

The logo consists of the text "NY NOW" in a bold, black, sans-serif font, enclosed within a black rectangular border. The background of the entire slide is a faded, grayscale image of the New York City skyline, featuring the Freedom Tower and other skyscrapers, with a waterfront promenade and benches in the foreground. A large red circle is positioned in the top right corner, and a red vertical line runs down the right side of the image.

NY NOW[®]

Reunite. Connect. Gather.

**The New York
Gift & Home Show**



The New York Gift & Home Show
February 5 - 8, 2023

WINTER 2023

It's time to *re-imagine*.

From objects to action, we're positioning our beloved gift and home show for a new era.



NY NOW®

February 5 - 8, 2023

NEW YORK CITY | JAVITS CENTER

NEW

Direction. Vibe. Prospects.

Get ready for a whole new experience.

NY NOW is back and better than ever. In the city where trends are born, the place to discover the next big things and best-sellers, it's where the biggest deals go down. And every buyer's favorite gift show lives right in the heart of it all – New York City. This year's NY NOW attracts more prospective customers who want to be inspired by style in the way only New York can do. **Get a first look at everything new for exhibitors and join us.**

914-421-3200 • sales@nynow.com

NEW

Dynamic. Appeal. Potential.

New York City is the launching pad for the next big thing—and buyers love to say it's where they source. And they're not just any buyers, they're qualified ones, bringing purchasing power and decision-making ability. With expanded features in 2023, there are more opportunities to engage and build relationships, setting the stage for new deals. Partnerships with industry influencers and trend presentations are also part of the enhanced experience, drawing more buyers for an all-encompassing NYC adventure.

Attendees represent all types of businesses and come from locations all around the world, but they have one thing in common: they're ready to buy. As an exhibitor, you'll gain access to thousands of buyers—from independent specialty retailers to buying teams from big-name e-commerce shops, importer, exporters and distributors—who are all prepared to place orders.

Whether you're an emerging accessories brand looking to become a household name or a hands-on designer with a knack for crafting exquisite wooden toys, you'll find your market here.

**Your buyers are ready – join them in person,
February 5-8, 2023 in NYC.**

914-421-3200 • sales@nynow.com

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

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

50%

brick and mortar retailer

8%

online retailers

8%

interior designer

6%

museums and cultural institutions

2%

artists/design/photography studio

INTERNATIONAL BRANDS REPRESENTING 49 COUNTRIES FROM ACROSS THE GLOBE INCLUDING 9 INTERNATIONAL PAVILIONS:

UK

Morocco

Chile

Guatemala

El Salvador

Ghana

Korea

India

Vietnam

TOP 20 STATES IN ATTENDANCE

New York

New Jersey

California

Connecticut

Pennsylvania

Massachusetts

Florida

Texas

Maryland

Illinois

Virginia

Ohio

Rhode Island

Maine

Georgia

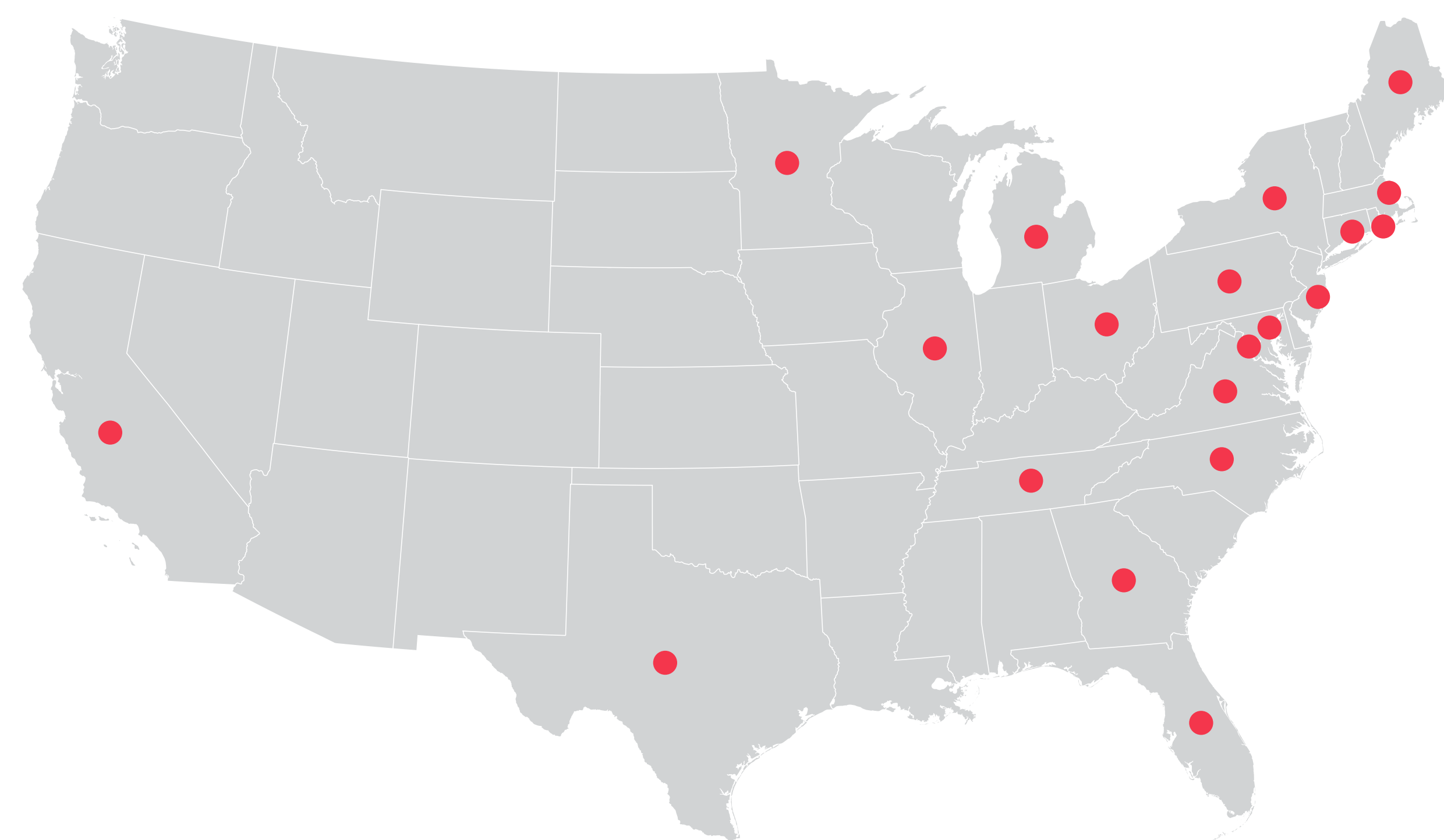
North Carolina

Tennessee

Michigan

Washington

Minnesota



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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| DESTINATIONS |

NY NOW

NY NOW offers a diverse market layout to allow you to showcase your products within a section that best suits your brand.



GIVE

BABY & CHILD
GIFT & STATIONERY
MUSEUM
BEAUTY & WELLNESS



WEAR

ACCESSORIES
FASHION



CREATE

ARTISAN RESOURCE
DESIGNER MAKER
GLOBAL DESIGN



CURATE

ACCENT ON DESIGN
LUXURY LIFESTYLE



DINE

TABLETOP



DWELL

HOME DESIGN



PLAY

GAMES
TOYS
HOBBY ESSENTIALS



GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| GIVE OVERVIEW | BEAUTY & WELLNESS | BABY & CHILD | MUSEUM | GIFT + STATIONERY |

NEW Expressions.

Gift giving is on the rise as people move into life post-pandemic. They're seeking connection—or reconnection—and trying to find the right sentiments to share with those they care about most. Buyers want to turn their store into their customers' favorite 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. The Give destination attracts brands like:

Angel Dear
eeBoo
TWEE
Posh Peanut
Cece DuPraz
Happy Rainbow Books
Love Bubby
Magnetic Me
Wee the People
YOTTOY Productions, Inc.
Pinch Me Therapy Dough
The Good Patch
Nodpod
The Scent House
Lunastry

Daily Burn Candle
TERMINAL B
Bliss Bracelets
LIT LAB
Harper Group
DesignWorks Collective
Blackwing
Fred & Friends
Chronicle Books
David Howell & Co.
Ty Inc
Slightly Stationery
Gift Republic
Golden Gems



GIVE Next – GIVE Next provides first-time brands and brands establishing themselves at wholesale the opportunity to showcase their products in a staged destination that captures buyers' attention. To learn more contact, Stephanie Gaspari.

GIVE

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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| WEAR OVERVIEW | FASHION | ACCESSORIES |

NEW

Beautiful. Exclusive. Inspiring.

Take on the season with style, and your go-to retailers will come to you first. By joining this year's NY NOW "Wear" section, you'll have the opportunity to exhibit your latest trends. Our buyers are consistently looking for the next big find like beachy beads in layered necklaces, chains and hoops, as well as jewels and colorful charms in every shape and size; handbags in leather-alternative, sunglasses and scarves in beautiful, exclusive prints and patterns from around the world. Join us at NY NOW this coming market and get noticed. The Wear destination attracts brands like:

Barefoot Dreams

Julie Vos

Tai Jewelry

Matt & Natt

German Fuentes

Ahdorned

Sea Lilly

Aloha Collection

Aspen Dreams

Quilted Koala



WEAR

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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| CREATE OVERVIEW | ARTISAN RESOURCE | DESIGNER MAKER | GLOBAL DESIGN |

NEW

Spirit. Mood. Arrivals.

Whether just returning to travel or planning their next trip to a destination, shoppers are longing for style influenced by design from around the world. CREATE offers a glimpse of global trends buyers are seeking all in one diverse marketplace. From trendy inspirations in Artisan Resource, to creative processes and add one-of-a-kind pieces in HANDMADE Designer Maker and unique global works of art in HANDMADE Global Design, provides the story and brand values that will excite your customers and your sales. The Create destination brings together global brands like:

Michael Michaud Design
Kim Schalk
Philippa Roberts
Marianne's Solmate Socks
The Porcelain Garden
Axiom Glass
Luke Adams
Kent Stetson
Zoe Comings
Claudia Vallejo Jewelry

Swahili African Modern
DZI
Lumily
Ornaments 4 Orphans
Natural Habitat
Distant Echo
Matr Boomie
Malia Designs
Greentree Home Candle
Zpots

Visionary Narratives in Global Handmade – Visit this unique installation curated by Dondrill Glover and discover an ethos rooted in socially impactful design principles, history, culture, and travel journeys and aspirations; an interior design aesthetic beautifully layered in an eclectic mix of heritage rich textiles, patterns, and naturally woven fibers, heirloom relics and objects; and visually amplifying indigenous techniques and statement home décor through the lens of handmade. It's a wanderlust through the global handmade lifestyle Install, for the consciously inspired destination home.



CREATE

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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| CURATE OVERVIEW | ACCENT ON DESIGN | LUXURY LIFESTYLE |

NEW

Delights. Distinction. Rewards.

For over 35 years, Accent on Design® has been the industry's leading resource for innovative and design-led products. Buyers seek out this juried destination to explore rare finds in bold colors and a wide range of products that solve a problem, innovate, and utilize different use of materials while keeping an eye on design.

KIKKERLAND

American Design Club

GARDEN GLORY

Elemense

Bous Co.

Flensted Mobiles

Five Ply Design

Notabag

Jianhui London

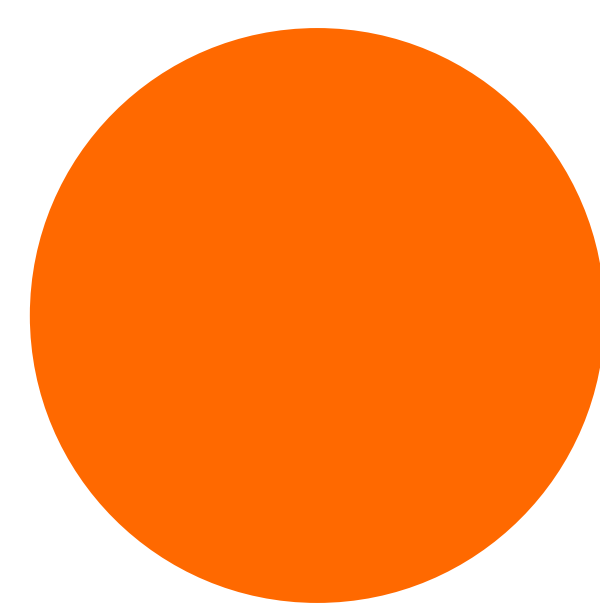
Candy Relics

JCR WORK

AIRINUM

Deco Boko

REAL JAPAN PROJECT



CURATE

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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| CURATE OVERVIEW | ACCENT ON DESIGN | LUXURY LIFESTYLE |

NEW

Delights. Distinction. Luxuries.

The Luxury Lifestyle section is where buyers come to source upscale items from brands like yours. Indulgence knows no bounds where the hottest trends are involved, and shoppers are ready to choose the fine jewelry, and precious metals that make a statement.

Adel Chefridi

Belle Brooke Designs

Dana Kellin Fine Jewelry

Danielle Welmond

Eden Presley Fine Jewelry

Heather Guidero Jewelry

John Varvatos

Judi Powers Jewelry

Julie Cohn Design

Karin Jacobson

Kate Maller Jewelry

Lena Skadegard

Metier by tomfoolery

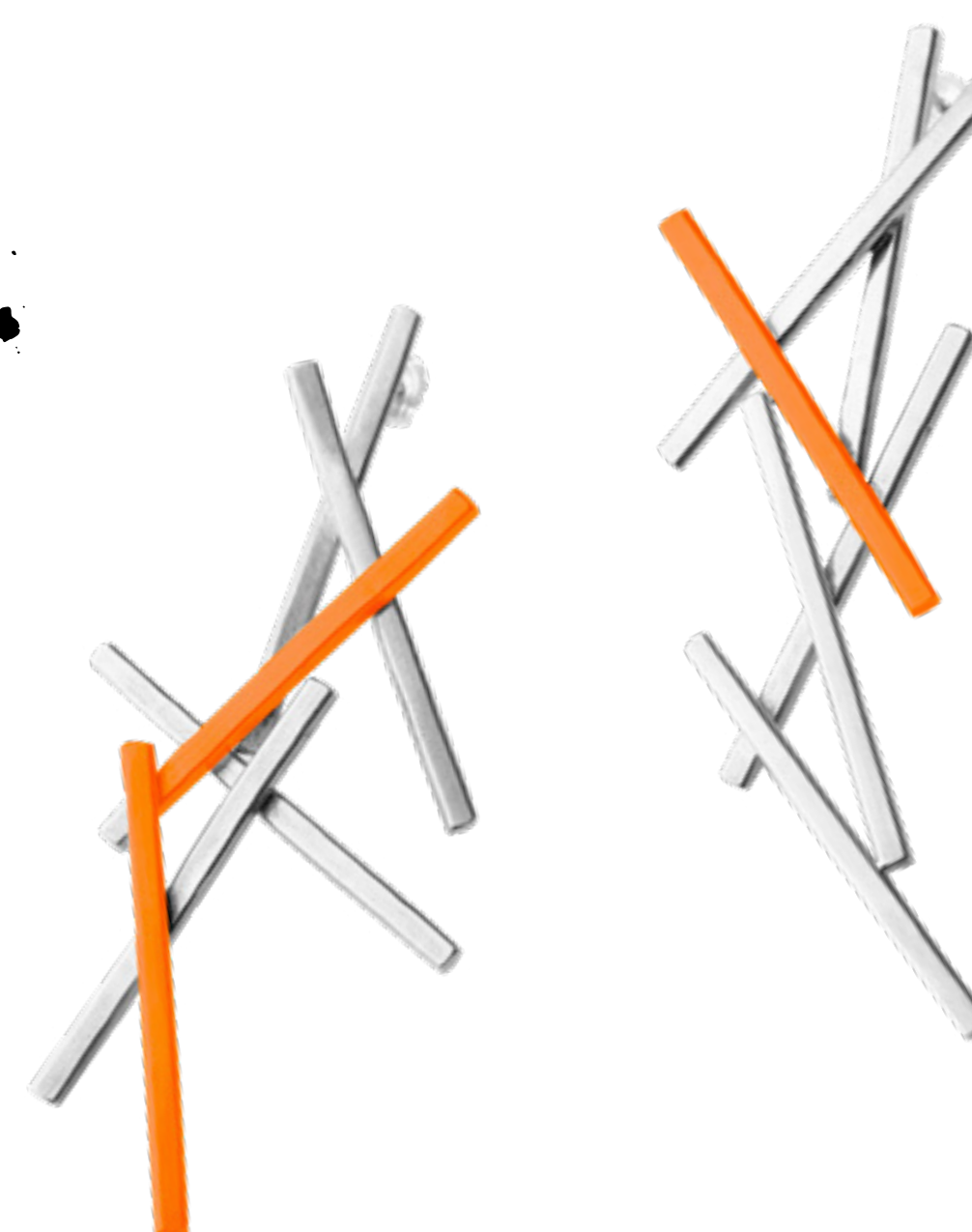
Nikki Nation Jewelry

Olivia Shih

Petite Baleine Jewelry

Pyrha Design Inc.

Rachel Atherley



CURATE

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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| DINE OVERVIEW | TABLETOP |

NEW

Flavor. Presentation. Zest.

Discover where design and functionality meet in our Tabletop section at NY NOW®. Featuring a stunning collection of products centered around home entertaining, food and beverage, buyers source this area covering a multitude of categories such as dinnerware, bar + drinkware, serveware, flatware, gourmet foods, table linens, and more. This destination puts products on display from brands such as:

Be Home

Laguiole en Aubrac

Kiss That Frog

Provence Platters

The French Farm

Rolser

BOMSHBEE

Alain Saint-Joanis

Bodrum

IKAI ASAI

Mode Living

Big Heart Tea Co.

Savannah Bee Company



First Taste – Providing emerging gourmet brands the opportunity to showcase products in a staged destination that captures buyers' attention.



DINE

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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| DWELL OVERVIEW | HOME DESIGN |

NEW

Motif. Atmosphere. Harmony.

More time spent at home over the past couple years has led to a desire for improving spaces. People want to surround themselves with up-to-the-minute trends they can enjoy themselves or when hosting visitors. Buyers want to bring back fresh inspiration for customers to reinvent their rooms and reaffirm their devotion to their store. From minimalist to modern, contrasts to colorful, they'll experience an inspirational selection in Home Design category that will open the door to potential new profit centers. The Dwell destination hosts brands like:

Bojay
Addison Ross
Paulette Rollo
Busatti 1842
Piffany USA
Cozy Earth
The Van Cleve Collection
Les Ceramiques de Lussan
Opal Road
HAOMY TEXTILES
QALARA
GRAZIANI



DWELL

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[GIVE](#)[WEAR](#)[CREATE](#)[CURATE](#)[DINE](#)[DWELL](#)[PLAY](#)[| PLAY OVERVIEW](#) | [GAMES](#) | [TOYS](#) | [HOBBY](#) |

NEW

Joy. Adventure. Inspiration.

NEW to NY NOW is the PLAY destination. Play is dedicated to all things fun for any age group. This creative collaboration features a marketplace of games, toys and hobby essentials and is ideal for shoppers entertaining in their homes or giving as gifts. PLAY is designed to capture the spirit of discovery, whimsy and joy to inspire buyers—allowing them to find a collection that sparks excitement in their store. The PLAY destination is focused on brands like:

Aeromax

American Bubble Company

Big Mouth

Daron Worldwide Trading

FCTRY

Folkmanis

Iscream

Jeannie's Enterprises

Juratoys US Corp

Melissa & Doug

NMR Distribution America

Professor Puzzle USA, Inc.

Punchkins

Safari Ltd

Schylling

Streamline Inc.

Sunshine & Glitter

Ty Inc

Uniche Collective

Warmies

PLAY



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10 x 10 HARDWALL
Header

10 x 10 HARDWALL
No Header

5FT HARDWALL
No Header

FURNISHINGS
Included Offerings



| TURNKEY OPTIONS |



10 x 10 HARDWALL

Header Included



10 x 10 HARDWALL

No Header

Only available in
Luxury Lifestyle



5 x 10 HARDWALL

No Header



ADVANCED HARDWALL

Included Offerings





10 x 10 HARDWALL

Header

10 x 10 HARDWALL

No Header

5FT HARDWALL

No Header

FURNISHINGS

Included Offerings



| TURNKEY OPTIONS | 10 x 10 HARDWALL /HEADER/ |

INCLUDED WITH THE PACKAGE

10 x 10 Hardwall with Header

BOOTH STRUCTURE

(3) Walls, white wooden panels
120" wide x 96" high x 120" deep

CARPET

Gray

ID SIGN

Double-sided with name and booth
number
17" wide x 11" high

LIGHTING

Track lighting with 4 LED bulbs and the
electricity to power lights

DRAYAGE

Showsite material handling for
palletized or crated shipments

FURNITURE

(1) Chair and (1) waste basket

STANDARD RATES START AT:

\$6,355.00

*Note: Not available in the
Luxury Lifestyle section*



NY NOW

The New York Gift Show



10 x 10 HARDWALL
Header

10 x 10 HARDWALL
No Header

5FT HARDWALL
No Header

FURNISHINGS
Included Offerings



| TURNKEY OPTIONS | 10 x 10 HARDWALL /NO HEADER/ |

INCLUDED WITH THE PACKAGE

10 x 10 Hardwall No Header

BOOTH STRUCTURE

(3) Walls, white wooden panels
120" wide x 96" high x 120" deep

CARPET

Black

ID SIGN

Double-sided with name and booth
number
17" wide x 11" high

LIGHTING

(1) Parcan

FURNITURE

(1) Chair and (1) waste basket

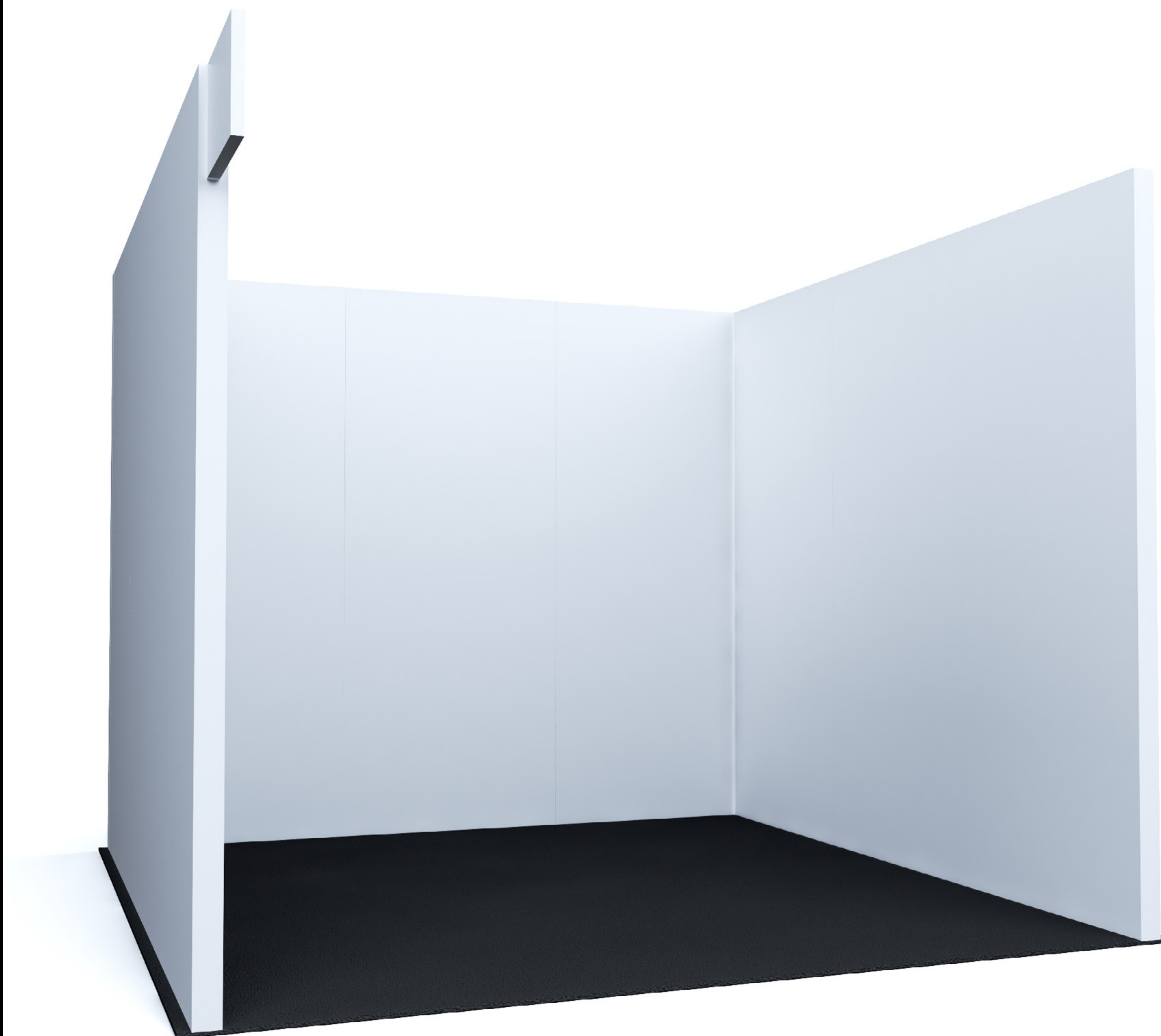
DRAYAGE

Showsite material handling for
palletized or crated shipments

STANDARD RATES START AT:

\$6,580.00

Only offered in Luxury Lifestyle



The New York Gift Show



10 x 10 HARDWALL
Header

10 x 10 HARDWALL
No Header

5FT HARDWALL
No Header

FURNISHINGS
Included Offerings



| TURNKEY OPTIONS | 5 x 10 HARDWALL /NO HEADER/ |

INCLUDED WITH THE PACKAGE:

5 x 10 Hardwall No Header

BOOTH STRUCTURE

(3) Walls, white wooden panels
120" wide x 96" high x 60" deep

CARPET

Gray

ID SIGN

Double-sided with name and booth
number
17" wide x 11" high

LIGHTING

(1) Parcan

FURNITURE

(1) Chair and (1) waste basket

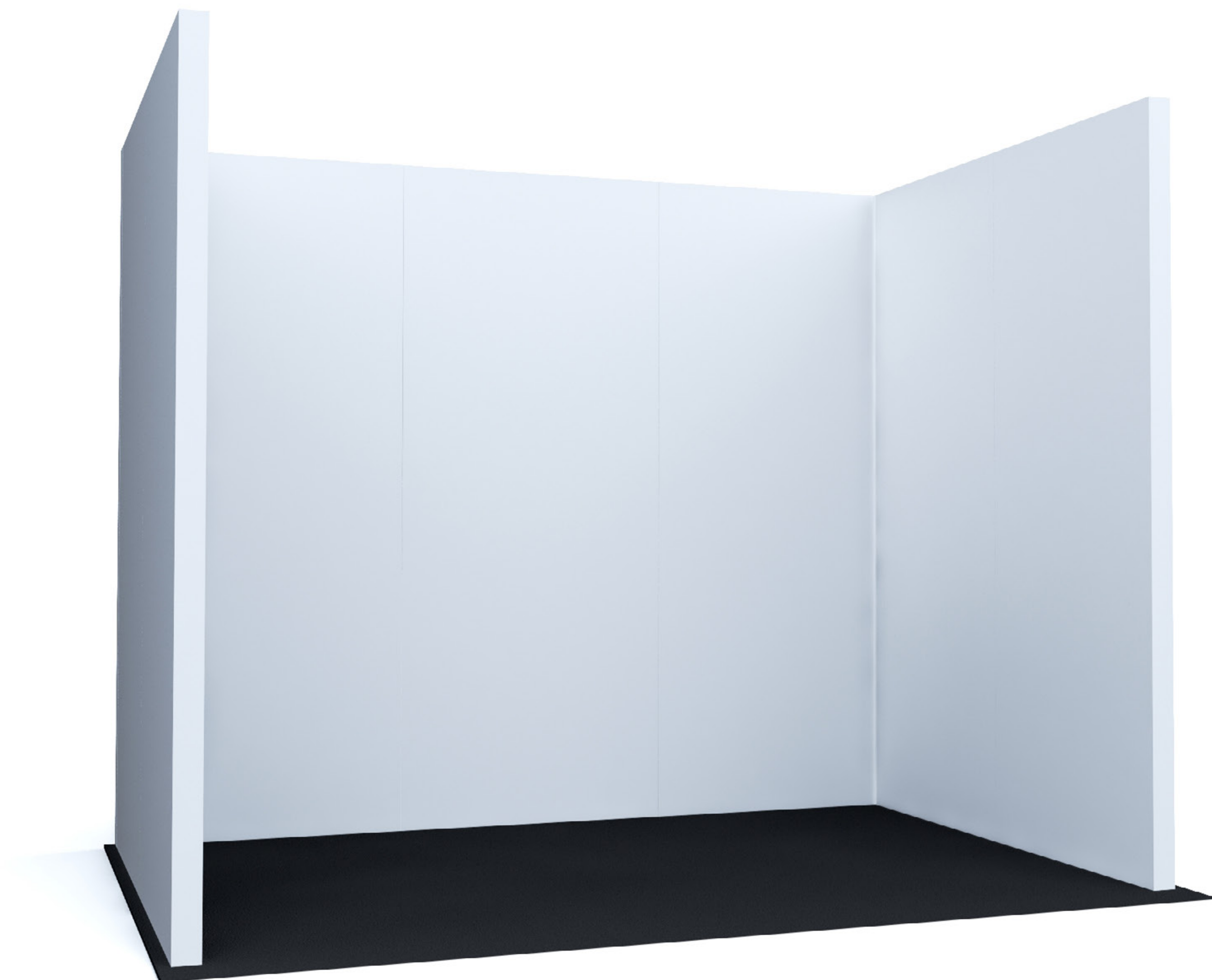
DRAYAGE

Showsite material handling for
palletized or crated shipments

STANDARD RATES START AT:

\$3,477.50

*Not available in the
Luxury Lifestyle section*



The New York Gift Show



10 x 10 HARDWALL
Header

10 x 10 HARDWALL
No Header

5FT HARDWALL
No Header

TURNKEY/ADVANCE
Package Options



| ADVANCE PACKAGE OPTIONS

Advance Package Options

Exhibitors have the option to upgrade their veloce or fabric booth to a turnkey package for an additional cost. Your upgrade selection can be made from the following:

- 1. DISPLAY** - Shelf Unit - Double with (4) Shelves in white - 64" L x 65.5" H x 11.5" D
- 2. STORAGE** - White Cabinet, 1m x .5m x 1m
- 3. CHAT** - (1) 30" Round Bar Table
- 4. HEIGHT** - Shelf Unit - Double with (3) Shelves in white - 45" L x 85" H x 14" D

**10X10 HARDWALL ADVANCE OPTION
STARTING AT:**

\$6,855.00

**5X10 HARDWALL ADVANCE OPTION
STARTING AT:**

\$3,950.00



DISPLAY

Shelving Unit Freestanding
(2) Limerick Chairs



STORAGE

1 meter Counter
(1) Limerick Stool



CHAT

Round Bar Table
(1) Limerick Stool



HEIGHT

Shelving Unit Wall Supported
(2) Limerick Chairs



The New York Gift Show



WEB

EMAIL

PRINT



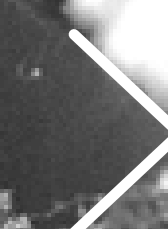
| ADVERTISING OPTIONS |



WEB



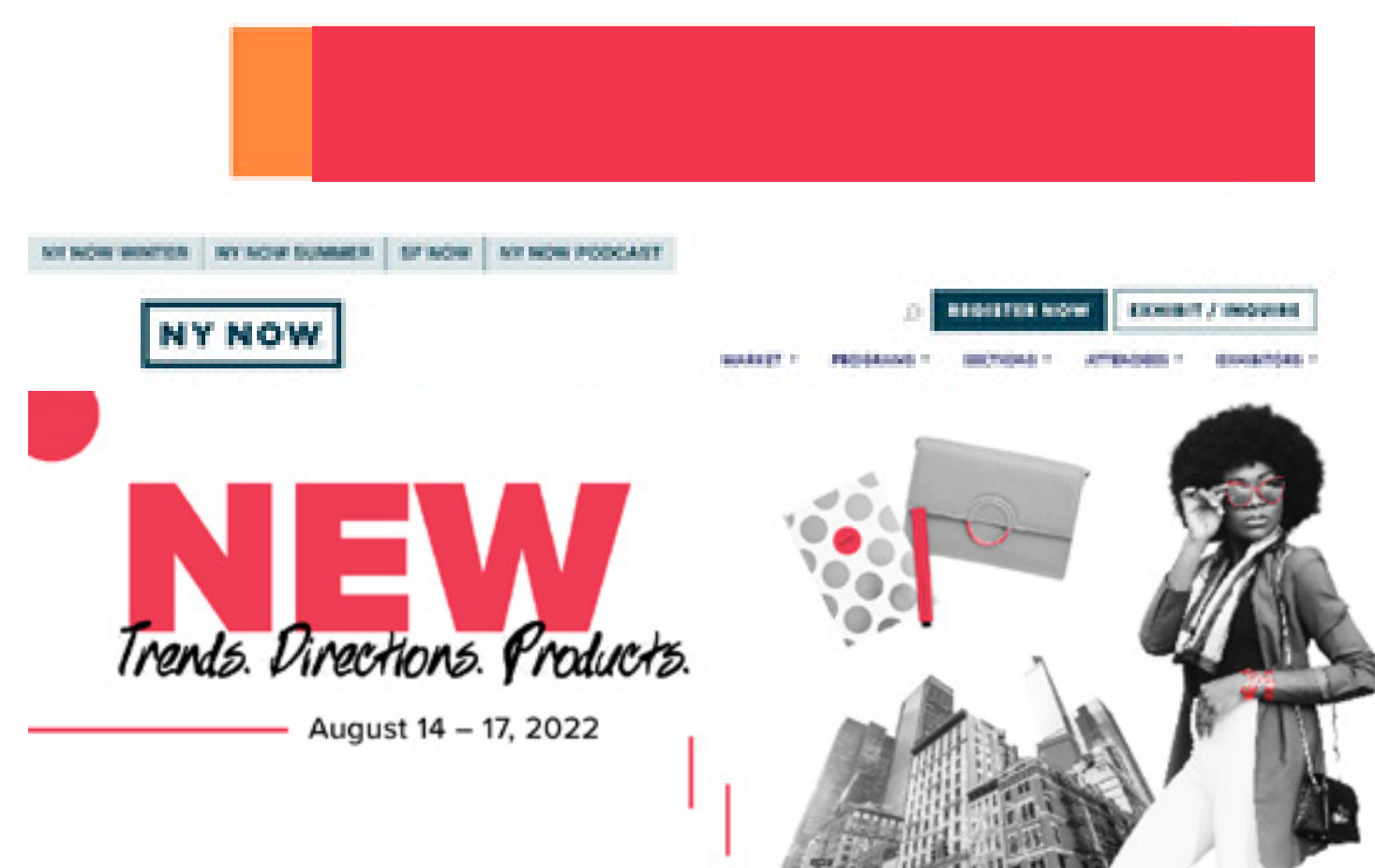
EMAIL



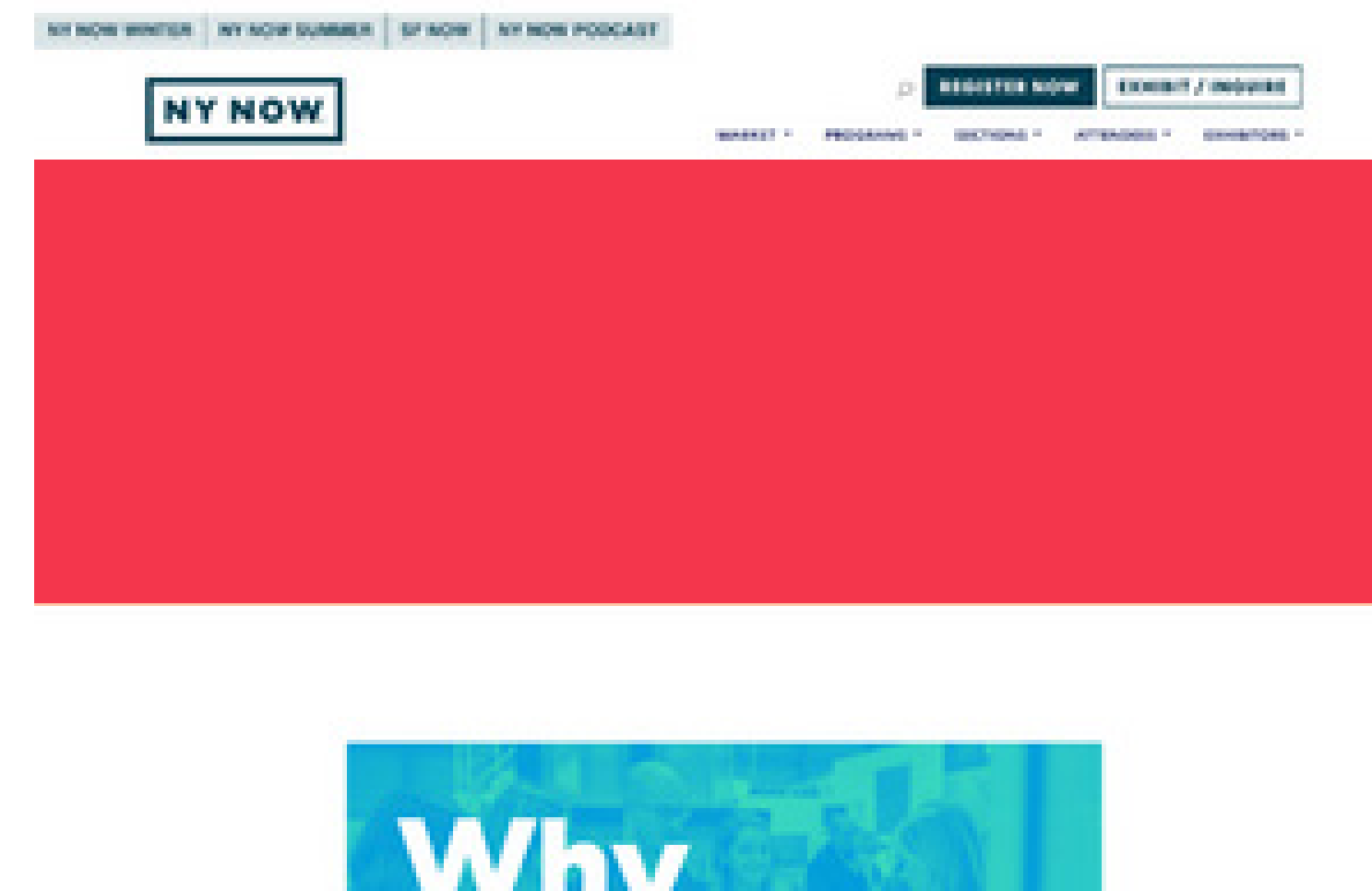
PRINT

WEB ADVERTISING

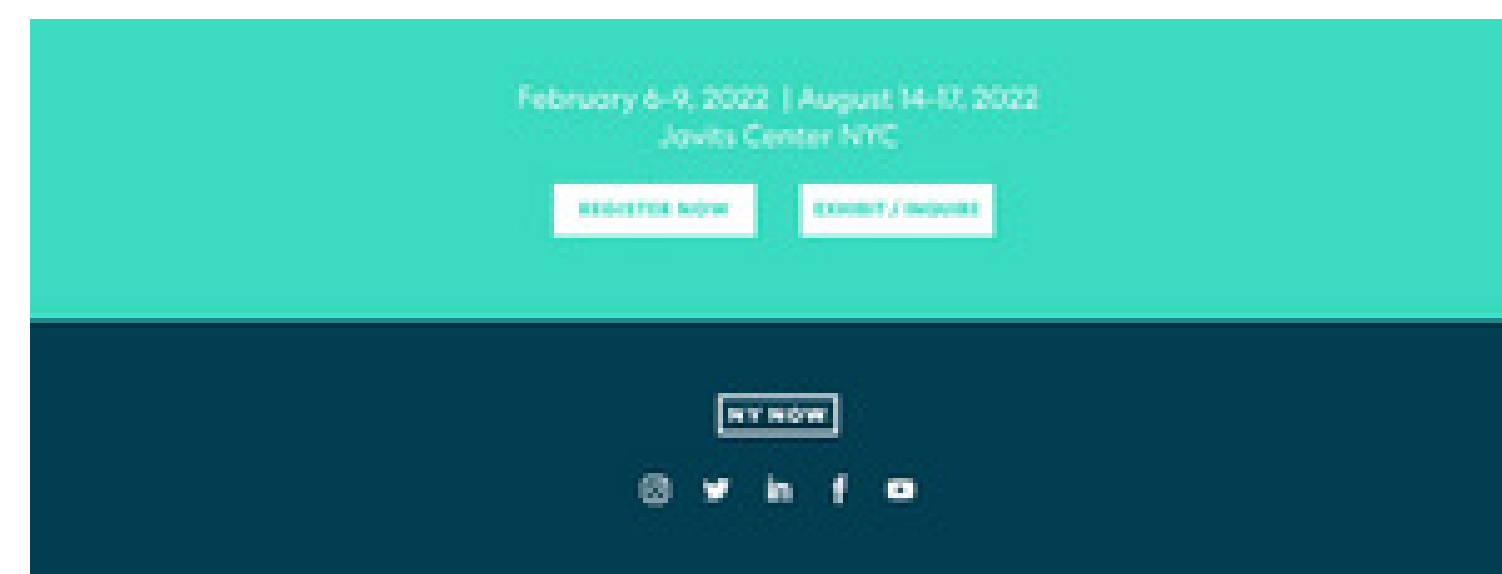
HOMEPAGE EXCLUSIVES



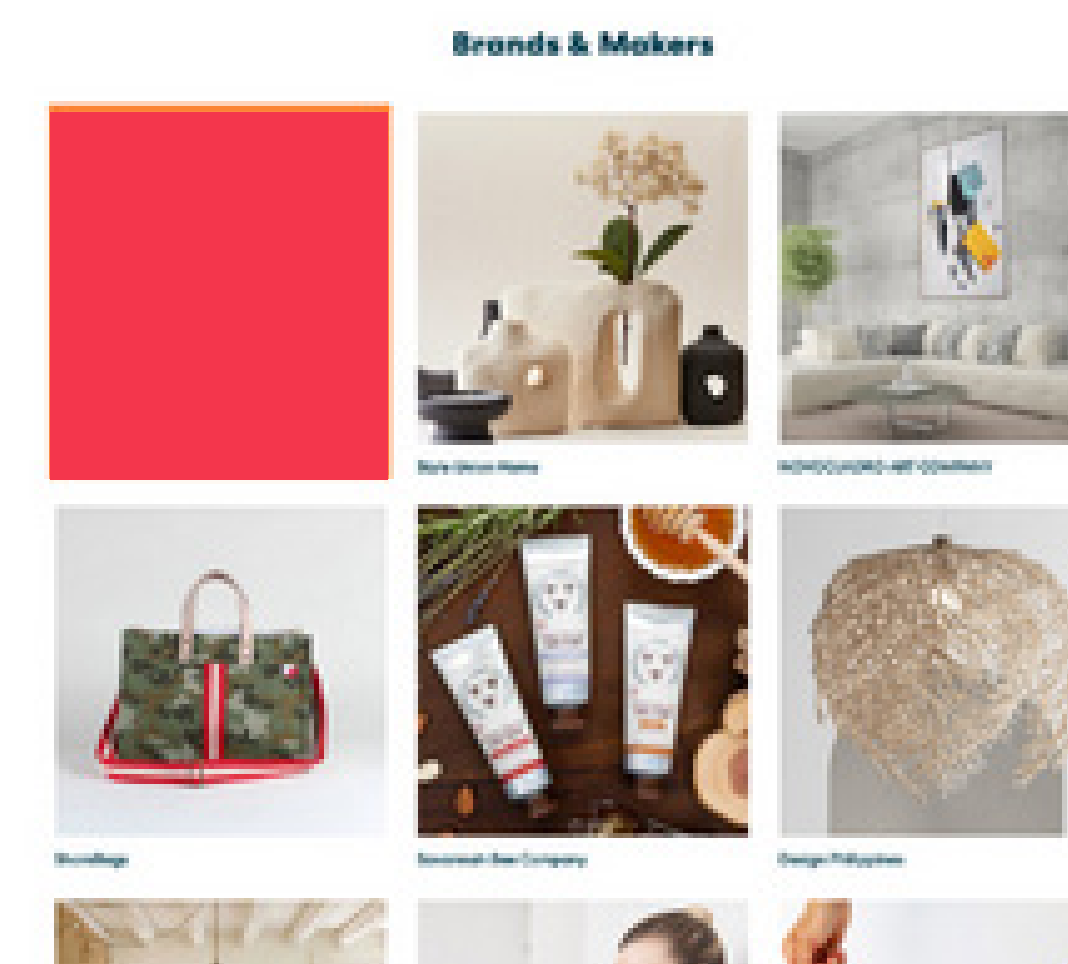
Top leaderboard ad
\$500 / week



Brand Spotlight Hero Slider
\$750 / month



Anchor leaderboard ad
\$200 / week



Product Spotlight feature
\$300 / month

EXCLUSIVE FEATURES

Top Leaderboard

Top leader board banner ad position on the home page at nynow.com.

\$500 / week

Product Spotlight

Product ad spotlight on the home page at nynow.com.

\$300 / month

Brand Spotlight Hero Slider

Web slider position on the home page at nynow.com.

\$750 / week

In-content Banner Ad

Banner ad between content on the home page at nynow.com.

\$350 / week

Logo on Dates + Hours Page

Brand logos spotlighted on Dates + Hours page.

\$100 / month

Targeted Email Attendees

Utilize the qualified list of NY NOW attendees as a year-round resource. Promote your product launches, pre-and post-show marketing updates, and other exhibitor-led initiatives! Lists can be customized by industry segment or geography, so you are sure to reach your top prospects. The rental will go through the NY NOW email vendor.

\$2,000

Attendee Show Bags

Have your company logo featured on the show bags that are distributed to buyers once they pick up their badge at the registration counter. The sponsorship only includes a rights fee. The exhibitor needs to cover the production of the bags. Estimated quantities are between 7,500 to 10,000 bags.

\$5,000

Aisle Floor Decals

Use the decals to promote your brand and booth locations to buyers. Includes 15 decals. Decals can be placed near your booth or on vertical aisles. Decals cannot be placed near a brand deemed competitive. Decal Size: 36"x36" Additional decals are available for \$350 each - ask your sales manager.

\$4,200

Multi-Logo Banner

Grab the attention of buyers who want to learn more about the products and brand. This sponsorship allows your brands to gain maximum exposure with buyers that visit the buyer's lounge at the market. The banner will be placed inside the buyer's lounge at the market. Plus, participating brands get one free shared social post during market days. (space shared with other brands)

\$400

Meterboards

Gain brand exposure with a meterboard sponsorship. You can have your branding on your motherboard, including QR codes, Booth Locations and Instagram details.

\$1,750





WEB

EMAIL

PRINT



EMAIL

Brand Spotlight Email (shared by 4 brands)

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.

\$300 / email

Banner Ad in Product Preview Email

Maximize your exposure to both registered and prospective attendees of NY NOW with your advertisement in an attendee product preview email. Delivered weekly.

\$250 / email



WEB

EMAIL

PRINT



| [PRODUCT GUIDE](#) | [DIRECTORY](#) |

Product Preview Print Guide

The NY NOW Winter 2023 Product Preview Guide will be mailed to 25,000 qualified buyers in advance of the Winter 2023 market. Don't miss out on this great opportunity for pre-show exposure and increased sales.

Front Inside Cover

\$1200

Back Inside Cover

\$1200

Full Page Ad

\$699

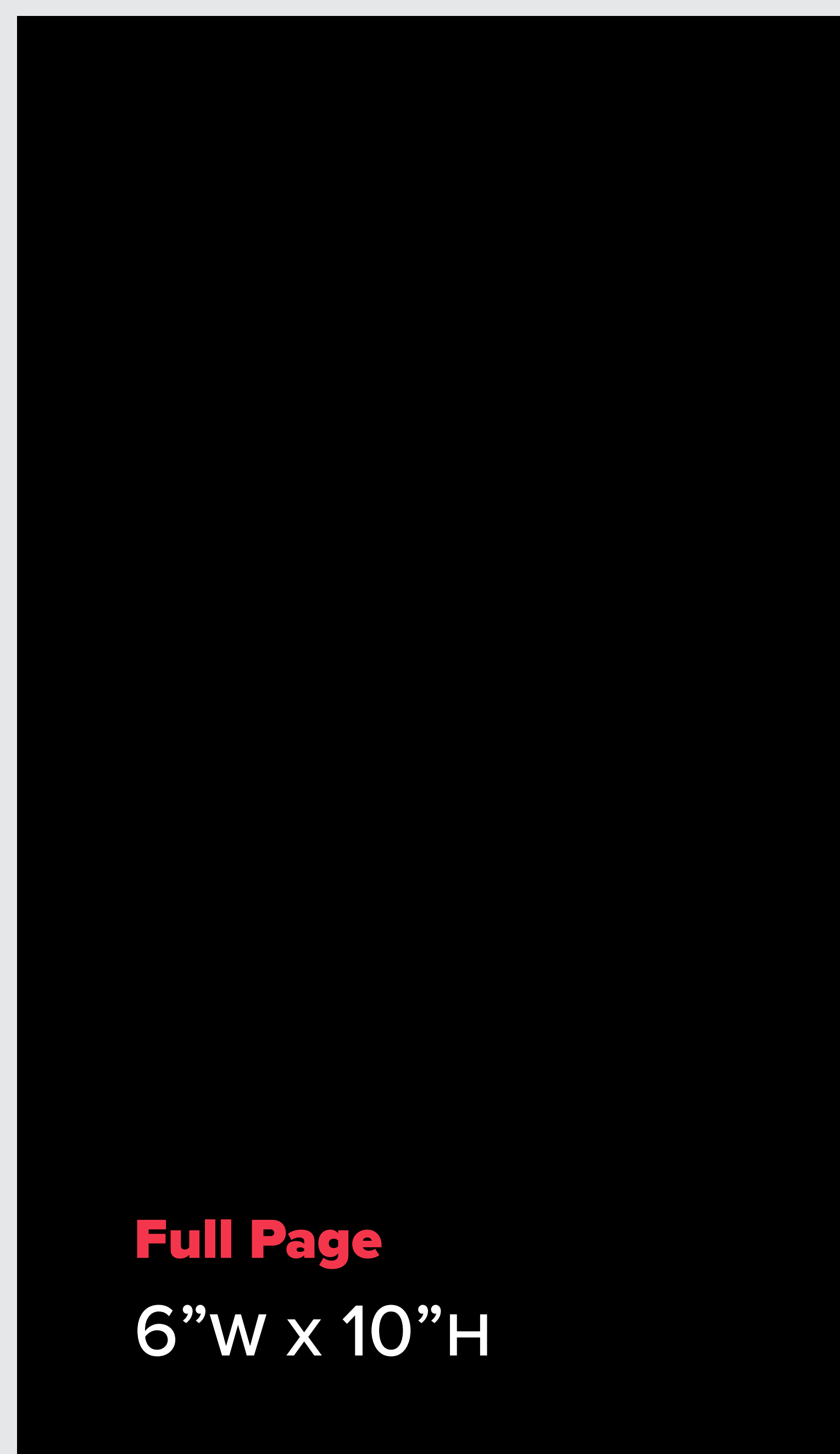
Half Page Ad

\$599

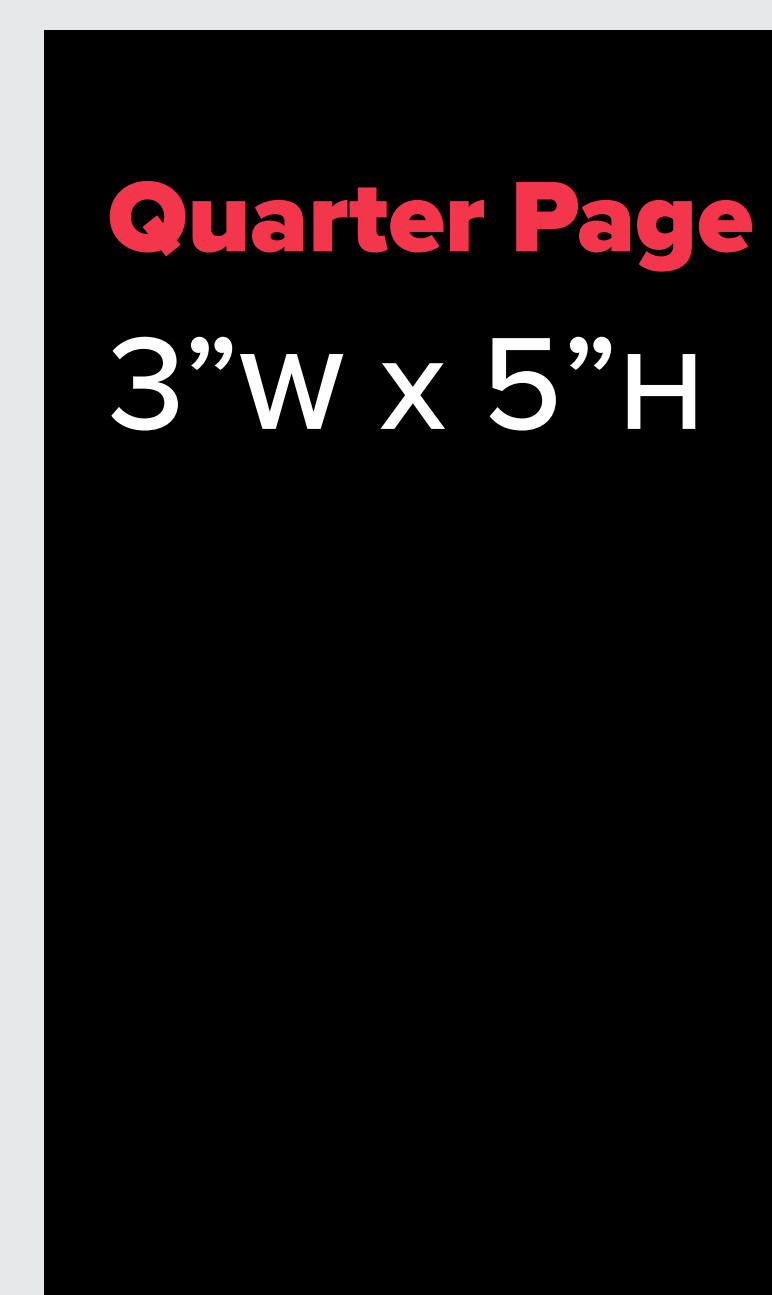
Quarter Page Ad

\$399

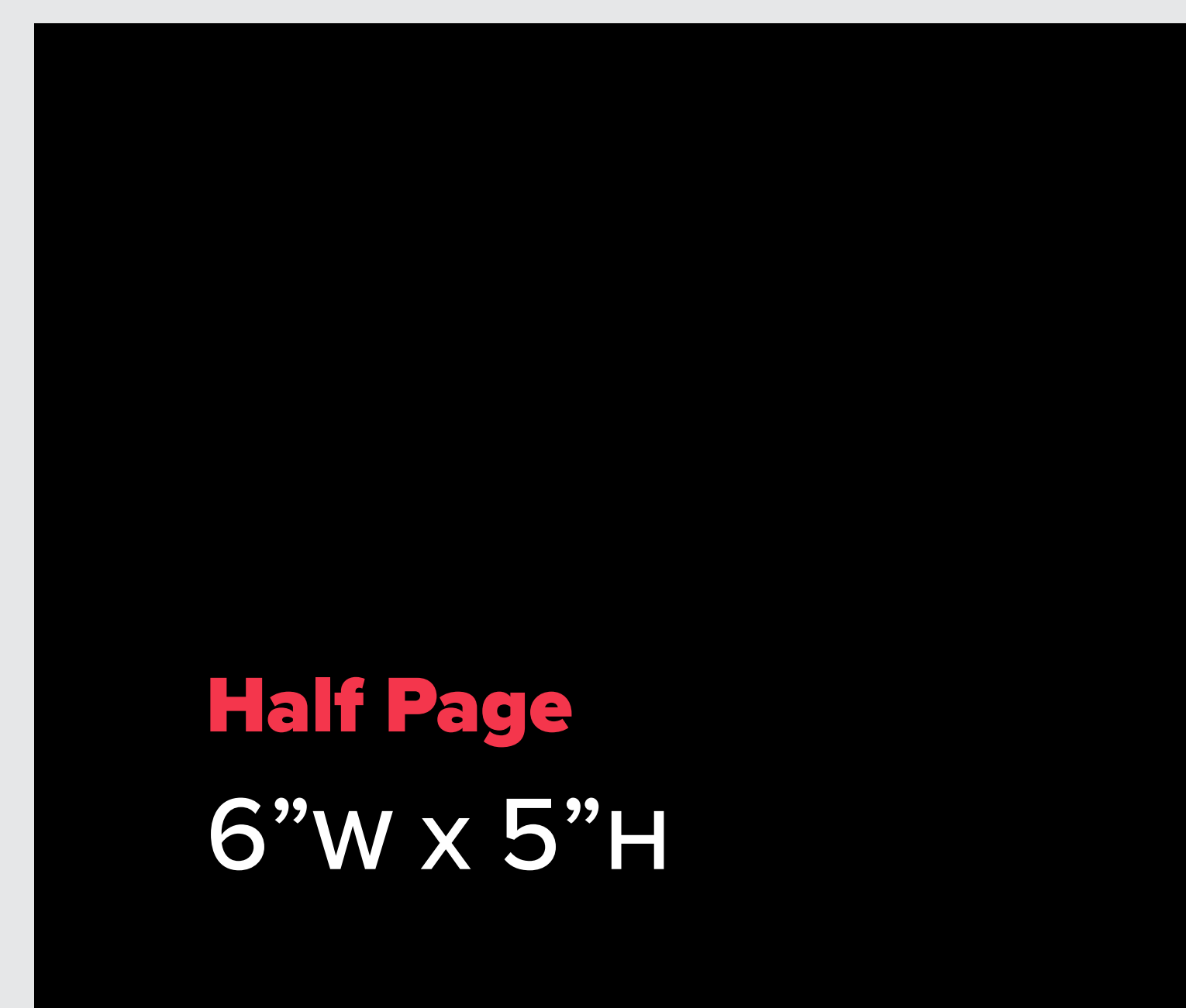
Materials Due:
October 30, 2022



Full Page
6"W x 10"H



Quarter Page
3"W x 5"H



Half Page
6"W x 5"H



WEB

EMAIL

PRINT



| [PRODUCT GUIDE](#) | [DIRECTORY](#) |

Show Directory

The Show Directory helps buyers find you at the show and serves as a year-round resource for their product needs. Secure your ad spot today!

Front Inside Cover

\$1200

Back Inside Cover

\$1200

Full Page Ad

\$649

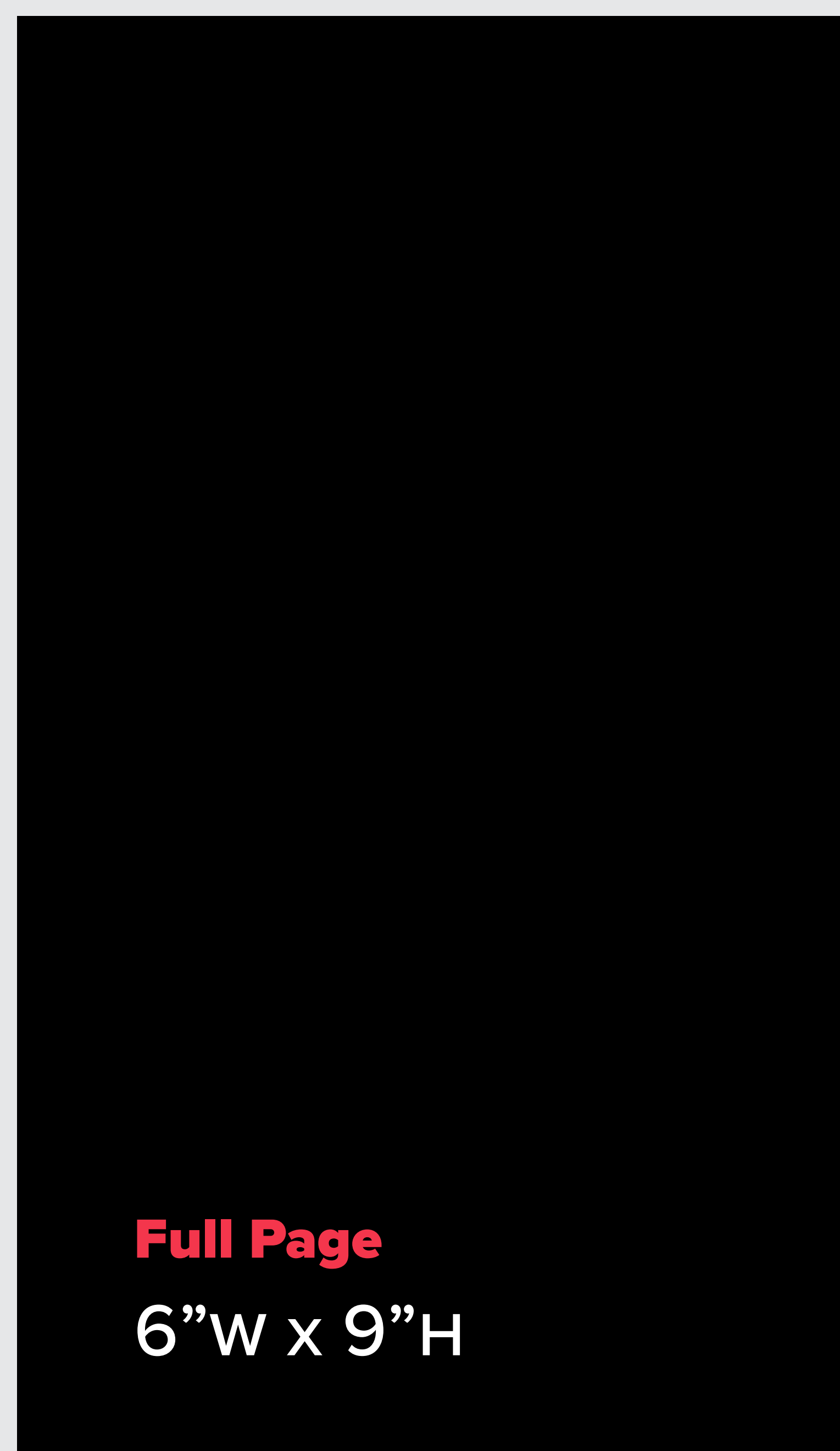
Half Page Ad

\$399

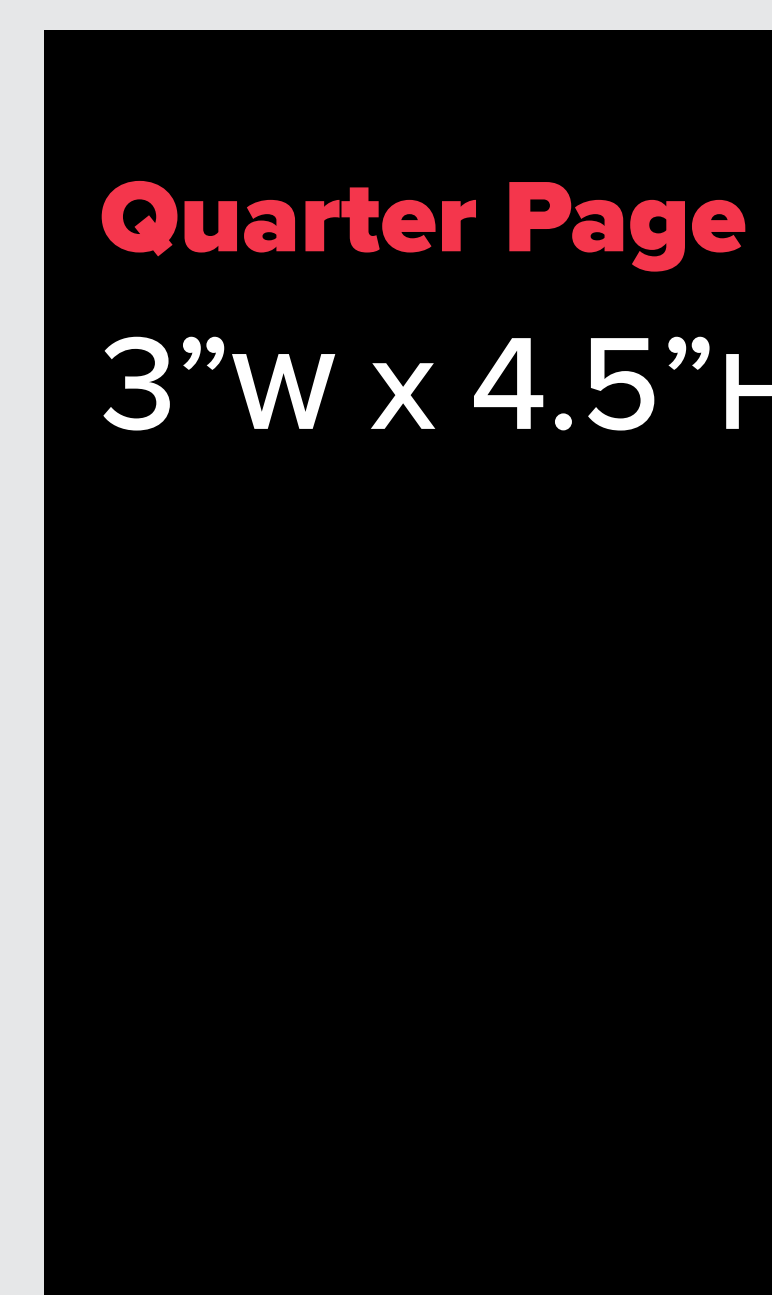
Quarter Page Ad

\$299

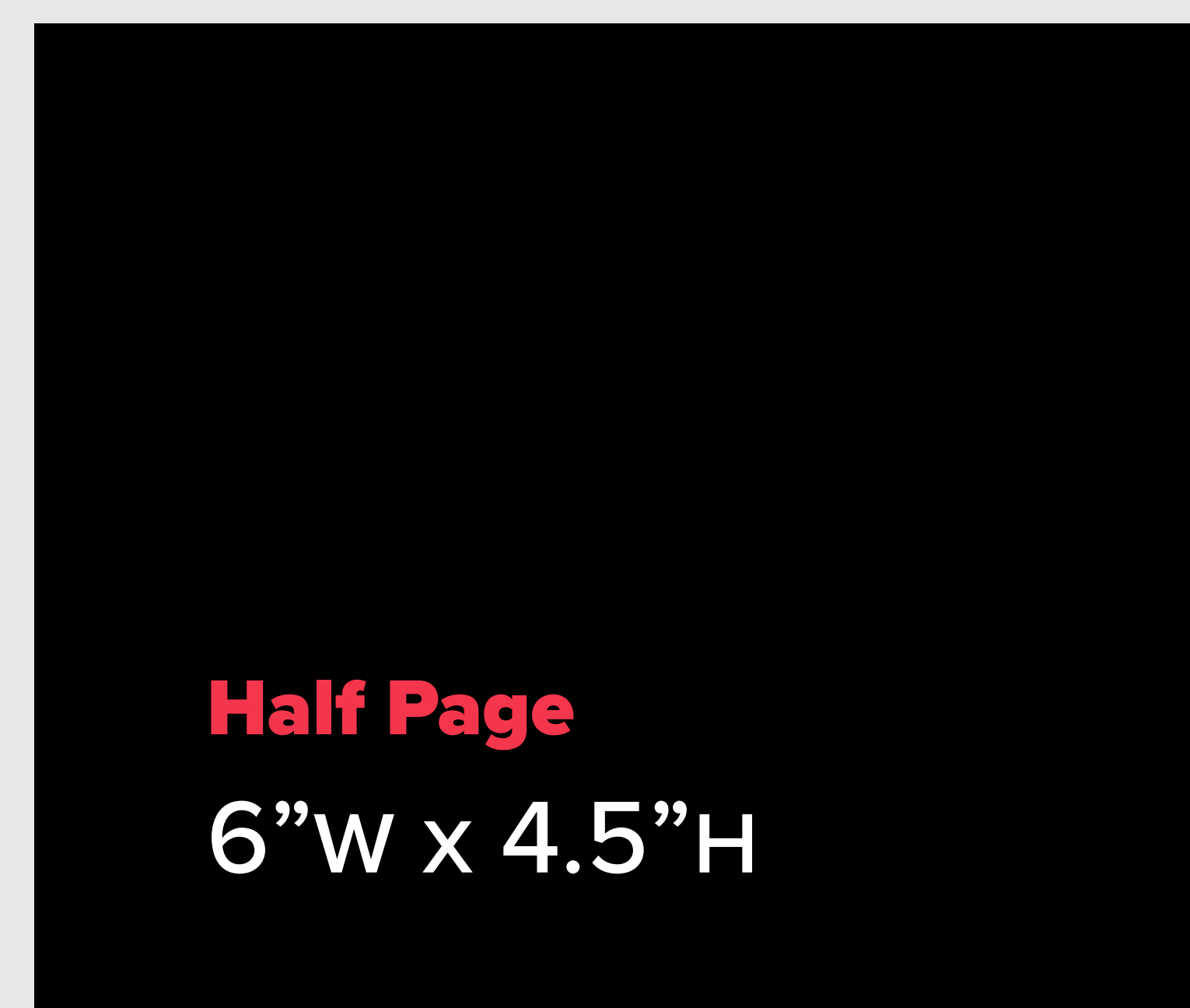
Materials Due:
December 3, 2022



Full Page
6"W x 9"H



Quarter Page
3"W x 4.5"H



Half Page
6"W x 4.5"H

<

ONSITE
OPPORTUNITIES

Badge Lanyards

Provide buyers with a take-home reminder of your company, available to every buyer after printing their badge.

\$5,000

Buyer’s Lounge
Sponsorship

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.

\$1,995

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.

\$1,800 / kiosk

Sponsored Buyer
Happy Hour

Sponsor a buyer happy hour during NY NOW. The happy hour can be hosted within your booth space or in one of our on-site lounges. Sponsorship includes wine + beer, bartender(s) with ~150 servings or up to one hour (whichever ends first). Sponsored coffee hours also available (same quantity and fees apply).

\$2,200

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 us for pricing





WINTER

FEBRUARY 5-8, 2023

(Sunday – Wednesday)

HOURS

February 5-7 | 9:00am to 6:00pm

February 8 | 9:00am to 3:00pm

914-421-3200 • sales@nynow.com

NEW

Partners. Ideas. Collaboration.

Learn more about exhibiting opportunities:

Ashley Ciofrone

Sales Manager

Handmade Global Design, Handmade

Designer Maker, Artisan Resource

914-421-3310

Desiree Weissgerber

Customer Success Manager

NY NOW

914-421-3289

Francine Rich

Sr. Business Development Manager

Luxury Lifestyle, Accessories and Fashion

917-608-4797

Indira Franca

Director International Business Development

949-324-7745

Joseph Woo

NY NOW International

323-817-2249

Kim Cook

Sales Manager

Beauty + Wellness

323-817-2225

Stephanie Gaspari

Sales Manager

Baby & Child, Gift + Stationery

914-421-3366

Zoe Maliszewski

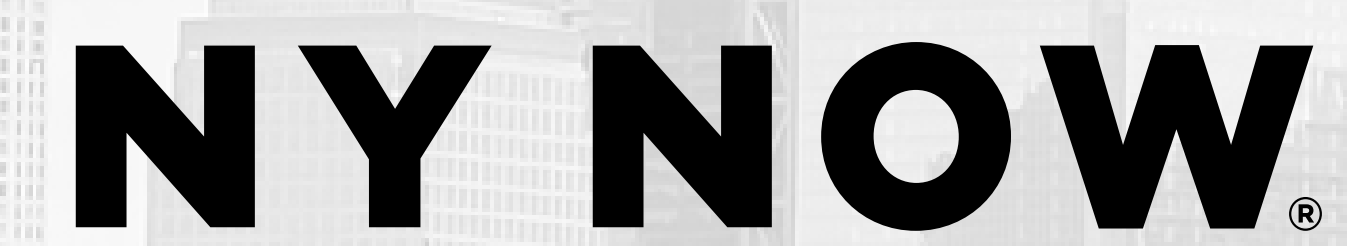
Sales Manager

Accent on Design, Home Design, Tabletop

914-421-3210

We're here to help! Once you make plans to exhibit, you have a whole team at your service. We understand that exhibiting at Javits can be intimidating. That's where our dedicated Customer Success Manager and our stellar operations team come in, ready to walk you through the exhibit process and make your show a success.

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