



NY NOW[®]

POST MARKET REPORT WINTER 2018





20,000+
ATTENDEES



2,300+
EXHIBITING
BRANDS





SERIOUS BUYING POWER

70%

of attendees hold a buyer or owner title

87%

of buyers found NEW products

76%

of buyers came to purchase for retail sales



ATTENDANCE TRENDS

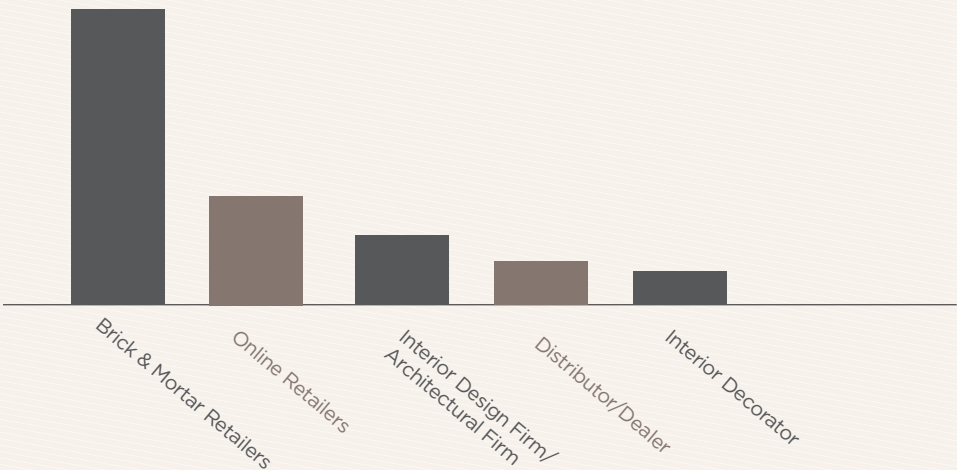


of buyers were
unique to
NY NOW winter

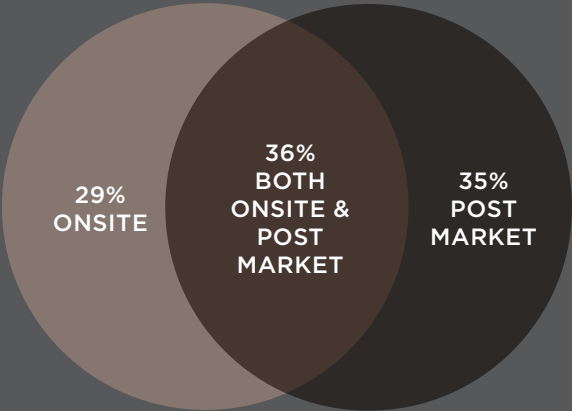


Buyers spent an
average of 2 days
at the Market

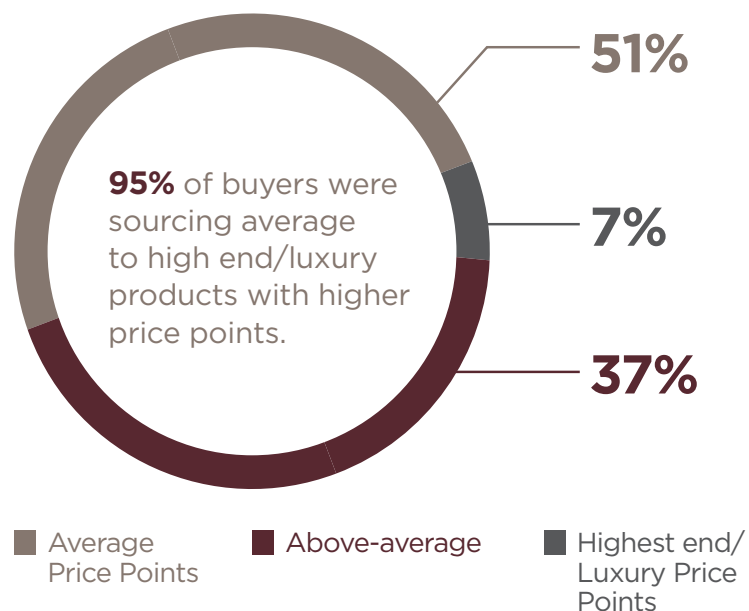
TOP 5 ATTENDEES BY BUSINESS TYPE



WHEN BUYERS PURCHASE AS A RESULT OF ATTENDING NY NOW:



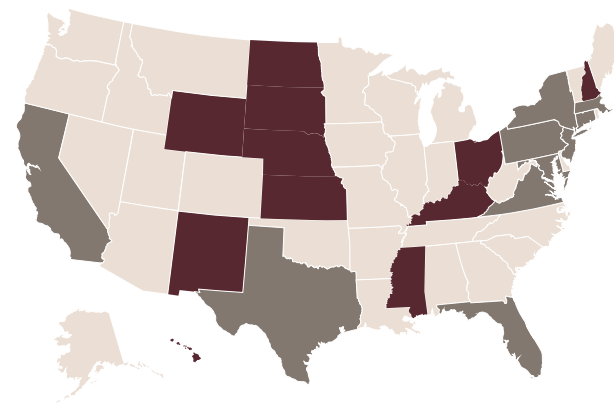
BUYERS VALUE QUALITY OVER PRICE



TOP 20 PRODUCT CATEGORIES OF INTEREST

- | | | |
|---------------------------------|------------------------------------|---------------------------------------|
| 1. Decorative Accessories | 8. Home Textiles | 15. Stationery/Publishing |
| 2. Home Furnishings | 9. Baby/Child/Tween | 16. Floral/Garden/Outdoor Furnishings |
| 3. Contemporary Design | 10. Tabletop | 17. Personal Care/Wellness |
| 4. Handcrafted | 11. Holiday/Seasonal | 18. Games/Puzzles/Toys - Adult |
| 5. Jewelry | 12. Made in the USA | 19. Resort/Souvenir/Promotional Items |
| 6. Personal Accessories/Apparel | 13. Fair Trade | 20. Sustainable/Recycled/Green |
| 7. Candles | 14. Gourmet Housewares/Kitchenware | |

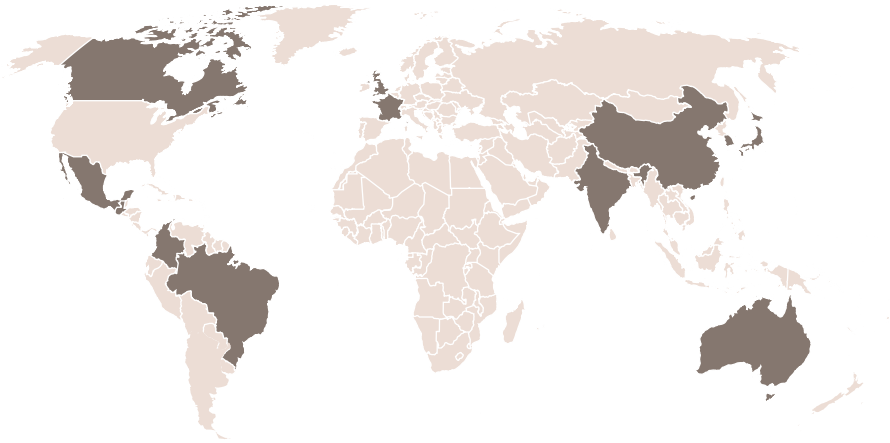
- TOP 10 STATES IN ATTENDANCE
- STATES WITH INCREASED ATTENDANCE



SAMPLE OF U.S. ATTENDEES

west elm			WILLIAMS-SONOMA	<i>Neiman Marcus</i>		
						
						

GLOBAL ATTENDANCE IS STRONG



TOP 10 COUNTRIES IN ATTENDANCE:

- | | | |
|-------------------|----------------|--------------|
| 1. CANADA | 5. AUSTRALIA | 9. GUATEMALA |
| 2. JAPAN | 6. COLOMBIA | 10. CHINA |
| 3. UNITED KINGDOM | 7. SOUTH KOREA | |
| 4. MEXICO | 8. INDIA | |

SAMPLE OF INTERNATIONAL ATTENDEES:

ART GALLERY OF ONTARIO
BAYSHORE INN RESORT AND SPA
BUTIK HOME
CABANA
CANVAS AND COMPANY
COOKERY
CROWD COLLECTIVE
DECORE HOTELS
DESIGNHOUSE
DISTINCTIVE DECOR AUSTRALIA PT
FEATHER YOUR NEST
GANT IMPRESOS Y REGALOS
INDIGO
IPPINKA
LOGICAL TOYS LTD

MADE BY OTHERS
MASHED CONCEPT STORE
OOH LA LA
PAPER E. CLIPS
PRESTO PAPER AND HOME
ROOM INTERNATIONAL (THAILAND) CO.,LTD.
SANDALS RESORTS INTERNATIONAL
STYLEGARAGE
THE ISLAND SHOP
TJX CANADA
TRENDY LIVING COMPANY
URBAN DEPOT
VANCOUVER AQUARIUM
WEDDINGSTAR



GROWING MEDIA EXPOSURE

Nearly
300

consumer and trade
press in attendance

247



placements across
media outlets

44+ million impressions



VANITY FAIR

MARTHA
OLIVING
STEWART

gifts
and dec



BuzzFeed

ARCHITECTURAL
DIGEST



REALSIMPLE

Better
Homes
and Gardens

The New York Times

FamilyCircle

GOOD
HOUSEKEEPING

HFN
THE TOTAL HOME RESOURCE FOR RETAIL DECISION MAKERS

NEWYORKPOST



Gift Shop

THE
HUFFINGTON
POST

THE
WALL STREET
JOURNAL



apartment
therapy

GOOD
MORNING
AMERICA

BUYER RELATIONS

Formal invitation and VIP package to attract top retailers.

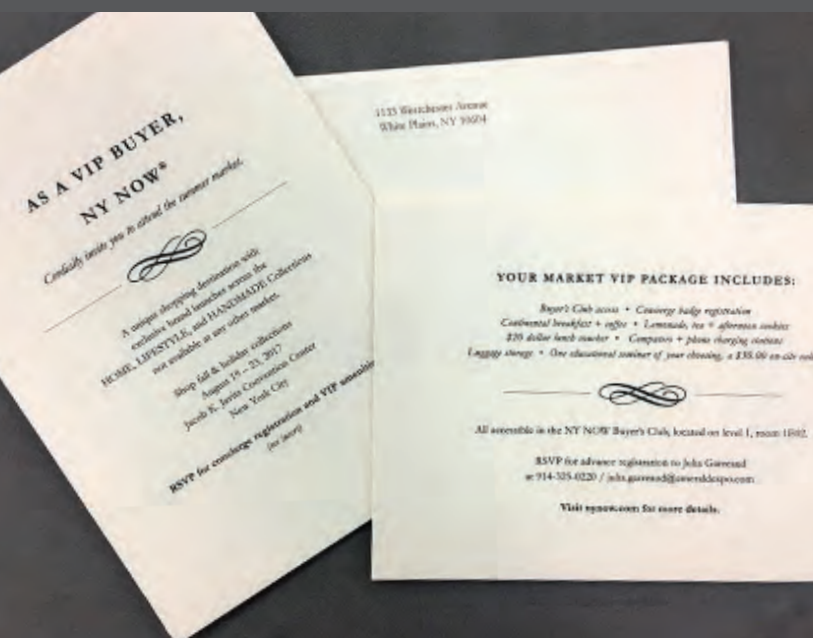
Buyer Relations mailed a formal invitation, including a special package of amenities, to top retailers to drive VIP attendance.

Nearly 55% of buyers invited through this VIP program attended the market.

A sampling of notable VIP buyers participating in the hosted buyer program for winter of 2018 include:

Marshal Retail Group, NV
Travel Traders, FL
Yerks Observatory, WI
Pulp + Circumstance, Bermuda
Sole Kids, DE
The Brass Bed, CO
Scandia Home, CA
The Spa at the Victory Club, AZ

Dillards, AR
Vancouver Aquarium, Canada
Domain XVIC, TX
Wimberley Ace Hardware, TX
Fine Line Design Gallery, WI
Irish Linens, Bermuda
Papersmiths, London
Cartolina, Canada





FOLLOWERS

55k+



24% increase
over previous period

Over 10k new followers
acquired since the previous market

ENGAGEMENT

NY NOW achieved
190% more likes vs the
competitor average during peak
competitor show dates.



LIKES

21k+



ENGAGEMENT

NY NOW achieved **148%**
more engagements vs.
the competitor average



FOLLOWERS

10k+



ENGAGEMENT

247% engagement
increase compared to the
previous winter Market
(Dec 1 - Feb 10)



NY NOW MARKETING – HOW WE ATTRACTED ATTENDEES



Segmented email campaigns to 87,000+ buyers



Multiple direct mail campaigns to pre-registered attendees including the Pre-Show Planner, a market preview catalog mailed to 55,000 buyers!



Daily social media engagement across Instagram, Facebook and Twitter, including social media contests with prizes



Online profile and matching tool to connect you with buyers based upon categories of interest



Targeted telemarketing campaigns to 30,000+ buyers

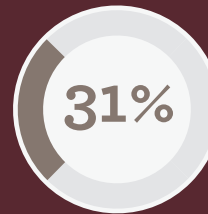


Created 250+ opportunities for high level press exposure across major media (trade and consumer)



Ran advertising campaigns with 19 domestic media partners and 10 international media partners

EXHIBITOR MARKETING INFLUENCES ATTENDANCE



of buyers say EXHIBITOR pre-show marketing has a direct impact on their decision to attend NY NOW.



EMAIL



DIRECT MAIL



SOCIAL MEDIA



EXHIBITORS CONNECTED WITH BUYERS THROUGH THE NEW EXHIBITOR CONSOLE

Buyers and Press used the new Connect™ tool to:

- ✓ *Search the exhibitor list*
- ✓ *View ebooth/exhibitor profiles*
- ✓ *Email + schedule appointments*
- ✓ *View products, show specials and press releases*

Exhibitor Console activity by attendees using Connect™

- + *563,500+ total Console page views*
- + *289,000 ebooth views (online listings)*
- + *13,000 product gallery views*
- + *5,100 emails and appointment requests between exhibitors and attendees using the Connect™ tool*

COMPLIMENTARY TOOLS

Access to FREE custom promo codes, an online booth promotion widget, and custom email templates with TrafficBoost.

Exhibitors who took advantage of these tools gained free access to tracking and analytics to see who registered for NY NOW as a result of their efforts, so they could follow up and schedule appointments.

ENHANCED PROFILES GENERATE MORE VISIBILITY AND LEADS! 2x pre-market leads



HEAR IT FROM THE BUYERS

”

As an international buyer, shopping NY NOW is a great experience, the layout is simple to follow, and I always find new products to enhance my experience! The staff is friendly and helpful to international buyers and its always well worth the trip.

- Glenda Gwiens, Valerianne of Calgary,
Alberta, Canada

”

This was my first NY NOW experience and everything went very well. I was buying for a single brick and mortar location. Of course there is a slight overwhelming factor, but once my sales team and I got in the groove we were finding all sorts of new items for our showroom. The event is one of a kind, and we will certainly return. Whether you are a small boutique or a larger retailer you can fit right in.

- Daniel Louis, Revampt, Denver, CO

”

Modern Mix has been coming to NY NOW since 1993! We switch up other shows year to year, but always go to the NY NOW winter market. We know that any new and upcoming products or trends will be shown there. This keeps our inventory fresh and on trend.

- Maria Brann, Modern Mix, Cape Cod, MA

WHAT EXHIBITORS HAD TO SAY ABOUT NY NOW WINTER 2018

”

Having done markets for the last 10 years, I can easily say NY NOW® is hands down the best...The quality of buyers is more refined than any other show and NY NOW is the only place you find those bigger buyers. It's a game-changer for any business!

- Andrew Schuster, Shupaca

”

We really see a lot of international buyers, our national chain store buyers, and a lot of specialty stores that are high-end, and really relate to our brand...We keep coming back to NY NOW because of the energy of the show, the buyers that we love, the people that we see here, and the new accounts that we open.

- Trish Moreno, Little Giraffe

”

...they just get us. They get what we're doing, they want what's current, what's really happening now, and they appreciate all we do so it's just fun to be here. Its good synergy. We see great buyers, our loyal buyers from the U.S., but we also see crowds from Europe, Latin America, South America. Everybody's eager to see what's here now, what' new now.

- Roberta Schilling, Roberta Schilling Collection

THE NY NOW TEAM



RANDI MOHR
VP, SALES
+ MARKETING

LIFESTYLE



MELISSA ENGONGORO
Sales Director



JAMI COLLINS
Sales Manager
Gift



SARAH COLLINS
Sales Manger
*Baby + Child, Personal Accessories,
Personal Care + Wellness*



ZOE MALISZEWSKI
Sales Representative
*Baby + Child, Personal Accessories,
Personal Care + Wellness*



STEPHANIE GASPARI
Sales Representative
Gift



EMMA SMITH
Sales Director



ANGELA GONZALEZ
Sales Manager
Home Furnishings + Textiles



MICHELLE LOSAPIO
Sales Representative
Home Furnishings + Textiles



ANDREA COLAGIOVANNI
Sales Representative
Accent on Design,
Handmade* Designer Maker,
Handmade* Global Design*



JAIME SIKORJAK
Sales Manager
*Accent on Design**



MARC DELMAN
Sales Manager
Tabletop + Gourmet Housewares



DUNSTAN POPO
Sales Representative
*Tabletop + Gourmet Housewares,
Home Furnishings + Textiles*



ALLISON GARAFALO
Sales Director
Handmade Designer Maker,
Handmade* Global Design,
Artisan Resource**



ASHLEY CIOFRONE
Sales Manager
Handmade Designer Maker,
Handmade* Global Design*

THE NY NOW MARKETING TEAM



MICHELE LANGER
Group Marketing Director



JULIA GARREAUD
VIP Buyer Acquisition
Manager



SANDRA KEHOE
Exhibitor Marketing
Manager



AGATA GAWIN
Attendee Acquisition
Marketing Manager



MICHELLE DANIELS
Audience Program & Events
Marketing Manager



JESSICA TROOP
Design/Production
Manager



JENN GIACHINTA
Senior Graphic
Designer



ALEX VALLEJO
Attendee Marketing
Coordinator