



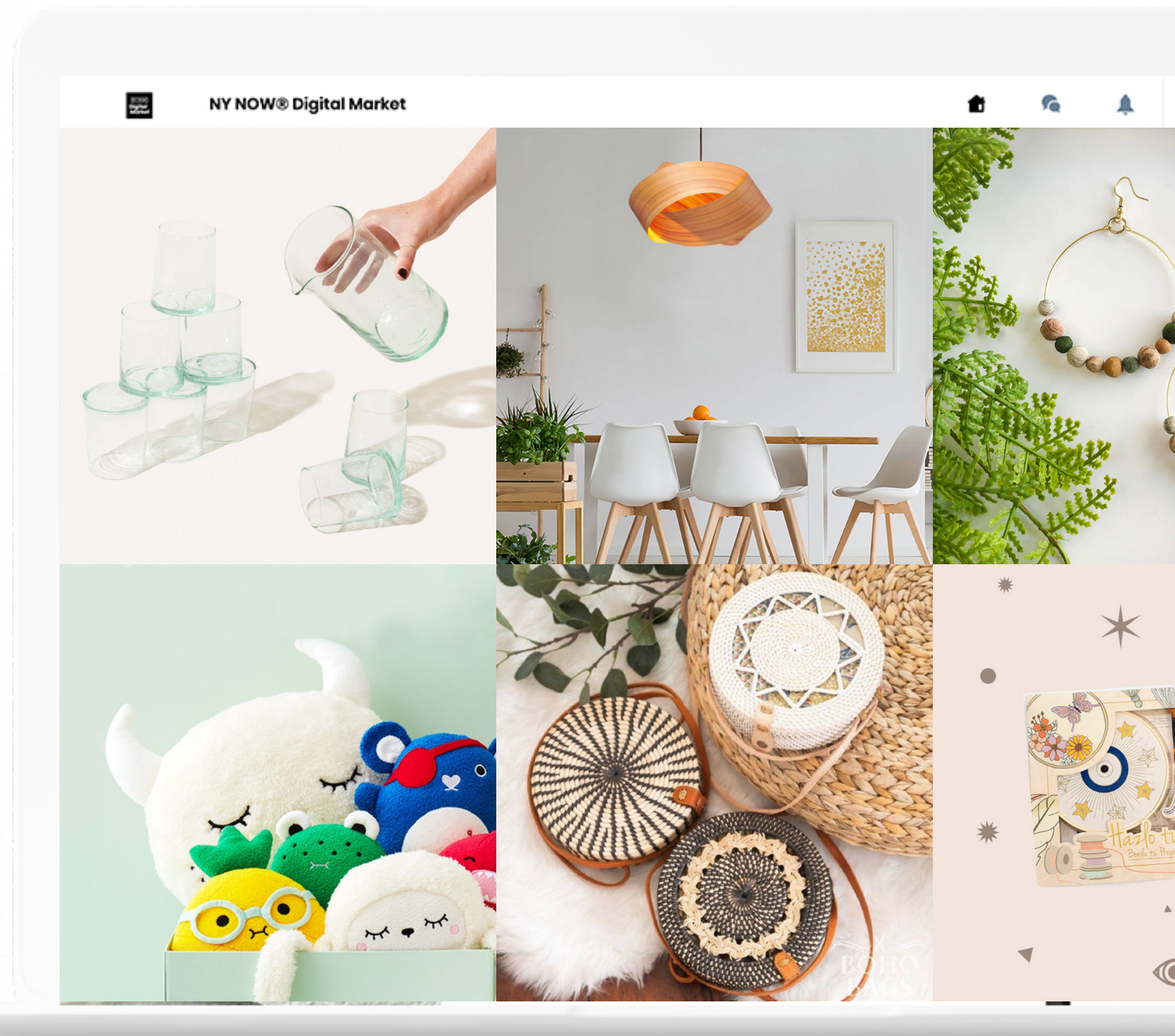
Summer 2021 Market



AUG 08-11, 2021 | JAVITS CENTER NYC

Join us!

Buyers are excited and ready to return to market -- based on our recent survey at least 70% of North-East buyers plan to attend NY NOW Summer! Whether they are seasoned retailers or first-time buyers, they share a common goal --to discover new brands and great products that will bring their stores to life.



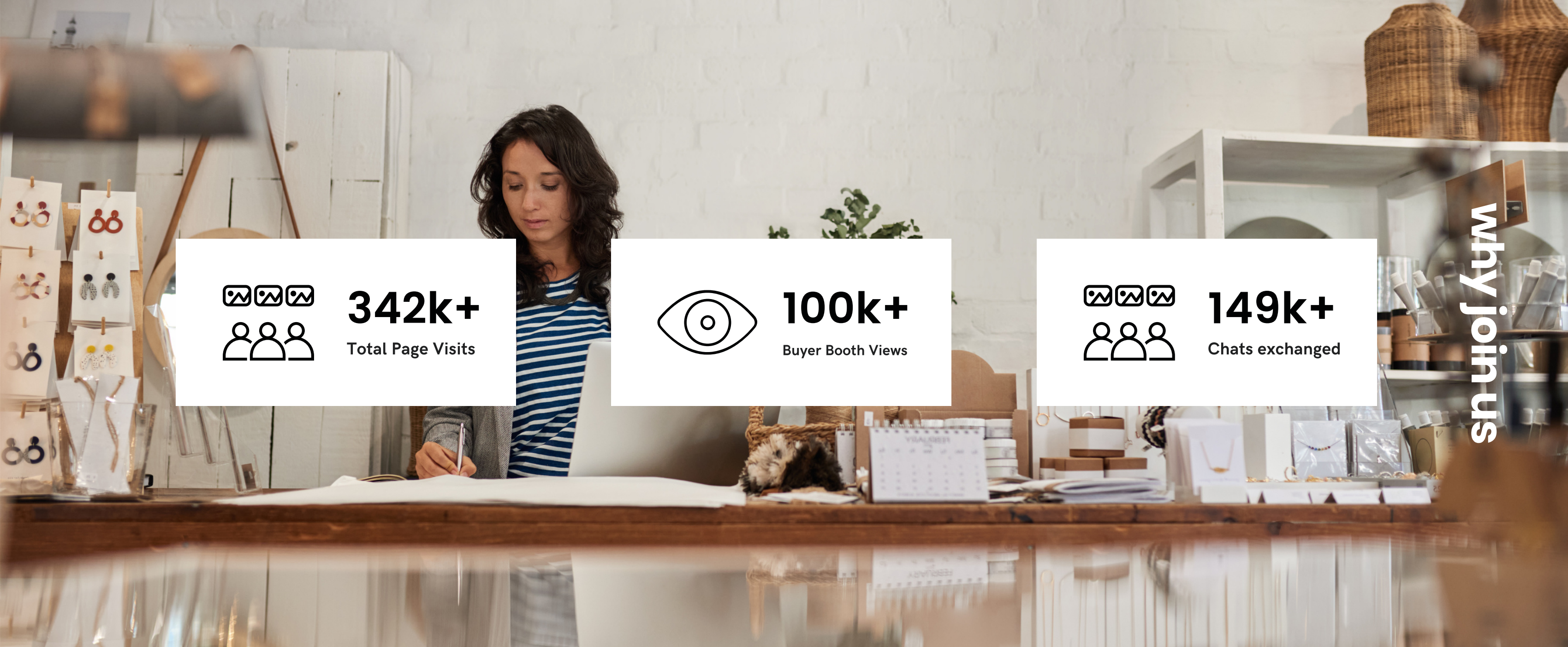
features + pricing

- ✓ NY NOW In-Person Booth at the Summer 2021 market
- ✓ Branded digital booth + unlimited team member profiles
- ✓ Contact details of buyers who interact with your brand via chat in your digital booth
- ✓ Receive full details of buyers who bookmark your digital booth
- ✓ Banner ad within your digital booth
- ✓ Background image for your digital booth
- ✓ Unlimited product uploads
- ✓ Add line sheets and other marketing & sales materials to your booth
- ✓ Inclusion in the new product listing and show specials search filters
- ✓ Ability to do video calls with buyers
- ✓ 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

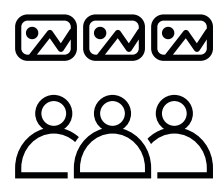
INTEGRATED IN-PERSON AND DIGITAL MARKET

contact your
sales rep for
details

Brands exhibiting in-person in
NY NOW Summer 2021 will
receive access to the Digital
Market free of charge from July
1st to December 31st.

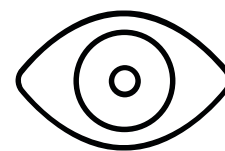


Why join us



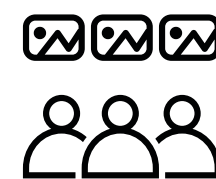
342k+

Total Page Visits



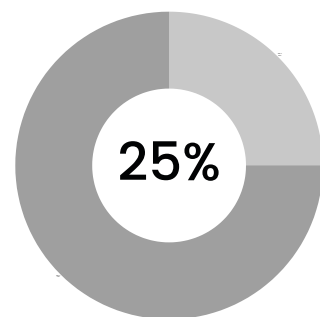
100k+

Buyer Booth Views

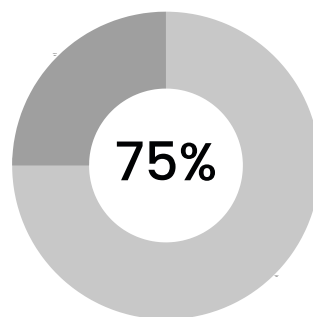


149k+

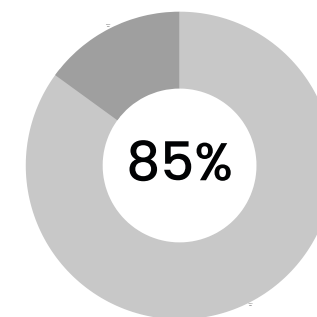
Chats exchanged



Buyer traffic increased by 25% and engagement doubled at the Winter Digital Market Week



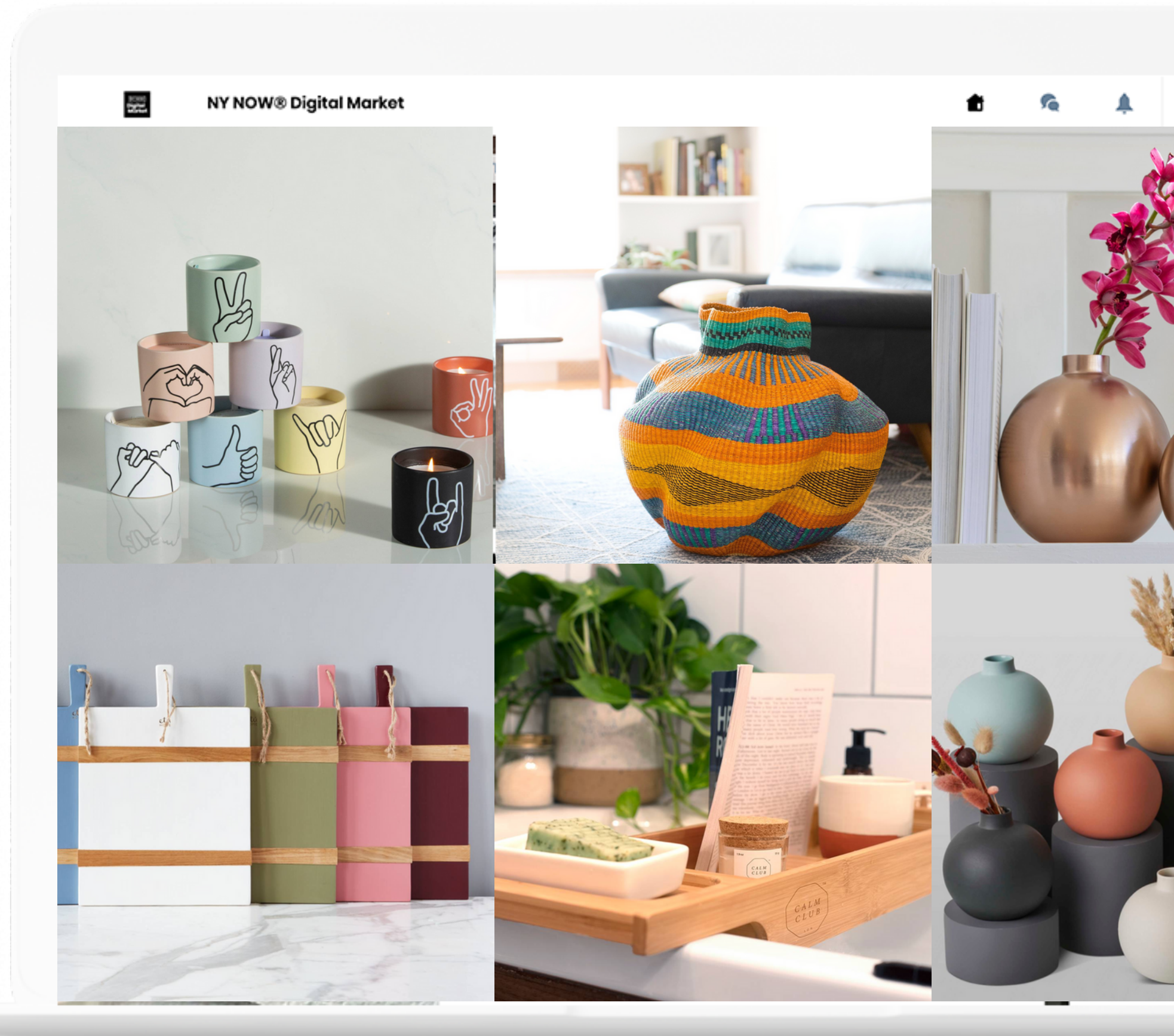
75% of buyers stated they need products when they engage with the NY NOW Digital Market.



85% of buyers are looking to place orders within the upcoming months.

Enhance Your Exposure

Tell your brand story and showcase your products with these advertising and sponsorship opportunities that will enhance your exposure, pre-show, onsite and post-show.



brand logo on home page

The logo provides you full exposure on the homepage of the Digital Market and can link to your digital booth.

\$100

product ad space on NYNOW.com home page

Product ad space on NY NOW home page. 50K average monthly website visits

\$300

horizontal banner ad

Horizontal product ad space on Digital Market home page. Placement includes 20% SOV (share of voice) on home page

\$200

vertical banner ad

Vertical product ad space on Digital Market home page. Placement includes 20% SOV (share of voice) on the home page.

\$500

premium listing

The placement on the Brands + Makers section of the Digital Market allows your brand to be showcased at the top of the Brands + Makers list

\$250

push notification

Push notification sent to all buyers in the Digital Market. Ability to customize your messaging.

\$500

a la carte options

bundle and
SAVE 10%

when you buy 3+ sponsorship items



a la carte options continued

banner ad attendee email

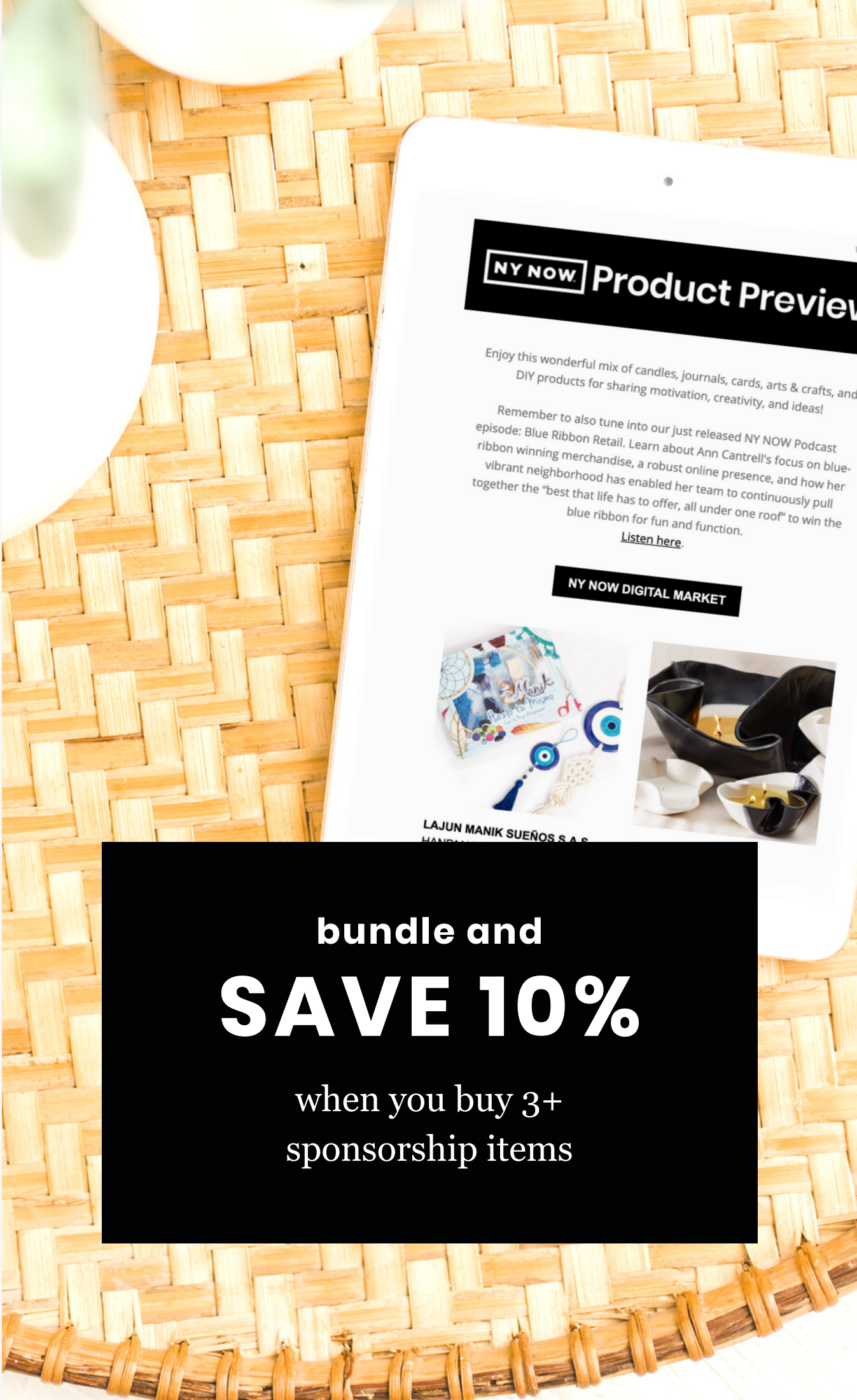
Banner ad placement in the NY NOW Product Preview Emails sent to the buyer database.

\$250

brand spotlight email

Email sent to NY NOW buyers. Email is shared with 4 other brands. Images and text should highlight your brand story

\$300



bundle and
SAVE 10%

when you buy 3+
sponsorship items

a la carte options ➤ onsite

PPE (Masks, Hand Sanitizers)

Provide buyers with branded masks or hand sanitizers, available to only buyers after printing their badge.

contact your
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details

overhead banners

Command attention and ensure buyers always know where to find you at the Market. Permissions and pricing vary. Limited to peninsula or island booths 400 sq. ft. or larger.

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branded lanyards for buyers

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

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details



let's connect



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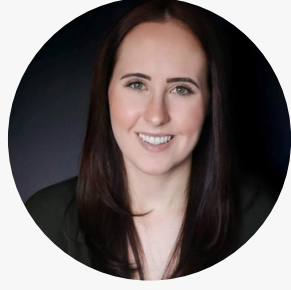
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