RIGHT FROM YOUR EXHIBITOR CONSOLE DASHBOARD!

Login to the Exhibitor Console to purchase a digital upgrade.

LISTING OPTIONS 	BASIC  Included	SILVER  \$599	GOLD  \$1199
Premium Position Your exhibitor listing will be placed at the top of the exhibitor list and search results.	✗	✗	✓
Videos Tell your story to potential buyers through promotional videos. Upload videos directly from your console.	✗	1	2
Digital Product Showcase Engage attendees with detailed product descriptions along with full color images.	6	12	Unlimited
Show Specials Spotlight special deals like discounts, giveaways & sweepstakes.	10	15	Unlimited
Press Releases Get more coverage by sharing the latest news about your company.	10	15	Unlimited
Company Logo Extend your reach in keyword search by listing your brands	✓	✓	✓
Product Categories Help buyers find you by selection the categories that best describe your products.	10	10	10
Company Online Profile (characters) Introduce your company to make a great first impression.	250	500	1000
Connect Appointments Make Appointments with attendees.	15	15	15
Connect Emails Send emails from the system to attendees.	25	25	25
Website URL Drive traffic to your website	✓	✓	✓
Company Name, Address and Booth Number	✓	✓	✓

DIGITAL A LA CARTE OPPORTUNITIES

ONLINE EXHIBITOR CONSOLE UPGRADES

Maximize your visibility to pre-registered attendees as they search for products and brands in preparation for the Market.

EXCLUSIVE EXHIBITOR LIST SPONSORSHIP

Includes your company logo on the top of the exhibitor list and search results, permanent floor plan footer banner ad on the online floor plan + Gold package listing.

COST: \$3,500

EXCLUSIVE FLOOR PLAN SPONSORSHIP

Includes clickable logo on the floor plan for your exhibit hall + Gold package listing.

COST: STARTING AT \$1,750

VIDEO

Upload a video (75MB maximum) to promote your brand + products to NY NOW attendees.

COST: \$295 PER VIDEO

FLOOR PLAN FOOTER BANNER AD

(Included in Exclusive Exhibitors List Sponsorship)

COST: \$595

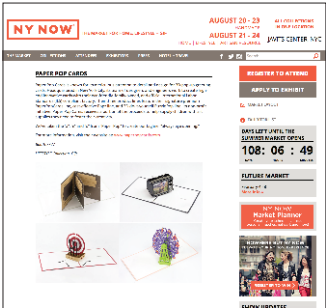
ADDITIONAL CONNECT™ EMAILS TO ATTENDEES

Your Exhibitor Console profile includes 25 emails to attendees. You can purchase an additional 75 emails to assist you in your outreach to encourage buyers to attend NY NOW + visit you.

COST: \$150 FOR
ADDITIONAL 75 EMAILS

Enhanced sponsorship opportunities provide the exposure you need to stand out from your competitors. There are affordable options for every budget. We recommend a strategy that includes digital, print and on-site exposure.

PRE-SHOW MARKETING



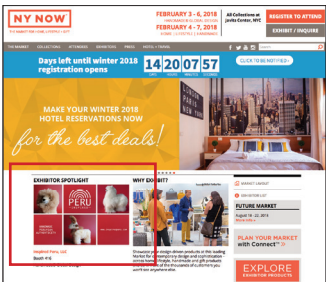
EXHIBITOR SPOTLIGHT WITH BIO PAGE

COST: \$625/MONTH PER SPOTLIGHT

Exhibitor Spotlights grab the attention of buyers who want to learn more about the products and brands they can expect to see at NY NOW. Integrated within information about the Market on NYNOW.com, Exhibitor Spotlight placements include:

- Your product image and company name featured on the Exhibitor Spotlight page. Limited to 8 Spotlights per month.
- Up to 3 product images, company name and description, and link to your website featured on your personal Exhibitor Spotlight company page, linked from your Spotlight image.

All creative must be supplied no less than 5 business days prior to insertion date.



SPOTLIGHT HOME PAGE EXCLUSIVE*

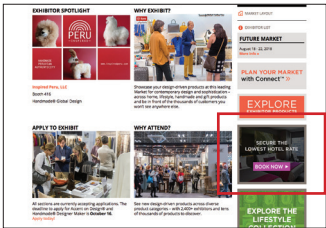
COST: \$1,150/MONTH
Limited to one company per month

Your brand can hold the exclusive Exhibitor Spotlight position on the home page at NYNOW.com. This prime positioning offers you exposure to the highest web traffic at all times. The exclusive Exhibitor Spotlight feature on the home page links to the Spotlight page and includes all features for the opportunity.

All creative must be supplied no less than 5 business days prior to insertion date.

Creative Specifications:

- Spotlight image: 344 x 248
- Bio: Minimum 100 words
- (4) additional images for dedicated bio page: 344 x 248 (each)
- Homepage exclusive*: 453 x 265



NYNOW.COM WEB ADS - ALL PAGES

COST: TOP/BOTTOM RECTANGLE
\$1,250/MONTH
Limited to five companies per month.

More than 50,000 users visit NYNOW.com each month on average*, making advertising on NYNOW.com a prime opportunity to feature your product or company to these engaged buyers and prospective attendees. Placement includes: 20% SOV (share of voice) on the NYNOW.com homepage and ROS (run-of-site/all pages; does not include registration form pages or exhibitor list pages).

COST: ANCHOR BANNER
\$750/MONTH

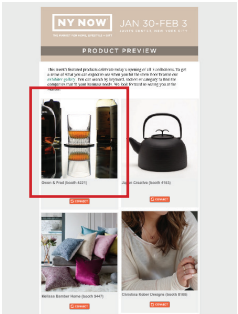
Limited to five companies per month.

Creative Specifications:

- Top and bottom rectangles: 300 pixels X 250 pixels 72dpi | RGB
- Anchor banner: 728 x 90 pixels

All creative must be supplied no less than 5 business days prior to insertion date.

E-MAIL ADVERTISING



PRODUCT PREVIEW EMAIL IMAGE

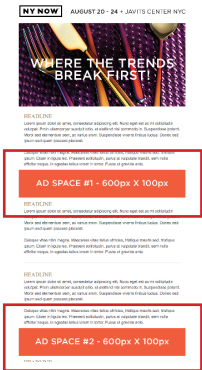
Make an impression with buyers before they arrive at NY NOW. Delivered weekly to pre-registered attendees, Product Preview Emails give buyers their first look at the products they can expect to see at the upcoming Market. Placement includes:

- Your product photo
- Company name
- Booth number
- Link to your NY NOW Connect™ profile

Creative Specifications:
270 x 270 pixels

COST: STARTING AT \$575/IMAGE

All creative must be supplied no less than 5 business days prior to insertion date.



NY NOW ATTENDEE CONTENT EMAIL AD

Maximize your exposure to both registered and prospective attendees of NY NOW with your advertisement in an attendee marketing email. Delivered weekly to the largest distribution of prospective and registered buyer attendees, this opportunity offers maximum reach for your marketing spend. Placement includes:

- Your advertising creative
- Link to your company website

Creative Specifications:
Ad spot #1 or #2: 600 x 100 pixels

COST: \$500/PER AD/PER EMAIL

All creative must be supplied no less than 5 business days prior to insertion date.



CUSTOM E-BLAST TO BUYERS

Want to reach our audience with your dedicated e-blast? Ask about our custom e-blast opportunities. Contact Gregory Gilroy at Reach Marketing at (845) 201-5329 or Gregory.Gilroy@reachmarketing.com
Note: Reach Marketing is the only official/approved list provider for NY NOW

ON-SITE BRANDING OPPORTUNITIES



ENTRANCE DOOR DECALS

COST: **STARTING AT \$5,000**

Be front and center with NY NOW buyers with door decals. Sponsorship includes production of decals measuring 24” x 24” each. Additional decal opportunities throughout NY NOW available. Inquire with your sales representative.



SHUTTLE BUS SIGNS

COST: **\$2,500 PER SIGN**

With thousands of buyers utilizing shuttle buses between the Javits Center and NYC hotels, this sponsorship is a key placement to drive booth traffic. Signs measure 30” x 240” and are placed on the sidewalk side of each bus. Sponsorship includes production.



BUYER'S CLUB LOUNGE OR PRESS CENTER

COST: **\$2,500 PER LOCATION**

Position your company in front of key buyers and/or press, with a sponsorship of their exclusive lounge spaces with refreshments. Sponsorship includes signage and an opportunity to provide literature or product samples.



PROMOTIONAL BAGS

COST: **\$7,500**

Supply each buyer with a bag and promote your presence throughout the Market – hundreds to thousands of walking ads (you determine quantity). Bags will be distributed at registration areas. Sponsorship does not include production.



BADGE LANYARDS

COST: **\$7,500**

Provide buyers with a take-home reminder of your company, available to every buyer after printing their badge. Sponsorship does not include production. Quantity includes attendees only (20,000 suggested).

ON-SITE BRANDING OPPORTUNITIES CONTINUED



STAIR DECALS

Go big and command attention with a large-scale advertisement on the main lobby staircase. An incredible branding opportunity for a message that cannot be missed! Sponsorship includes production.

COST: \$18,000 FOR HALF
\$30,000 FOR FULL



OVERHEAD BOOTH SIGNAGE

Command attention and ensure buyers always know where to find you at the Market. Permissions and pricing varies by exhibit hall. Limited to peninsula or island booths 400 sq. ft. or larger.

Contact your sales rep for more details and to review pricing.



PRODUCT DISPLAY KIOSK

A unique opportunity to showcase your products in high volume traffic areas of the lobby near exhibit hall entrances. Each kiosk is well-lit and includes up to two shelves for product presentation. Lighting included in price. Additional electric for tablets or monitors not included.

COST: \$1,695



CUSTOM OPPORTUNITIES

Do you have a special request or don't see what you're looking for here? Your sales representative can work with you to develop a custom sponsorship. Give them a call today.

Log in to the Exhibitor Console to purchase any of the opportunities listed

Questions? Contact us

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