

Meet Your New Customers

NY NOW

February 5-8, 2023

NEW YORK CITY | JAVITS CENTER

The GIVE section at NY NOW offers buyers a destination for discovering that perfect something. From the sweetest selection in Baby & Child and a sensory experience in Beauty & Wellness, to handcrafted notecards in Gift & Stationery and art-inspired statement pieces in Museum, this area offers a world of merchandise that will win hearts and raise profits.

NEW

Faces. Energy. Possibilities.

From well-established shops to e-commerce sites as well as designers, distributors and importers/exporters, attendees look to NY NOW for modern, marketable gift and home products across every category complemented by an immersive New York City expedition.

- 51%** ONLY attend NY NOW
- 91%** of buyers are searching for new products at NY NOW
- 75%** of buyers say attending NY NOW is extremely important to their business
- 78%** of buyers at the market have the title of owner or buyer
- 63%** of buyers are more likely to purchase a product for their store after seeing it at NY NOW

Get unmatched press exposure to hundreds of media outlets providing an unparalleled opportunity for brands exposure you won't experience at any other market.

nynow.com
#nynow



NY NOW Brings Together:



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Thousands of qualified buyers from across the globe

Hundreds of exhibiting brands to explore

Tens of thousands of products to discover

Hundreds of product categories to inspire

..... **10,000+ ATTENDEES**

50%

brick and
mortar
retailer

8%

online
retailers

8%

interior
designer

6%

museums &
cultural
institutions

2%

artists/design/
photography
studio

SUPPORTING YOUR NY NOW EXPERIENCE

Ensure your success by driving buyers from the entrance doors to your booth! Your participation in NY NOW comes with access to free and paid marketing opportunities that will make your brand stand out. Our team of experienced sales, marketing and operations professionals will see you through, offering unparalleled support to make your NY NOW experience productive and enjoyable.

SAMPLE OF BUYERS THAT SHOP THE GIVE COLLECTION:

BARNES & NOBLE

UNCOMMON GOODS

BED BATH & BEYOND

FAB FIT FUN

THE WINDHAM SPA

LOCKWOOD

PARTY CITY

KENNEDY CENTER GIFT SHOP

SPENCER GIFTS

THE MODERN CHEMIST

MR. PAPER

PAPERSOURCE

WRIGHTS

THE TOY MUSEUM OF NEW
YORK

TJX CORPORATION

MARSHALL RETAIL GROUP

WEST SIDE KIDS

KOHL'S DEPARTMENT
STORES

I have been attending NY NOW for many years because most of our favorite brands are only at this market and not anywhere else. I saw more curated brands which is important for us to find new product and always stay ahead of the competition. We met a lot of new vendors and were able to see a lot of our repeat vendors that we can only find at NY NOW. Overall had a very successful show.

-Jennie Doran & Andrew Worm, Room Service



Kim Cook
Sales Manager, Beauty & Wellness
kim.cook@emeraldix.com
303-728-4588

Stephanie Gaspari
Sales Manager, Baby & Child, Gift & Stationery
stephanie.gaspari@nynow.com
914-421-3366

Visit www.nynow.com/who-attends/ for an extensive list of buyers in attendance and search the exhibitor list on <https://nynow.com/exhibitors> to see the most up-to-date list of participating exhibitors.