



NY NOW[®]

Exhibit at NY NOW and take your business to the next level

- > Meet New Buyers - EVERY MARKET
- > Connect with our Exclusive Buyers
- > Gain the highest level of media exposure

EXHIBIT AT NY NOW[®]

JAVITS CENTER NYC

VISIT NYNOW.COM FOR MORE INFORMATION    #NYNOW



“NY NOW is the best retail buying show in the U.S., and it is the only show we exhibit at in America. We find all the major and important buyers from across North America come to this show and it is more design focused for the retail market. We have tried other shows and find that all the buyers consistently come to NY NOW, so this is the one we select to exhibit at.” - Tina Frey, Tina Frey Designs

5 Reasons You Need to Exhibit in NY NOW:

1

The Market boasts 2,400+ established and emerging brands in 3 easy-to-navigate collections - buyers consistently tells us how easy it is to shop NY NOW.

2

98% of buyers place orders based on what they see at NY NOW - and 78% write orders on the exhibitor floor.

3

Access to thousands of exclusive buyers who don't source any other market - 40% of our buyers ONLY attend NY NOW. If you want to do business with them, you have to be here.

4

88% of buyers are independent and specialty retailers with 1-4 stores - the hardest buyers for you to find on your own.

5

NY NOW also attracts department stores, big box stores, importers, distributors, interior design firms and wholesalers from all 50 states and more than 80 countries - it's based in New York, but it's a truly global market.

The Facts and Figures of NY NOW

Nearly 80% of buyers indicate that seeing a product at NY NOW is MORE influential to their purchasing decisions versus other available markets and options. There's no better time to exhibit.

Why Qualified Buyers Choose NY NOW:

- **96%** to source and order products
- **93%** to discover new products
- **93%** to source moderate to above average/high-end luxury products
- **87%** to find wholesale suppliers
- **64%** to find new vendors



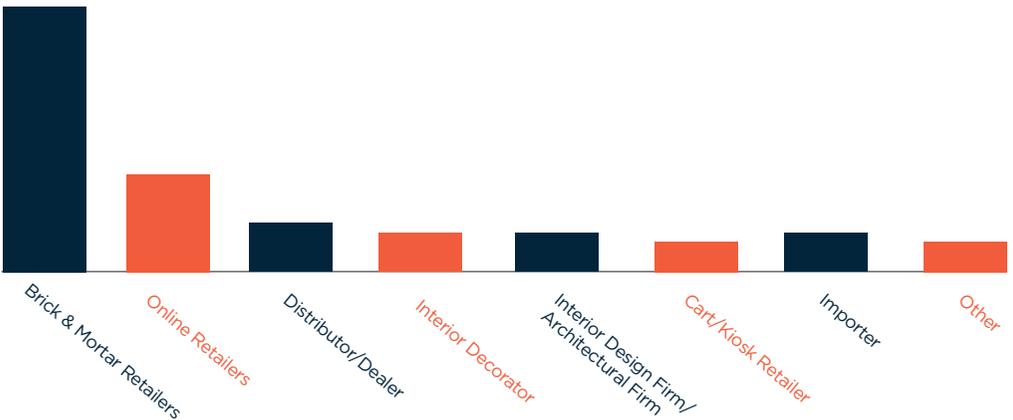
On Average:

- > 75% of buyers are single store retailers - the most difficult to identify and reach on your own
- > 75% of buyers have purchasing power
- > More than 20% of attendees are from VIP companies
- > More than 20% of buyers are new each Market



300+ members of the media attend, including major trade and consumer outlets – all on the lookout for the next best-selling product to share with their audiences. That product could be yours. Learn more.

Who Attends:





24,000+ attendees

from all 50 states and nearly
80 countries around the globe.

[See who attends >](#)

west elm

HomeGoods

BED BATH &
BEYOND

Neiman Marcus

Sandals

BERGDORF
GOODMAN

buybuy
BABY

BARNES
& NOBLE

ANTHROPOLOGIE



CLUB MONACO



TARGET

WILLIAMS-SONOMA



URBAN OUTFITTERS

MGM RESORTS
INTERNATIONAL

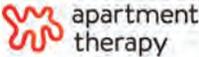
J.CREW

bloomingdales

NORDSTROM

Toys R Us

300+ media professionals attend NY NOW, offering an unparalleled opportunity for brand exposure unmatched by any other market including:

“NY NOW® is the moment that changed our business. We started here in a small booth years ago. When we evaluate our business, it’s comparing before NY NOW and after NY NOW.”

– Anna Rabinowicz, RABLABS, NEW YORK

Find the **collection** that's right for you:

HOME

The HOME Collection on Level 3 focuses on furnishings, home textiles, interior decor, tabletop and gourmet housewares. Buyers find everything they need for all home decor and entertaining needs all on one floor among three sections: Home Furnishings + Textiles, Tabletop + Gourmet Housewares, and Accent on Design® - the destination for contemporary design and innovative products.

LIFESTYLE

The most sophisticated and smartest designs in lifestyle products are all presented on Level 1 of the Javits Center where buyers go to discover the newest trends in four themed sections: Baby + Child, Gift, Personal Accessories, and Personal Care + Wellness.

HANDMADE

The place to find the most — and the best — high-quality, handcrafted and artisanal products across all media. This juried collection has three sections: Handmade® Designer Maker, Handmade® Global Design, and Artisan Resource® - the only sourcing platform in the U.S. connecting artisan enterprises from around the globe with buyers sourcing at export terms.





87% of attendees consider NY NOW a must-attend event



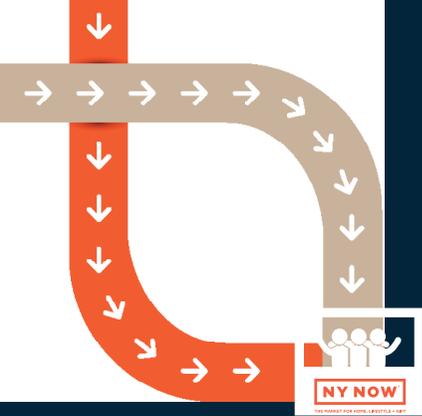
40% of our buyers don't go to any other tradeshows

“NY NOW is laid out logically, so it is much easier to stay on track of where I’ve been and where I need to go, and not be overwhelmed or spend time figuring out where to go next or what I’ve missed. I always find new and on-trend products at this show - I wouldn’t miss it, ever. And of course, saving a little bit of time to experience all that the Big Apple has to offer is a big bonus.”

Karen Clark Adin, Bop-to-Tottom

Booths will sell out.

Make your plans to exhibit now. Call us at (914) 421-3271 to be connected with a sales expert dedicated to your category and your ongoing success.



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

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 CONNECT™, a free matching tool for buyers to discover relevant exhibiting brands + products

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

EXHIBITORS

DIGITAL MARKETING

Advertise in NY NOW attendee emails (content and Product Previews) to reach more buyers and grow your customer list

PRE-SHOW MARKETING

Rent the attendee list, inviting buyers via either direct mail or email to come and see you.

ADVERTISING

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

SOCIAL MEDIA

Increase your social media posts surrounding your participation at NY NOW. Don't forget to use #NYNOW to grow your audience

GET CONNECTED

Search attendees and email them through our new tool, CONNECT™, and add your free custom e-booth promotion widget to your website to promote your presence and track who registers for the Market through your website!

ON-SITE VISIBILITY

Stand out and drive traffic to your booth on-site - with opportunities like Door Decals, Happy Hours, and many others.

PR

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

NY NOW[®]

THE MARKET FOR HOME, LIFESTYLE + GIFT

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APPLY NOW >

Questions? Contact us.

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