



Digital Market

2021 | [NYNOWDIGITALMARKET.COM](https://nynowdigitalmarket.com)

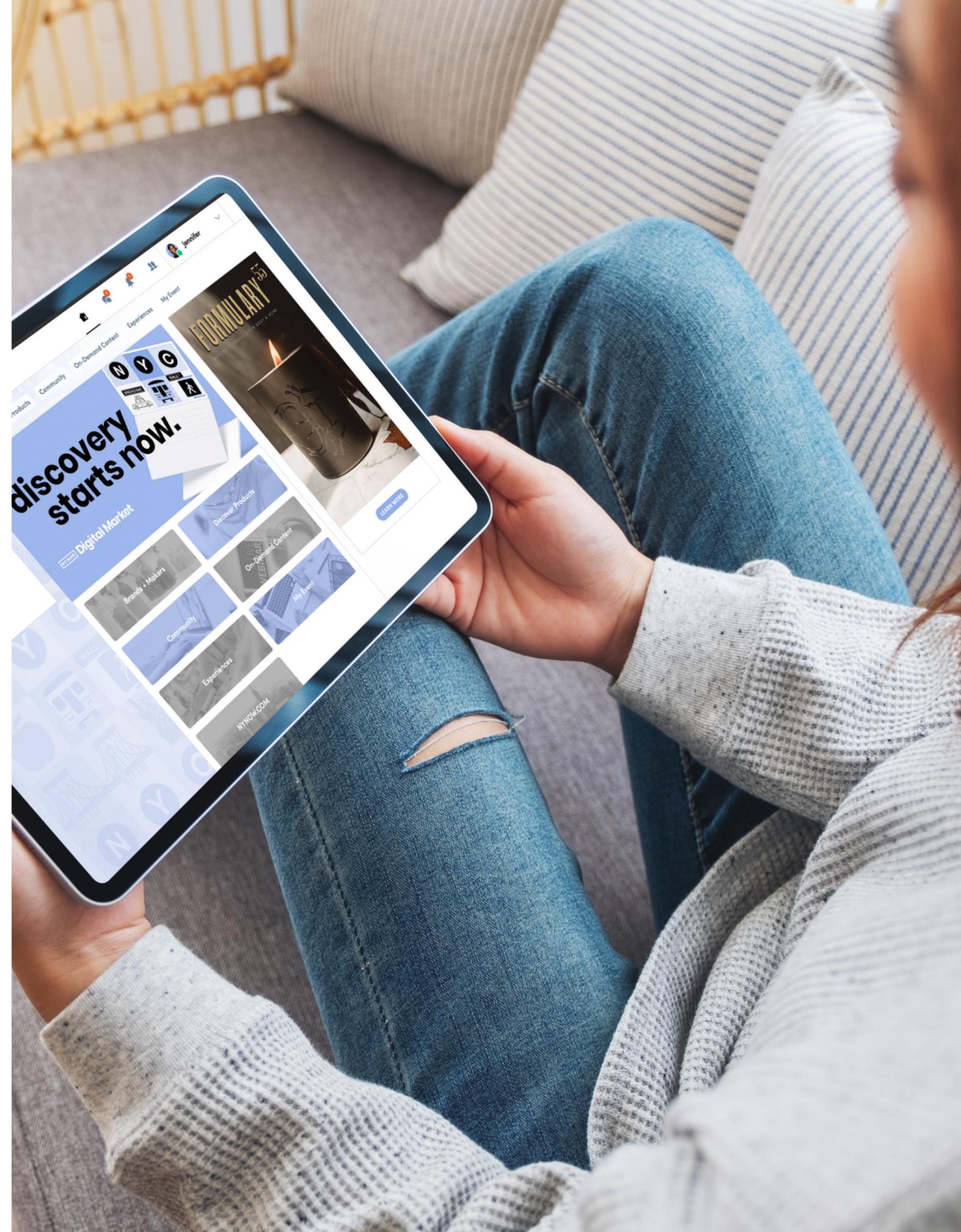


join us

The NY NOW Digital Market is a 365 lead generation, visibility, and connection platform that meets the year-round sourcing needs of buyers.

The Winter Market Week will take place between January 28 and February 3, 2021, and will bring together our exceptional depth of retailers and Brands + Makers for live events, connection, reactivation, and networking.

The year-round companion to our in-person show, the NY NOW Digital Market is driven by state-of-the-art AI and machine learning. It is a powerful lead generation and discovery tool to drive sustained business for our community.



testimonials



NY NOW curated the most amazing digital market that connects makers to retailers, retailers to customers, and everyone in-between. You want to talk about pivoting in the face of a pandemic?! NY NOW nailed it!!! Holiday 2020, Spring/Summer 2021, and even Fall/Winter 2021 is SET!!!! What a gift!!!

Kathy Piccari, Owner, PINEAPPLE ON MAIN

BUYER



I assumed this was more of a marathon than a 50-yard dash. I am pleased at the number of contacts that have emailed me directly looking for line sheets. My website traffic is way up and I have added a bunch of new followers to Instagram.

Gina Amoroso, Hettle

BRAND



How cool is the NY NOW Digital Market platform! I'm loving the ability to remotely connect with businesses that find us and think we could work well together. Congratulations.

Cara Milling, Co-Owner, Runaway Poppy

BUYER



The live show has been awesome. We have been able to make some really great connections and have had some good sales. I think overall things went really smoothly. There is a total learning curve, but we are thrilled with how it has gone.

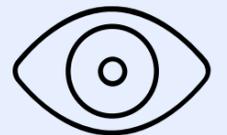
Rochelle Arquette, Public School Paper

BRAND



650

Brands + Makers



66k+

Buyer Views



81k+

chats between attendees and brands

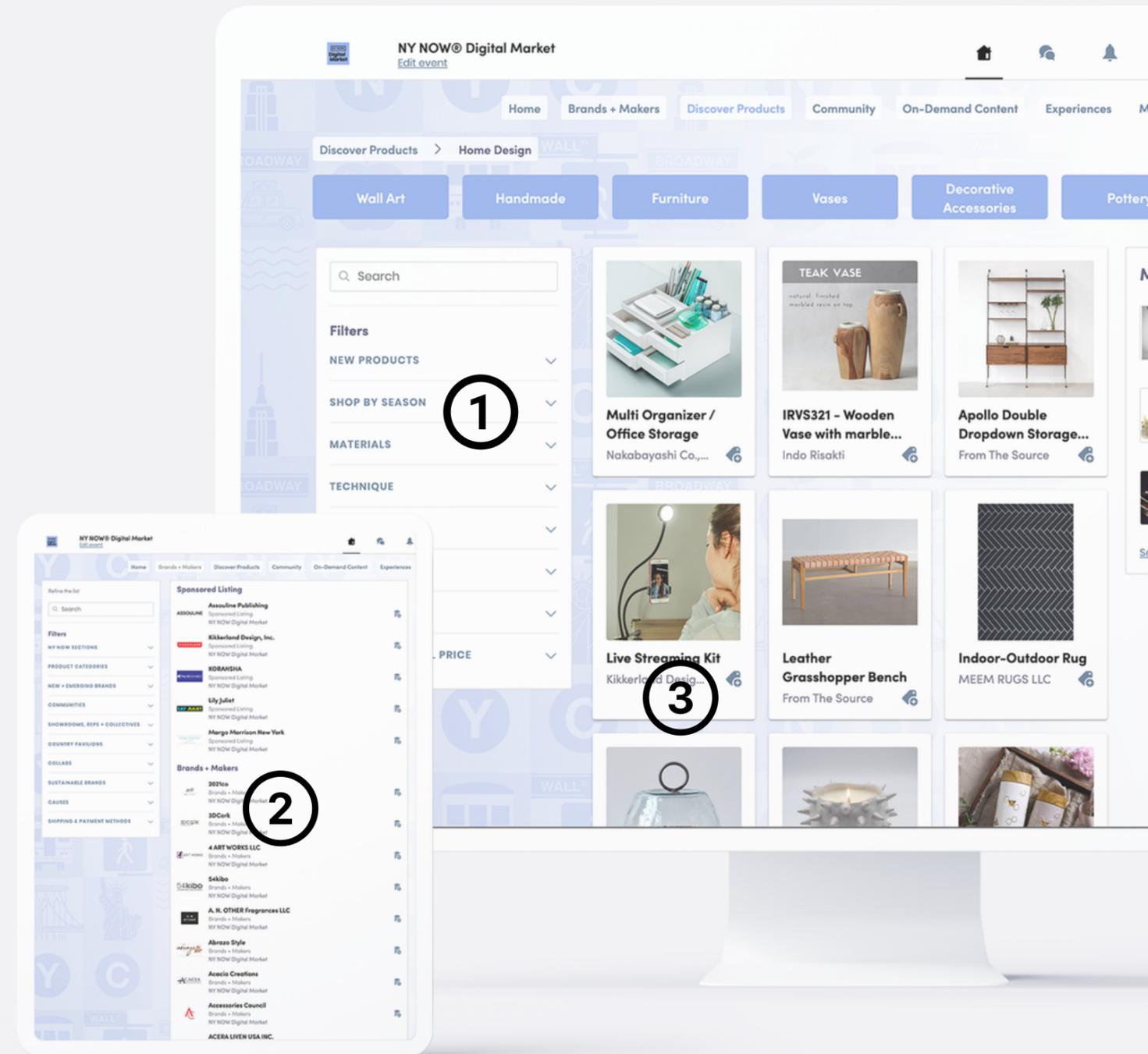
Source: NY NOW Digital Market - 11.5.2020

be discovered

The NY NOW Digital platform is AI-first. It presents the most relevant buyers to your brand based on content uploaded into your profile and key identifiers retailers input at registration. Then as a buyer interacts with the discovery tools and shops the market, the machine learning layer kicks in creating unique brand recommendations based on a buyer's browsing history and search terms.

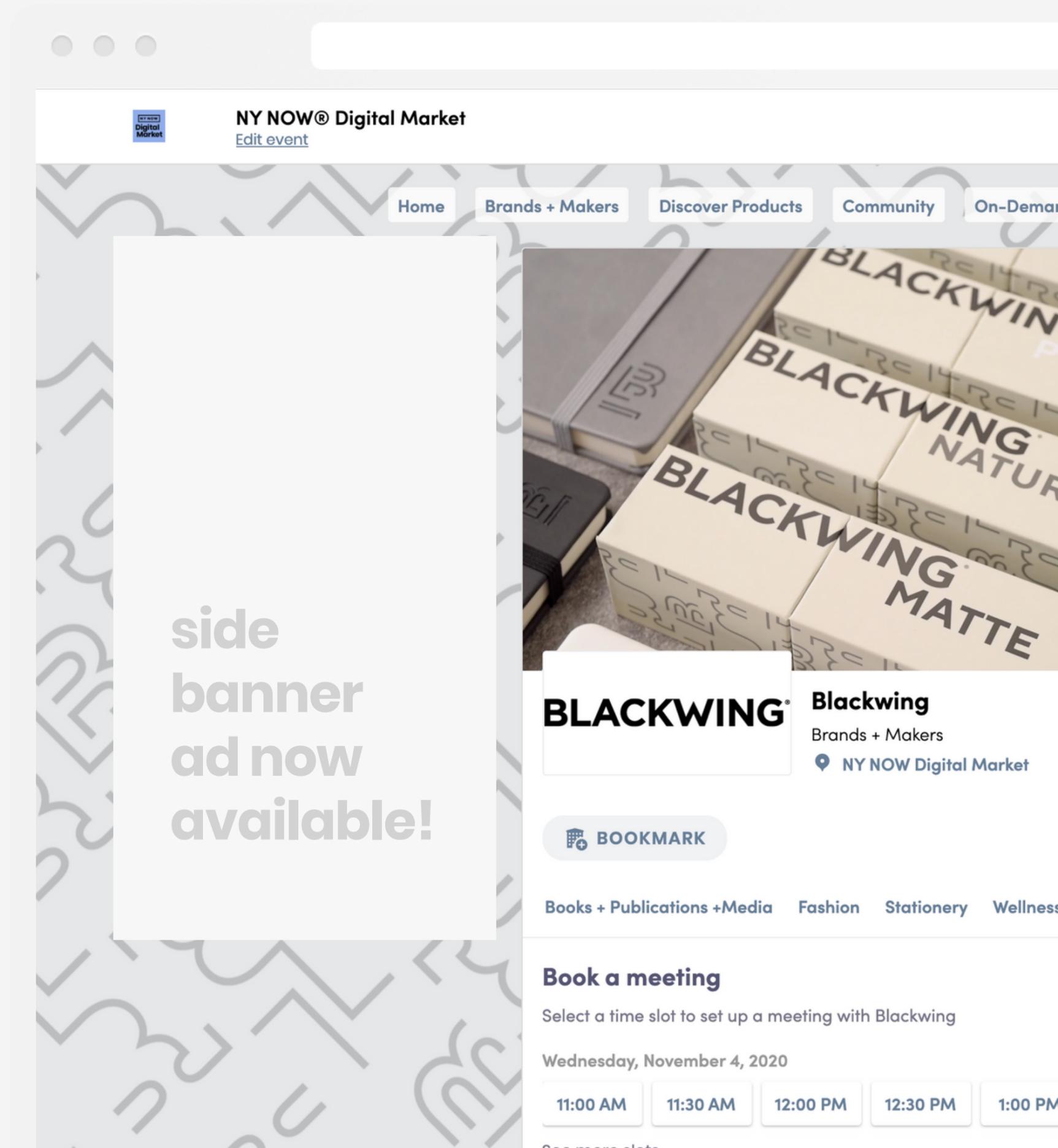
how your brand is discovered

- ① Keyword search + filters
- ② Brand directory
- ③ Product search



new platform features

- + Banner ad within your digital booth to tell your story or highlight a new product
- + Apply to appear in exclusive search filters e.g. NY NOW Awards, Trends, Sustainable



activate | features + pricing

- ✓ Branded digital booth + unlimited team member profiles
- ✓ Banner ad within your digital booth - **NEW!**
- ✓ Background image for your digital booth
- ✓ Unlimited product uploads
- ✓ Add line sheets and other marketing & sales materials to your booth
- ✓ Inclusion in new product listing and show specials search filters
- ✓ Book 1-1 meetings with buyers - including video calls
- ✓ Chat 1-1 with buyers on desktop or mobile version of the Digital Market
- ✓ Recommendations for buyers to connect with based on AI + machine learning
- ✓ Research and request to connect with individual buyers
- ✓ Receive contact details for buyers that accept your connection request
- ✓ Brand dashboard which displays data on buyer engagement with your booth

*Option to extend access for March to June for \$400 (\$100/month)

2 MONTH ACCESS

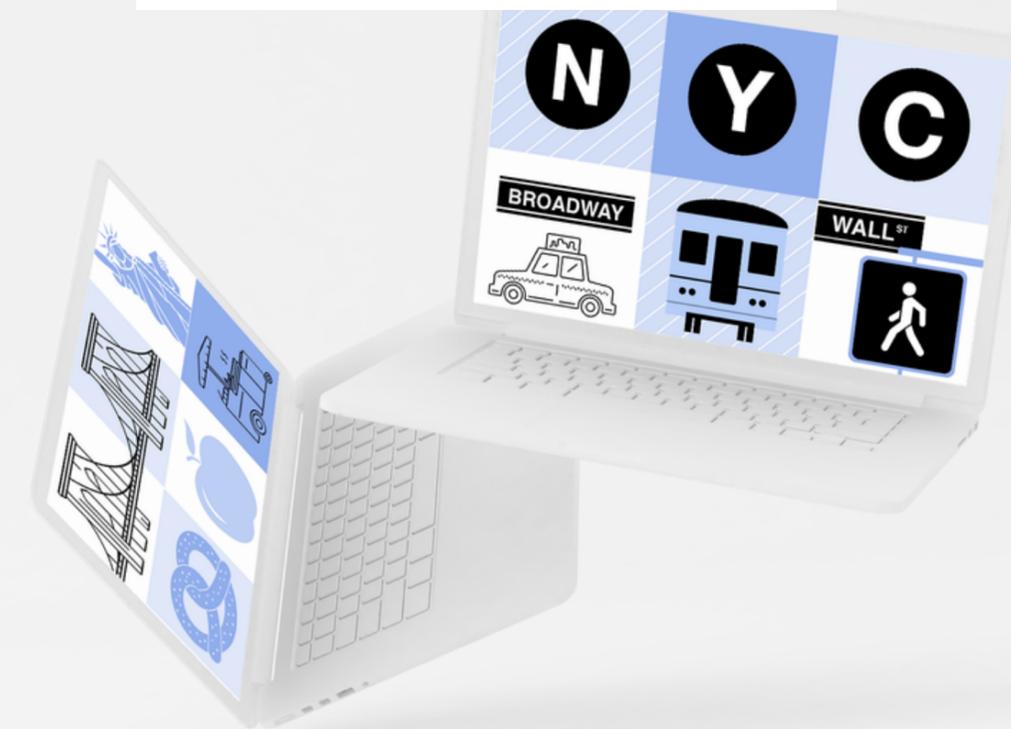
January & February

\$625*

6 MONTH ACCESS

January - June

\$925



limited availability upgrades

January - February

ACCELERATE

CAPTIVATE

Your branded video content featured in the LIVE: Watch Now section of the platform



Generate leads through post-Market Week retargeting emails



Banner ad on home page (20% share of voice for one day during Market Week)



Logo on home page (20% share of voice for one day during Market Week)



Premium listing for one day during Market Week



Brand Spotlight email (shared)



Upgrades only available with (renewals) or Activate \$925 rate (new customers)

+\$600

+\$1,800

a la carte

BANNER AD

NYNOWDigitalMarket.com
Desktop + Mobile

Placement includes 20% SOV
(share of voice) on home page

\$300

per day during Market Week

BANNER AD

Product ad space on
NYNOW.com home page

50K average monthly website
visits

\$300

per brand for one month duration

BRAND LOGO

featured on the Digital
Market Homepage

\$300

per day during Market Week / limited quantities available

SPONSORSHIP

NY NOW Awards
LEVEL ONE

Includes logo placement on the Awards
Night step & repeat, logo listing in one
attendee email and logo on session
agenda in the Digital Market.

\$750

per brand during Market Week

SPONSORSHIP

NY NOW Awards
LEVEL TWO

Includes all items in level one +
opportunity for host to feature
relevant product used during
awards ceremony.

\$1,000

per brand during Market Week

SPONSORSHIP

YOGA

Opportunity to showcase your
product during the NY NOW YOGA
sessions. Includes logo listing in
session agenda in the Digital Market.

\$500

per product during Market Week

SPONSORSHIP

Buyer Webinar

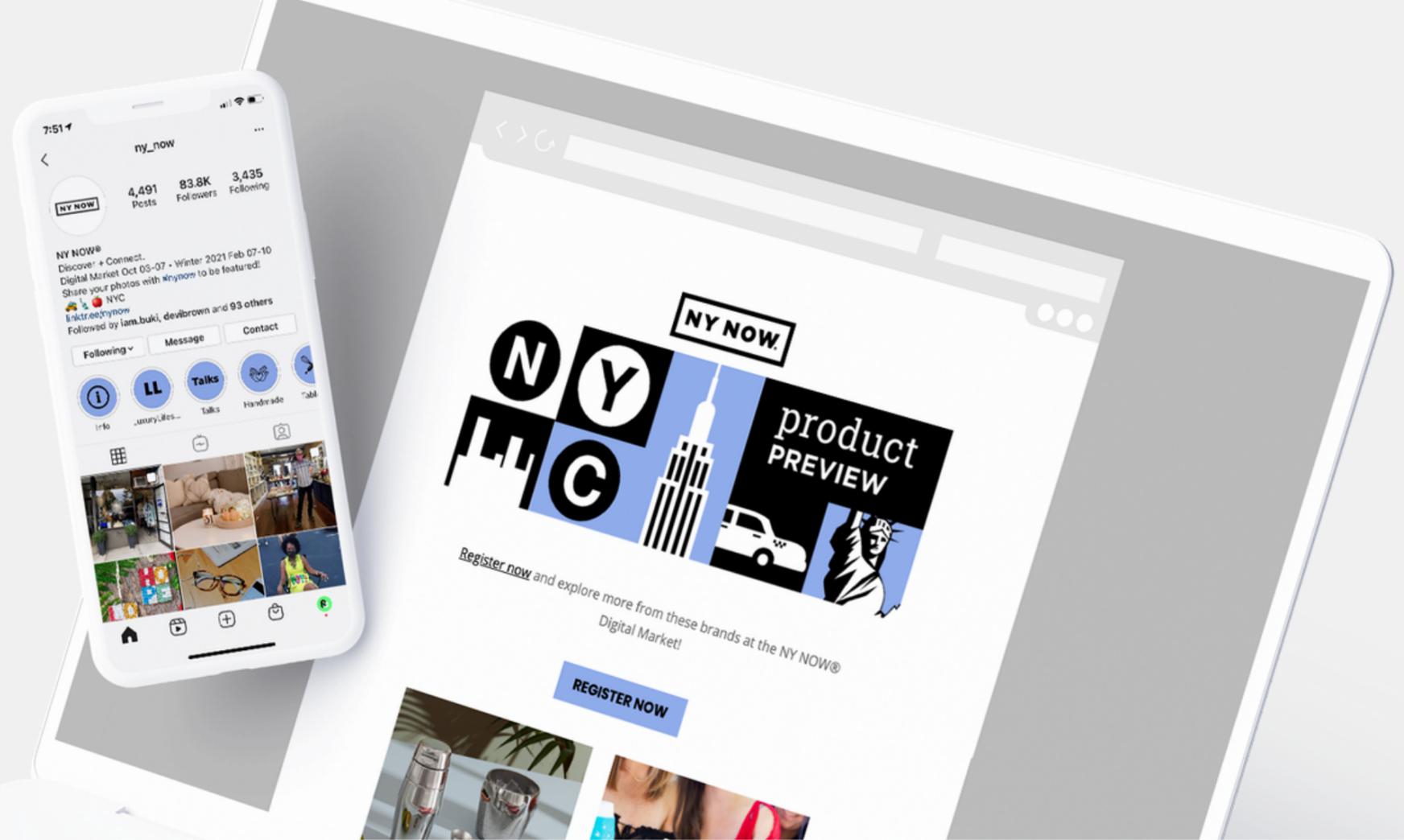
Listing on thank you page of the buyer
webinar, logo listing in one attendee
email + banner ad promoting the
webinar on the Digital Market

\$750

per brand. limited edition

marketing + audience

Our digital companion to the in-person show provides the tools you need to introduce buyers to your brand and expand your reach. We run targeted marketing campaigns to bring buyers to the Digital Market so they can engage with your booth, products, and story. Brands + Makers gain visibility and exposure to thousands of buyers looking to source the best products for their stores.



our marketing outreach



Email campaigns to our database of thousands of buyers



Telemarketing campaigns to over 40,000 buyers



Paid social media campaigns across all our channels



Advertisement with media partners



Daily social media engagement



Personalized buyer relations outreach to select VIP buyers

let's connect



Emma Smith
VP, Sales
914 421 3226
emma.smith@nynow.com



ALLISON GARAFALO
Sales Director
914 421 3212
allison.garafalo@nynow.com



ANGELA GONZALEZ
Event Director
914 421 3273
angela.gonzalez@nynow.com



AWANDA BOOTH
Sales Manager
914 421 3230
awanda.booth@nynow.com



ASHLEY CIOFRONE
Sales Manager
914 421 3310
ashley.ciofrone@nynow.com



STEPHANIE GASPARI
Sales Manager
914 421 3366
stephanie.gaspari@nynow.com



REBECCA HARVEY
Sales Manager
914 421 3260
rebecca.harvey@nynow.com



MICHELLE LOSAPIO
Sales Manager
914 414 3954
michelle.losapio@nynow.com



ANDREA PETRONI
Sales Manager
914 346 0244
andrea.petroni@nynow.com



DESIREE WEISSGERBER
Sales Representative
914 598 6676
desiree.weissgerber@nynow.com

Links to online platforms operated by competing trade show organizers not permitted