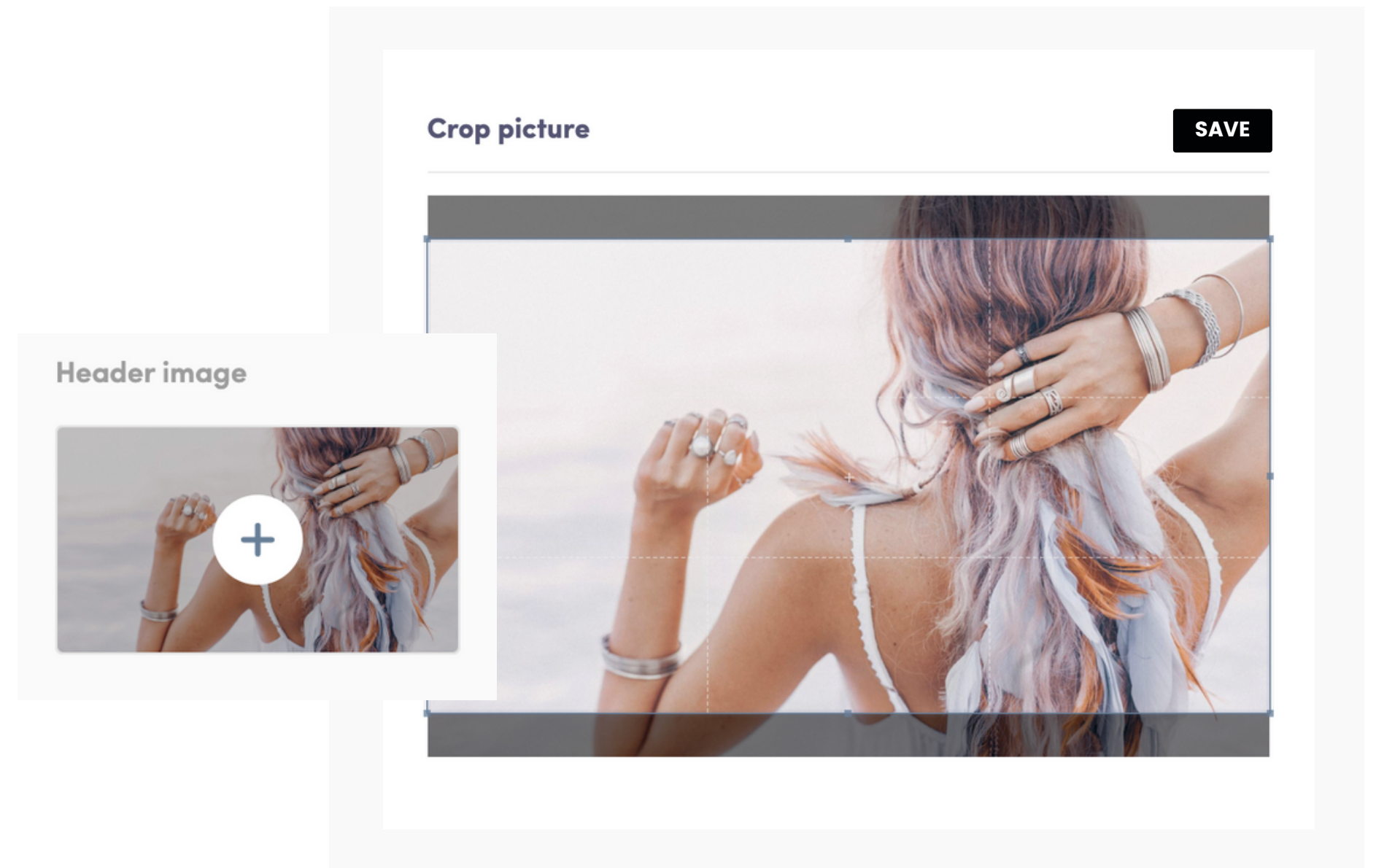


image specs and tips to
update your profile and
upload products

NY NOW. **Digital Market**

POWERED BY
swagocard

**With Swapcard,
cropping your images
is as easy as can be,
no editing skills
necessary.**



1

**Click the upload +
icon & select your
image file**

2

**Drag and scale the crop
frame over your image to
get it just right**

3

Click "save"

Editing your company profile is easy!

Steps

- Go to your "Exhibitor Center" from your computer or mobile phone
- Click on "Company profile" in the left side menu
- To add or modify information, click on the "Edit" button in front of the section of your choice

Creative specifications

HEADER IMAGE or VIDEO

- For image, we recommend using a 1200x675px (16:9 ratio) image
- No larger than 1MB.
- For video, first upload it on Youtube, Vimeo or any other video provider, then paste the id or src link in the Video ID field. (Make sure video is not private)

LOGO

- We recommend using at least a 400x200px (2:1 ratio) image
- No larger than 1MB.

The screenshot shows the 'Company profile' editing page for 'Allison Handmade' on the NY NOW Digital Market platform. The interface includes a left sidebar with navigation options: Home, Company profile (selected), Meetings, Team's contacts, and Your team. The main content area is divided into sections for profile editing. The 'Header image' section shows a large image of a person's hands with jewelry, with a text box for adding a header image or video. The 'Video platform' is set to 'YouTube' and the 'Video ID' field contains a YouTube link. The 'Logo' section shows a square logo with the initials 'Ah.' and a text box for adding a logo. The 'Name' field is filled with 'Allison Handmade'. Below these sections, there is an 'Information' section with a bio: 'We believe that a piece of jewelry ought to make a strong impression. When you wear your favorite piece of jewelry, you are communicating with the world. You are communicating with natural beauty with miniature artworks.' At the bottom, there are fields for 'NY NOW Sections' (Handmade Designer Market), 'Product Categories' (Contemporary, Handmade), and 'New to NY NOW' (Yes).

NY NOW® Digital Market · Allison Handmade

Company profile

Overview

Documents

Books + Publications +Media

Candles

Children

Fashion

Decorative Accessories

Ethnic

Floral

Food & Beverage

Games + Puzzles + Toys

Giftwrap & Accessories

Holiday

Home Design

Home Textiles

Meetings

Team's contacts

Your team

Header image

Add a header image or video. For image, we recommend using a 1200x675px (16:9 ratio) image, no larger than 1MB. For video, first upload it on YouTube, then paste the id or src link in the Video ID field. (Make sure video is not private)

Video platform: YouTube

Video ID: https://www.youtube.com/

Logo

Highlight your company by adding a logo. We recommend using at least a 400x200px (2:1 ratio) image, no larger than 1MB.

Name

Allison Handmade

Information

We believe that a piece of jewelry ought to make a strong impression. When you wear your favorite piece of jewelry, you are communicating with the world. You are communicating with natural beauty with miniature artworks.

NY NOW Sections: Handmade Designer Market

Product Categories: Contemporary, Handmade

New to NY NOW: Yes

Customize your company profile

Add a side banner and background image

- Go to your "Exhibitor Center" from your computer or mobile phone
- Click on "Add an ad" in the right side menu under "Advertising"
- Click on "Add background" in the right side menu under "Background Image"

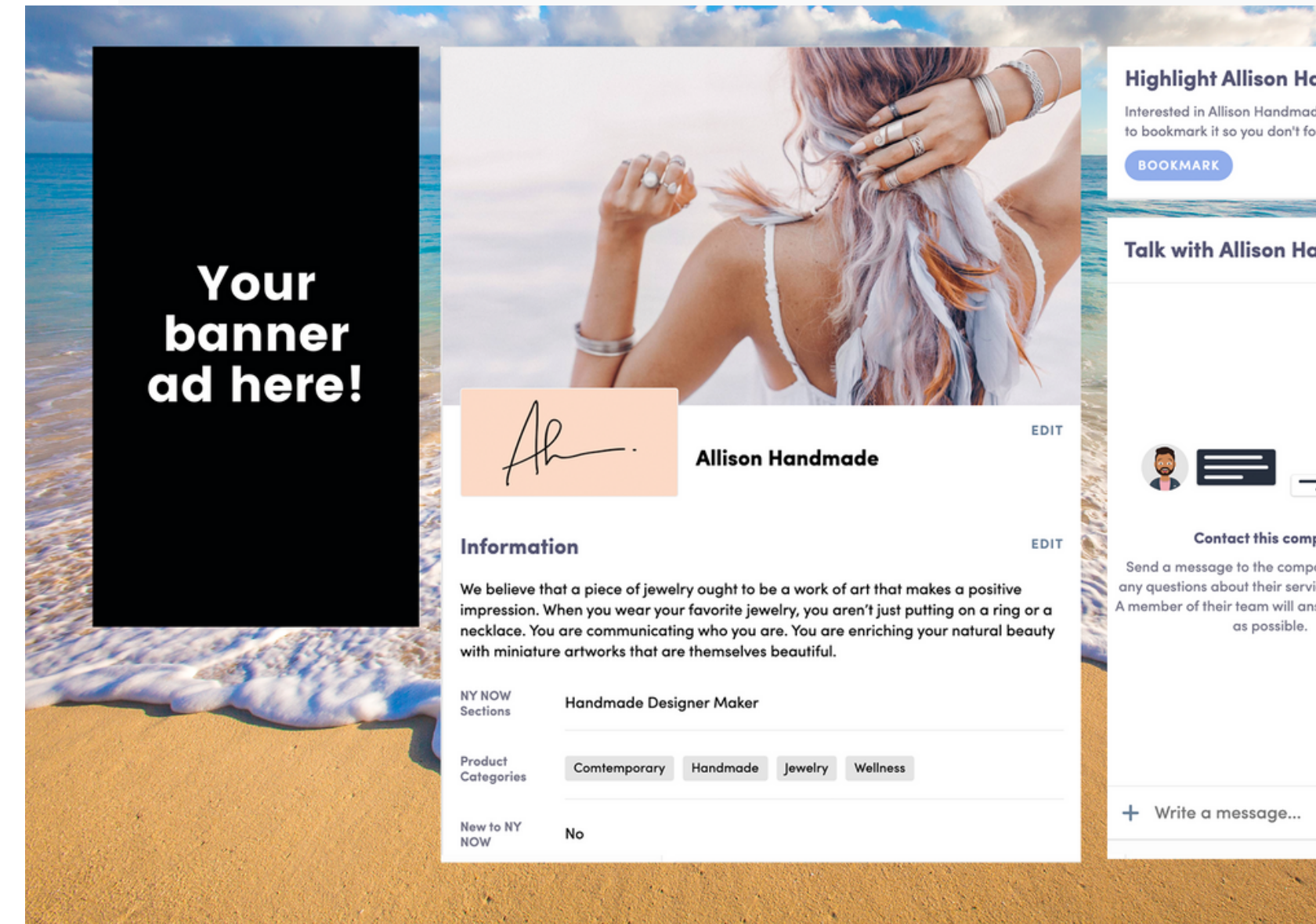
Creative specifications

SIDE BANNER

- 1080x1920px (9:16 ratio) image
- No larger than 1MB.

BACKGROUND IMAGE

- 2560x1600px (16:10 ratio) image
- No larger than 1MB.



Highlight all of your products

Steps

- Go to your "Exhibitor Center" from your computer or mobile phone
- Click on "Company profile" in the left side menu
- Below "Documents", you will see a list of the product categories available for your event: click on the category of your choice to modify its content
- To add a new product, click on "Add" at the top right of your screen

Creative specifications

- For image, we recommend using a 800x800px (1:1 ratio) image
- No larger than 1MB.

