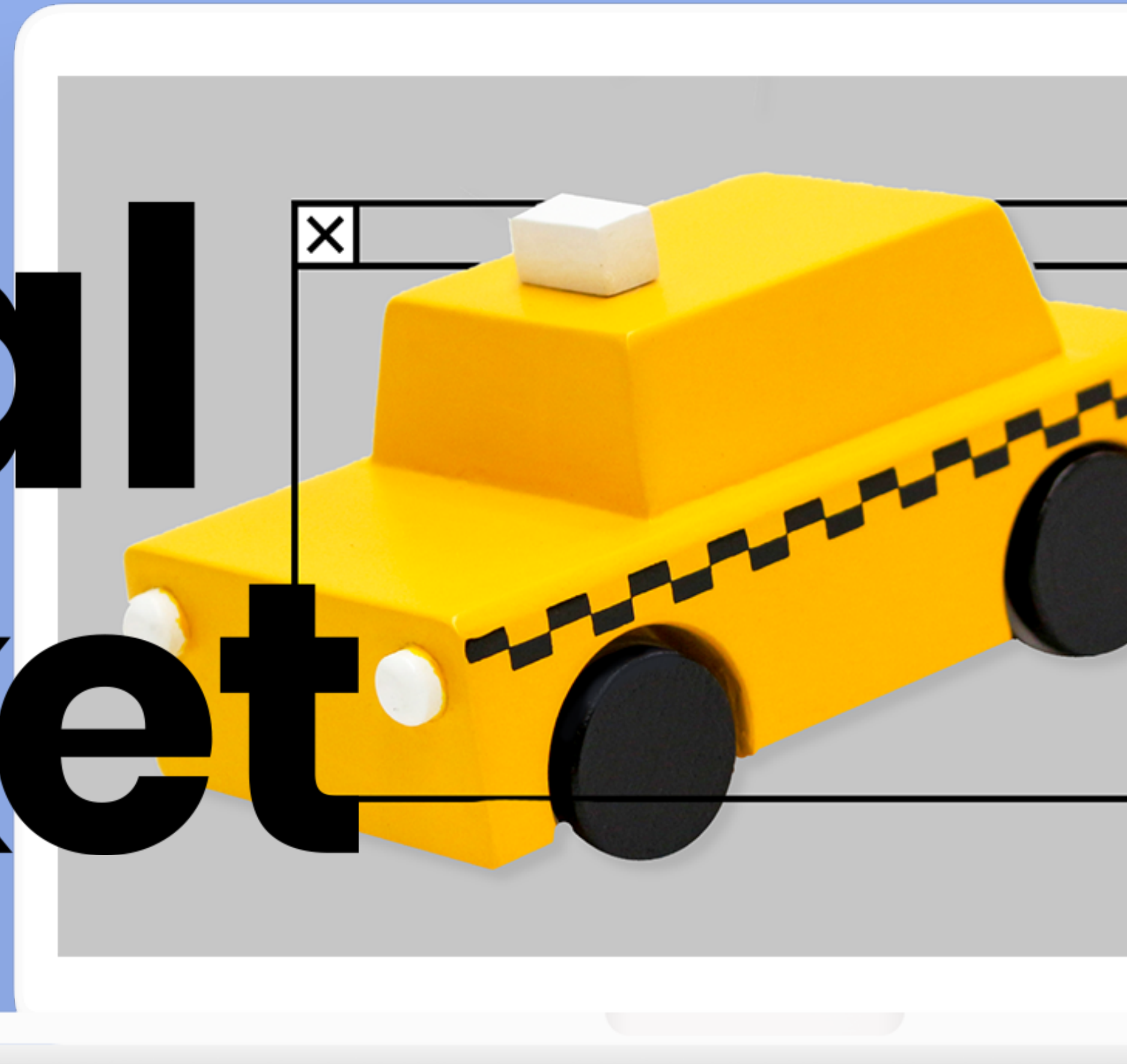


**october
03-07**

NY NOW[®]

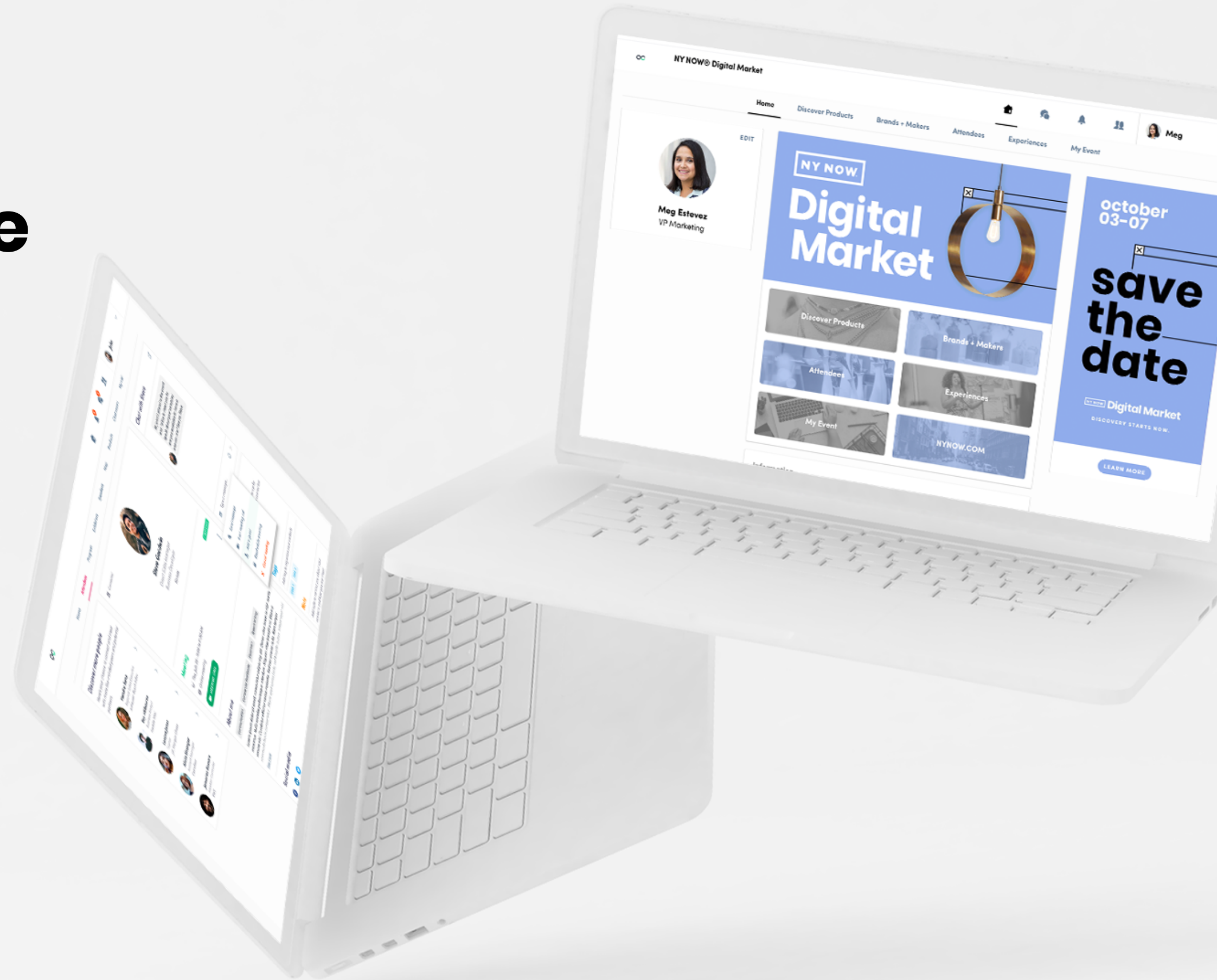
Digital Market



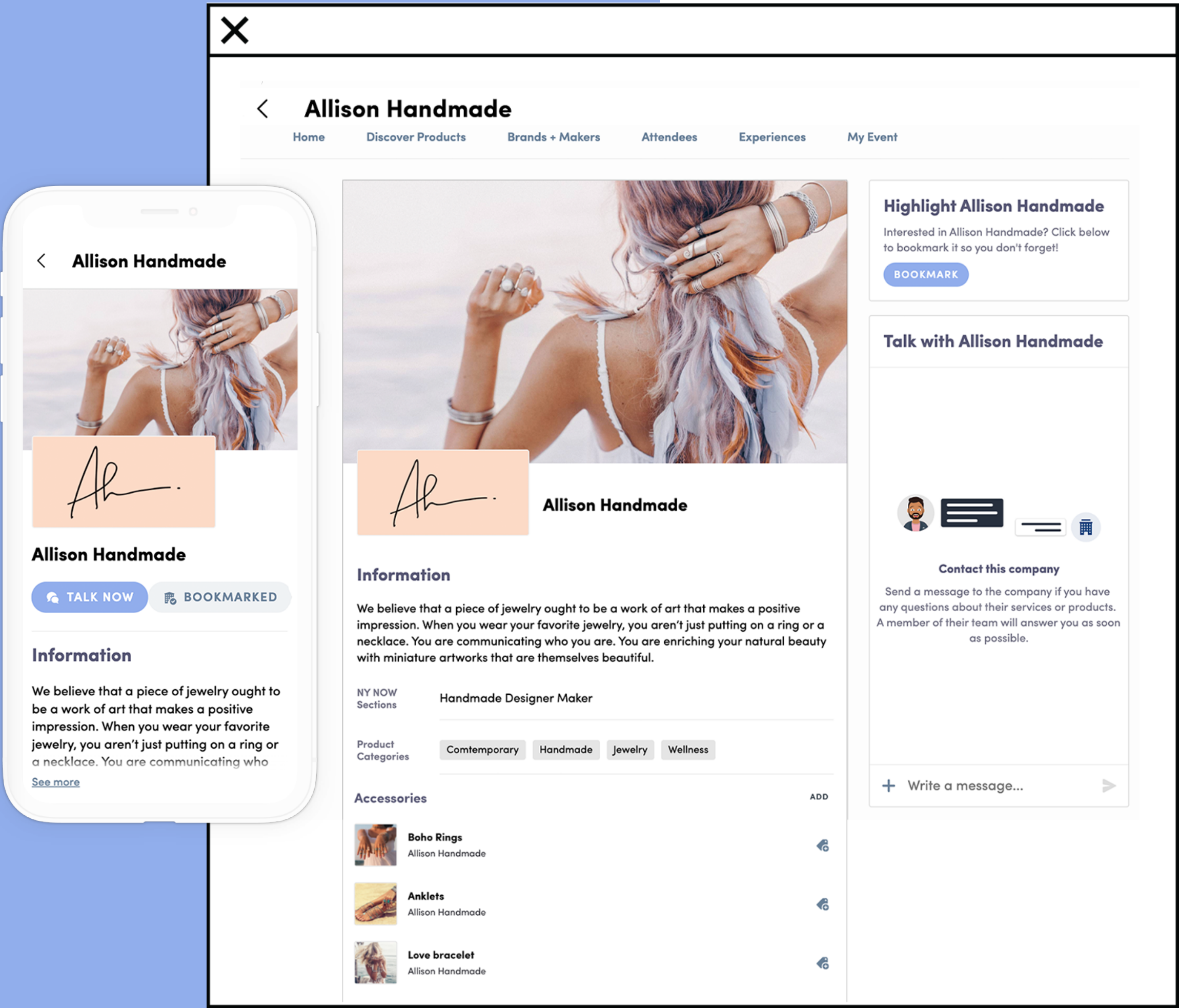
nynow.com/digitalmarket

You are invited to join us at the NY NOW® Digital Market, launching October 3rd for five Live Show Days.

We are bringing together our exceptional breadth and depth of retailers, brands, and makers for live events, connection, reactivation, and holiday buying. The new digital companion to our in-person show, driven by state-of-the-art AI and machine learning, is a powerful lead generation, search, and discovery tool to drive sustained business for our community year-round.



package features



activate

Activate your presence on our easy-to-use and affordable solution with a digital booth that includes best-in-class features such as video, chat, appointment booking, product listings, and so much more!



accelerate

Accelerate your engagement with our community of 140,000 retailers by including your digital booth in our new product and show special listings and featuring your branded video in the LIVE: Watch Now section of the platform.



captivate

Captivate your audience and drive more business to your digital booth with additional exposure across the NY NOW Digital Market and NY NOW's social media, with 118K followers..

package features	 Activate	 Accelerate	 Captivate
Branded digital booth in NY NOW's first Digital Market, including unlimited team member profiles	✓	✓	✓
Connect with buyers on your desktop or mobile app	✓	✓	✓
Access for the month of October including Live Show Days	✓	✓	✓
Research and request to connect with individual buyers	✓	✓	✓
Book 1-1 video meetings with buyers + sync to your digital booth & personal calendars	✓	✓	✓
Live chat with buyers	✓	✓	✓
Recommendations for buyers to connect with based on AI + machine learning	✓	✓	✓
Contact details for those buyers who engage with your exhibit staff	✓	✓	✓
Upload up to 100 products for inclusion in your digital booth including images with links	✓	✓	✓
Ability to add additional marketing & sales material to your booth	✓	✓	✓
Unique brand dashboard which displays data on buyer engagement with your booth	✓	✓	✓
Score the quality of your leads based on your own criteria	✓	✓	✓
Inclusion in new product listing and/or show specials (includes additional email promotion)		✓	✓
Your branded video content featured in the LIVE: Watch Now section of the platform (e.g. product pitches or brand stories)		✓	✓
Banner ad on desktop + app version of Digital Market - placement includes 20% SOV (share of voice) on home page			✓
Your logo featured on the Digital Market Homepage			✓
One social media post shared across channels to combined audience of 118K followers - limited to 6 brands per post			✓
All packages come with full access to Digital Market for the months of November and December 2020. (\$300 value) *Limited availability for Captivate package	\$600	\$1,100	\$1,750*

community package features

Showrooms, Reps + Collectives

10 Activate digital booths
Brand placed in search filters
One complimentary digital booth to highlight your showroom or collective
Email promotion for up to 10 brands (date of email subject to marketing schedule)
Additional digital booths at standard package rates
\$6,000

Country Pavilions

5 Activate digital booths
Pavilion placed in search filters
One complimentary digital booth to highlight your group
Additional digital booths at standard package rates
\$3,000

a la carte



Sponsor one of the NY NOW Awards

\$500 per sponsor

Up to 3 sponsors



Your brand logo featured on the Digital Market Homepage (limited quantities available)

\$300

per day



Retarget buyers who engaged with your branded video in the LIVE: Watch Now experience via push notification on desktop and mobile app (only available for Accelerate and Captivate)

\$500

per notification



Gain exposure pre-show, during the live show and post-show with a feature in a NY NOW Brand Spotlight email

\$300

per brand (shared space in one email)



Premium listing on Brand Search page October – December 2020 (limited quantities available)

\$500

per brand



Banner ad on desktop + app version of NYNOWDigitalMarket.com - placement includes 20% SOV (share of voice) on home page

\$500

per day

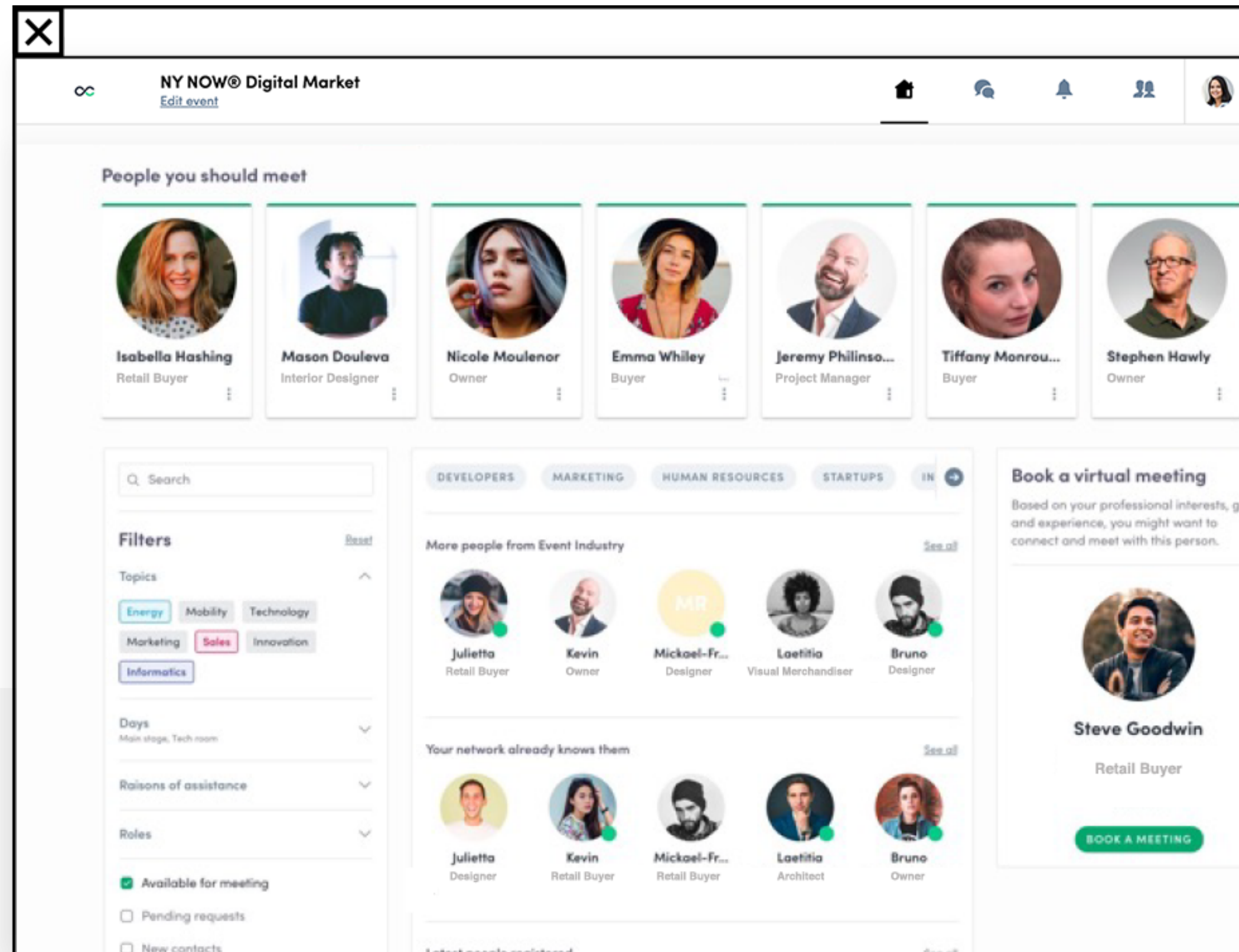
marketing + audience

140,000 strong

We don't mean to brag! Our global retailer relationships have been carefully cultivated to provide an exceptional market experience in-person and now digitally.

Our new digital companion provides the tools you need to connect - live video, chat, simple appointment booking, and dynamic AI-powered search, so your products are served up to our community of 140,000 buyers. Plus, our cross channel social media reach to a combined audience of over 118,000!

our marketing outreach



Email campaigns to our database of 140,000 buyers



Daily social media engagement across Instagram, Facebook, Twitter and LinkedIn



Advertisement with media partners



Paid social media campaigns across all our channels



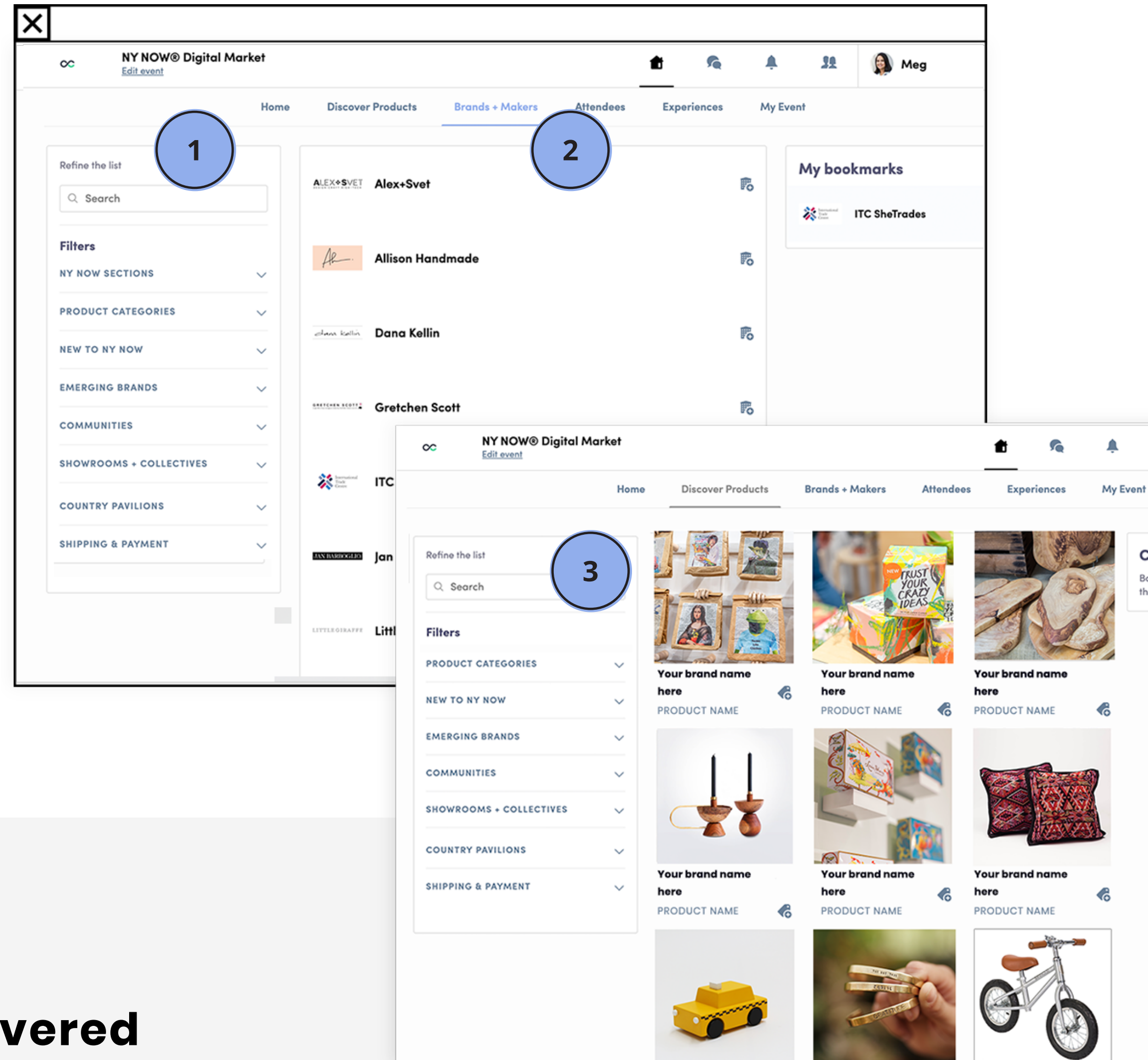
Telemarketing campaigns to over 40,000 buyers



Personalized buyer relations outreach to select groups of VIP buyers

about our search

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



how your brand can be discovered

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

let's connect



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NY NOW Digital Market / **october 03-07** / nynow.com/digitalmarket

next stop
NYC ↗

**feb
07-10
2021**



join us in winter 2021

feb 04-12

Digital Market

feb 07-10

Live Market, NYC