



NY NOW

Javits Center, NYC
August 3–5

INCUBATOR BRANDS

Exhibitor Manual Summer 2025



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General

NY NOW

Summer Market 2025

Location

Jacob K. Javits Convention Center of New York
429 11th Ave, New York, NY 10001
Halls 3A & 3B

Date & Time

Sunday, August 3rd
9am–6pm

Monday, August 4th
9am–6pm

Tuesday, August 5th
9am–5pm

Preparation & Set Up

Before You Arrive:

- ☐ [Submit certificate of insurance](#)
- ☐ [Coordinate hotel and travel](#)
- ☐ Register booth personnel
- ☐ [Update NY NOW Online Brand Page](#)

Arrival Checklist:

- ☐ Pick up badge from registration
- ☐ Confirm freight delivery
- ☐ Confirm advanced orders
- ☐ Place onsite orders

Booth Set-Up

→ Saturday, August 2nd, 8am–5pm

- Porter Service from 8:15am–4:15pm
- All booths should be set & show- ready by 7 AM on Sunday, August 3rd

- Brands may leave and re-enter the building **until 6pm only**. You have until ~10pm to set-up (no tools can be used). You will have to let show management know as we provide a list to security.

Freight Arrival

[Click here for all shipping & freight information.](#)

- Direct shipments to Javits may arrive as early as Thursday, July 31st
- Review POV Self Unloading Policy [here](#)

Exhibitor Hall Access

- Exhibitors will need to pick up badges once registration opens onsite on Saturday, August 2nd.

Freeman

Advance Rate Deadline → Thursday, July 3, 2025

[Freeman Co](#)

(888) 508-5054

ExhibitorSupport@freeman.com

- All items rented from Freeman will be in the booth upon arrival and can be left after the market to be taken away.
- [Freeman Signage Options](#)
- [Freeman Labor Order Form](#)

The Incubator

Overview

We're incredibly proud to weave our emerging brand community into the NY NOW exhibitor lineup. What began as a single pavilion hosting 69 new brands at Winter 2023 Market has quickly expanded to 230+ brands across our three core categories, refreshing the event for our attending buyers.

This program is dedicated to giving emerging designers and makers access to in-person wholesale events by providing a more hands-on market experience, as well as accessible booth package rates. Ideally the program prepares and educates brands so they are ready to exhibit on their own after 3 show cycles.

Bulletin is the wholesale marketplace powering **NY NOW Online**, and the operating system connecting the next generation of brands and omni-channel retailers. Bulletin believes in brand and retailer relationships, not just transactions. With our online marketplace, we make it easier than ever to discover extraordinary products, connect with best-in-class brands, and manage your entire wholesale business.

Our promise is for more rigorous brand exposure in front of our 10,000+ attending buyers, as well as efforts to increase qualified show attendance through both traditional and new channels, so that our exhibitors get the right buyers to their booths.

Who is the Bulletin Customer?

- 38,000+ premium, vetted Retailers from the US & Canada.
- 4,000+ hand-selected brands that are marketed via curated themes to buyers

Who is the NY NOW Customer?

- 10,000+ attendees/retailers (Brick & Mortar, Online, Museums/Cultural Institutions)
- 1,000+ exhibiting brands

Press & Media Coverage

See NY NOW x Bulletin in the News [here](#).

Incubator Table Package

Large Table

Large Table

White Wooden Base

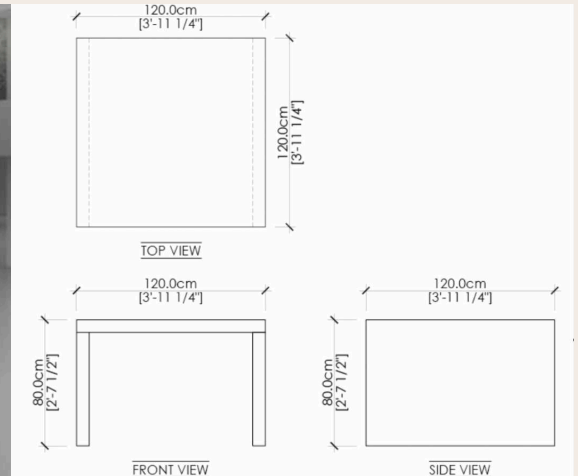
47.2"D x 47.2"W x 31.5"H

Carpet

One-sided sign with name and booth number

(17"W x 11"H)

1 Stool



Things to note:

You have free reign for the top of the table, just keep everything under 6'.

You may include a decal on the front, sides, and top of the table.

You cannot:

- Paint the table
- Do anything with the wall behind you
- Put additional furniture in your space

Table structure is hollow and can be used for storage of any additional materials.

Incubator Booth Packages

5 x 8 Booth

Hard Walls

Carpet

3 Track Lights (Halogen Fixture)

Furniture:

- 1 Shelf (14"D x 43"W x 85"H)
- 1 Table (23.6"D x 39.7"W x 28.7"H)
- 1 White Contoured Chair

Sign with brand name and booth number

- (17"W x 11"H)

**5x16 booths will have double the inclusions*

Things to note:

You may paint, wallpaper, decal, drape, staple, screw, and nail into the wall.

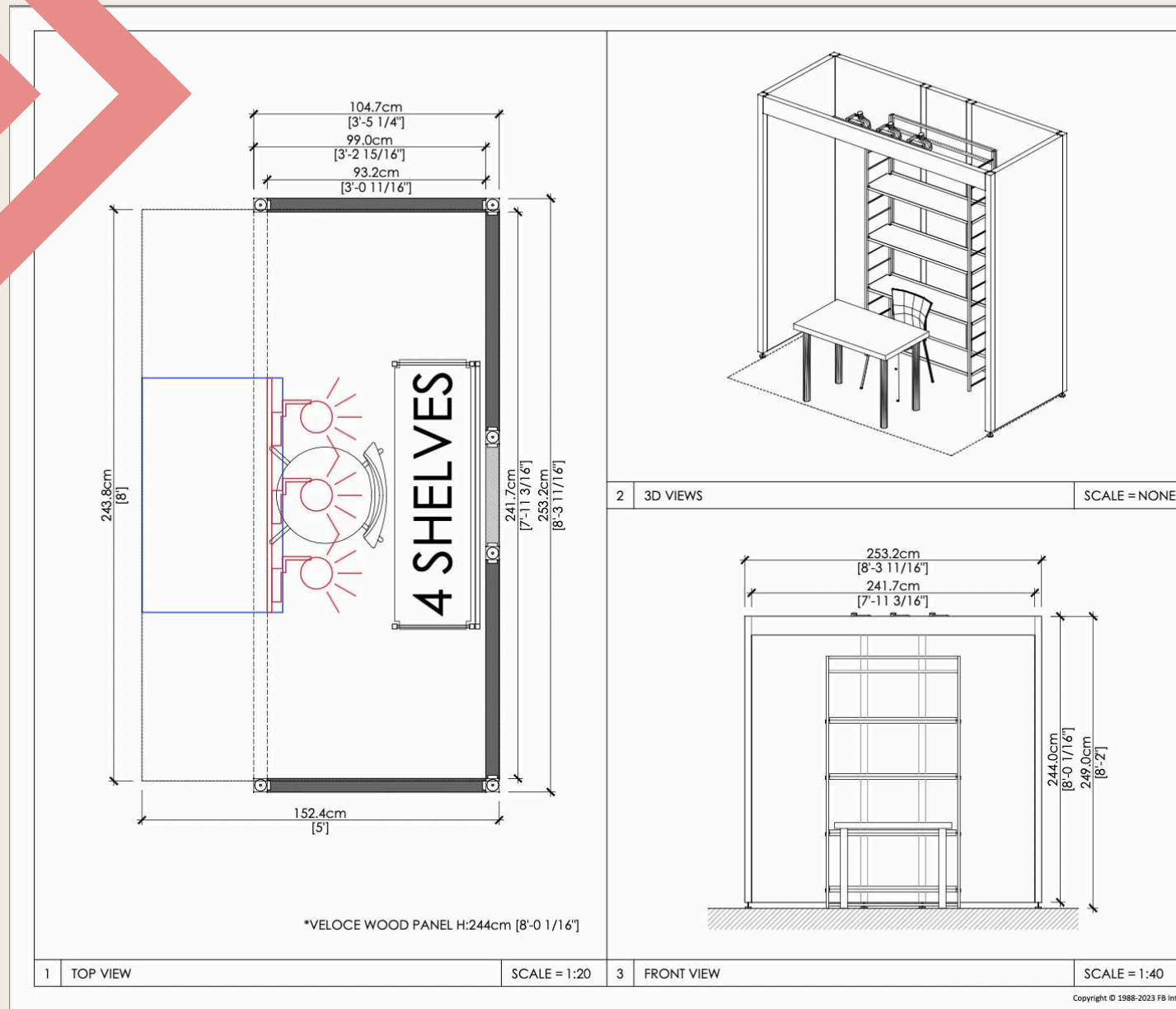
- Paint: we recommend latex.
- Screws & Nails: must be no larger than 0.25" (6.3mm) in diameter, and 1.96" (5cm) in length

Shelving details:

- Comes with 4 shelves
- The side panels are a ladder so the shelves can adjust up or down

You can also hang your own shelves for a customized look.

You are welcome to remove any of the furniture and bring in your own, but it must be built prior to bringing it in (you cannot build furniture on site).



Order Writing & Commission

Order Writing Options

NY NOW Online (via Bulletin Marketplace)

- Let your buyers take advantage of the promos (financed entirely by NY NOW Online / Bulletin) immediately on the show floor! Not to mention, we handle the payment collection and customer service.
- We will have kiosks in or near the Incubator section on the show floor to help buyers check out on NY NOW Online. Alternatively, you can bring an iPad/laptop to allow buyers to login to their Bulletin accounts and place orders at your booth.
- Note: If a buyer isn't yet on Bulletin, they can still write an order and will be verified within 24 hours.

Your Own Wholesale Order-Writing System

- Not all buyers are on Bulletin, or maybe you personally prefer a different order-writing system. In that case, we empower you to use it. However, if it's a competing wholesale marketplace, we strongly encourage you to place orders through a non-competing platform such as Shopify. The Incubator is intended to be dedicated to NY NOW Online. Of course, we don't want you to lose a sale and will not be regulating this.

Printables – Purchase Orders (PO's) & Linesheets

- Writing your own PO's is simple, but does the trick! Some buyers love to circle items on a linesheets they like and revisit - again kind of old school, but it works.

Commission on NY NOW Online

- We offer REDUCED COMMISSION RATES for all orders placed from contract signing through 8/31/25 for the Summer 2025 Market: 12% on new orders, 8% on reorders, and 0% on referrals AND 0% during market days, 8/3–8/5/25. Plus, Bulletin handles all invoices and payment is guaranteed within 2 weeks after orders are shipped.

HOW TO UPLOAD YOUR ONLINE REFERRALS:

In your NY NOW Online account, go to the 'Refer a Retailer' page. Click 'Import From .CSV' to upload a list of buyer emails. This will automatically lock them in as your referrals, with 0% commission. If a buyer submits an order prior to your submission, please email support@nynow.com with proof of previous interaction (e.g. invoice, email exchange, etc.). [Click here](#) for more info.

Booth & Logistics

Shipping Your Goods to the Event

ADVANCED SHIPMENT TO THE FREEMAN WAREHOUSE

Address for advanced shipments:

Company Name & Booth Number(s)
NY NOW c/o Freeman
140 Central Avenue
Kearny, NJ 07032

Click here: [Advance Shipping Label](#)

→ You may ship to the Advanced Warehouse between: July 7-24 2025

Material received at the Advanced Warehouse after July 24th will be charged an additional after-deadline charge.

DIRECT SHIPMENT TO JAVITS

Arrival must be between the specified dates allotted for market.

Company Name & Booth Number(s)
NY NOW c/o Freeman
Jacob K. Javits Convention Center of New York
655 West 34th Street (12th Ave. & 39th St.)

Click here: [Javits Shipping Label](#)

Click here: [Shipping & Material Handling Checklist](#)

FEDEX, UPS, DHL SHIPPING TO JAVITS IS ALLOWED

- There are additional fees that will apply
- These packages should only be delivered within set-up dates: Thursday, July 31- Saturday, August 2.
They will be turned away if delivered sooner.
- If required, provide your carrier with this phone number: (888) 508-5054

Click here: [Material Handling Cost Breakdown](#)

GOT EMPTY CRATES THAT NEED STORAGE?

Empty stickers are located at the Freeman Service desk, right outside the show floor. Place them on the empty crates to be stored during the show. Once the show closes, they will be delivered back to the booths.

International Shipping

INTERNATIONAL SHIPPING PARTNER:

Phoenix International Business Logistics, Inc (PIBL)
Summer 2025 Instruction Manual

To help with potential transport and customs clearance problems

+ ensure that products are delivered on time.

- What PIBL Needs to Act as Your Customs Broker
- Completed U.S. Customs Power of Attorney Form
- (available upon request)
- Import Freight Information Sheet (Phoenix International Forms —return this via email to the PIBL coordinating office.
- Contact Name + Phone Number

Required Documents for Customs Clearance

- Bills of lading or airway bills
- Signed commercial / proforma invoices in English
- Completed and signed import freight information
- Packing list in English
- Power of attorney (Not required if you have worked with PIBL before)

Insurance for Shipments

Phoenix International Business Logistics only covers each shipment up to \$50. We recommend additional insurance coverage for your shipments.

Outbound Shipping Instructions

BEFORE THE LAST DAY OF THE SHOW

1. Complete a material handling form or bill of lading from the appointed show contractor and tender it to PIBL. You must indicate PIBL/Phoenix as the carrier in this manner: PIBL-Phoenix/Attn: (your PIBL representative's name and phone number)
2. Ensure all show contractor invoices have been paid.

ON THE LAST DAY OF THE SHOW

1. Each piece that you pack must be labeled with a final delivery/consignee address. If you don't have labels, the show contractor can provide blank labels for your use.
2. The piece count that you list on the material handling must match the number of pieces that you have packed.
3. The final delivery address on the handling form must match the delivery address on the labels
4. Return the completed material handling form to the show contractor's service desk.
5. Call or email your PIBL representative to advise us of the final piece count and when you dropped off the completed material handling form at the show contractor's service desk.

For further instructions and to have any questions answered about international shipping:

PLEASE ADDRESS ALL INQUIRIES TO:

Phone: 908.355.8900

Fax: 908.355.8883

Phoenix Int'l Business Logistics, Inc. (PIBL)

1201 Corbin Street

Elizabeth, NJ 07201

Attn: Sally Mulkeen

smulkeen@phoenixlogistics.com

Please ensure that all shipments are sent on a prepaid basis, marked and consigned as follows:

Consignee

Name of Exhibiting Company

NY NOW 2024 / Booth # _____

C/O Jacob Javits Center

655 West 34th Street

New York, NY 10001

NEED HELP?

Contacts Phil Hobson /

Sally Mulkeen

Tel 908-355-8900

Email:

phobson@phoenixlogistics.com /

smulkeen@phoenixlogistics.com

Hand Carry

The option to unload day-of, on your own.

HAND CARRY RULES

- Bring your vehicle to the Javits Center through the inner roadway. Enter at 38th Street and 11th Avenue.
 - Allowable vehicles are a sprinter van or smaller in size. Anything larger will have to be unloaded through the loading dock in the rear of the Javits.
 - One person must always stay with the vehicle at all times.
 - Limit of 30 minutes to unload and bring everything to your space.
 - There will be a porter service (free of charge) if additional help is needed. They are located right inside the doors.
 - Only 2-wheeled carts and suitcases are permitted.
 - Items that require more than one person to carry/lift will have to be loaded through the loading dock at the rear of Javits.
-

Moving Out

MOVE-OUT DATES:

- Tuesday, August 5, 5pm–11pm
 - Wednesday, August 6, 8am–12pm
-

Schedule & Notes:

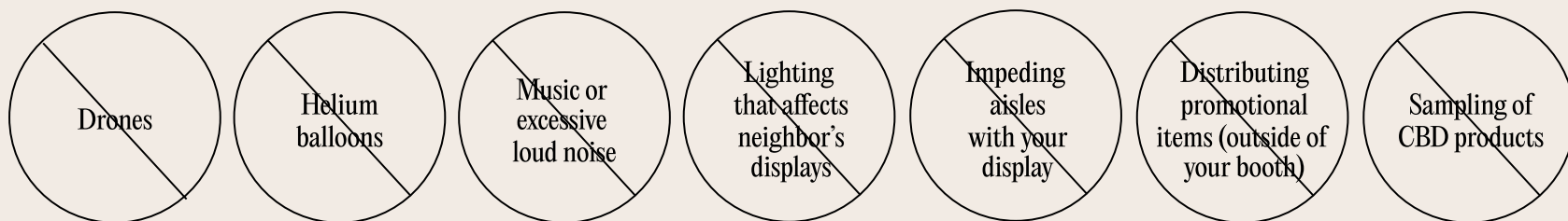
- Exhibitors must be completely clear of the hall by 12 pm on Wednesday, August 6.
 - Empty crates and pallets will be brought out on Tuesday, August 5 after the close of show. Empties can take up to 4 hours to return
 - Exhibitors must be packed and have their Material Handling Agreement turned into the Freeman Service Center by 10 am on Wednesday, August 6
 - All carriers must be checked in by 10 am on Wednesday, August 6
 - All exhibitor materials must be removed from the exhibit facility by Wednesday, August 6, at 12pm
 - Outbound Material Handling Authorization form
 - Veloce Damaged Wall Fee Details
-

If personal décor/furnishings were brought in and will not be packed up, there is an option to donate to Housing Works, the official charity of NY NOW. Contact Sarah Tanenbaum at (646) 207-4847 for home goods, gifts & accessories, and furniture (including some IKEA furniture) donations.

Everything from your booth must be cleared, with the exception of rental furniture. To ensure all exhibitor materials are removed from the show floor by Wednesday, August 6 at 12pm, all carriers must be checked in by 10am on Wednesday, August 6.

Booth Rules

Not Allowed



SHOW MANAGEMENT PERMISSION REQUIRED:

- Additional gas, electric, plumbing, & cable services (can be ordered [here](#))
- Animals
- Food & beverage sampling
- Raffles, drawings, contests
- Photography & video recording
- Vehicle displays

Booth set-up that you can do on your own:

- Using screws that will make holes no larger than ¼ of an inch for hard wall booths
- Painting hard wall booths
- Adding your own carpet/flooring (fire retardant material only)
- Hanging curtains/fabric on pipe and drape booths (fire retardant material only)
- 2-step step stool
- Installing your own light bulbs or plugging items in

Booth set-up that requires assistance:

- Any set up requiring power tools or application of decals/wallpaper will need to hire labor. See the [Labor Order Form](#) for further details.
- Before applying decals/wallpaper, exhibitors should make sure that it is a vinyl, easy peel/peel, and stick material so it does not damage the walls during removal. [See details for our Veloce Walls.](#)
- Anything that requires a ladder
- Installing track lighting

MENTIONABLE NOTES:

- All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA)
- All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at the exhibitor's expense.

Show Resources

Insurance

NY NOW does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to NY NOW Show Management by uploading it to the [Here](#).

- Workers' Compensation Insurance
- Comprehensive General Liability
- Automobile Liability Insurance

To include Emerald in the current policy, Certificate Holder Information should be listed as:

- Emerald Expositions/NY NOW
ATTN: Operations
100 Broadway, 14th Floor New York, NY 10005

If Emerald cannot be added to the policy, [Total Event Insurance can be purchased here](#).

- Protects foreign exhibitors whose insurance will not pay claims brought in the U.S. Courts
- Cost is \$65.00 + Tax USD per exhibiting company – regardless of booth size.
- emeraldexhibitor@totaleventinsurance.com
- Proof of this purchase needs to be uploaded into your Exhibitor Hub.

Exhibitor Hub & NY NOW Online

- [Exhibitor Hub](#). All of your business with NY NOW lives here: view invoices, make payments, and manage your contract. [Here's a cheat sheet](#).
- [NY NOW Online Brand Account](#). All of your business with buyers lives here: you'll edit your brand details & upload products so buyers can shop your line via the [Market Directory](#). [Here's a cheat sheet](#).

Sponsored Feature Opportunities for Exhibitors

We can't wait to give your brand the extra spotlight this season!

We're thrilled to offer **Summer 2025** and **change 50,000 to 40,000** this list of exciting opportunities to maximize exposure and engage the 50,000+ buyers in our community across our marketplace, emails, website, social media, and more.

CHOOSE YOUR OWN ADVENTURE!

Step One

SUBMIT IMAGERY FOR FEATURES

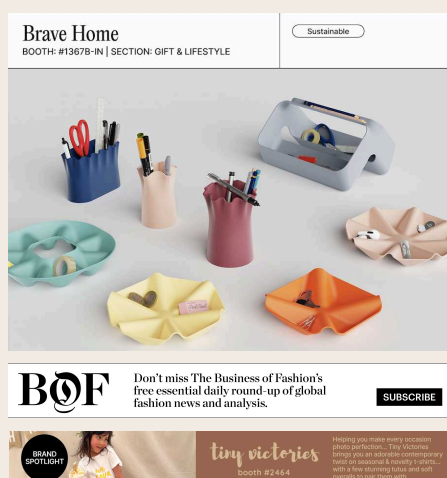
Submit your imagery to our **FEATURE REQUEST FORM**. Whether you're interested in a sponsored feature or not, we're in constant need of brand imagery for free features.

Step Two

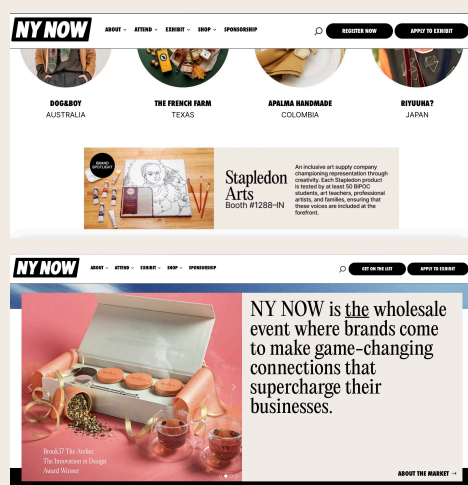
CHOOSE A SPONSORSHIP

Upgrade your exposure by selecting one of our coveted sponsored opportunities. Browse the **SPONSORSHIP GALLERY**, where you'll see all options and be able to remit payment.

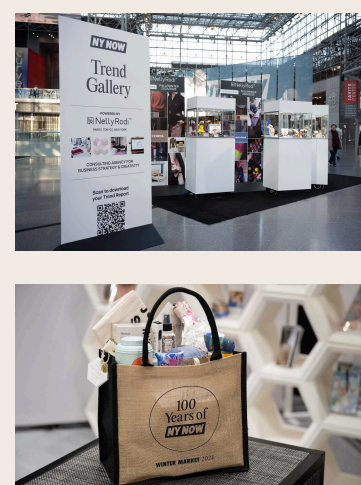
Email Marketing Opportunities



Website Marketing Opportunities



Onsite Marketing Opportunities



BROWSE OUR Full Deck TO VIEW ALL OPTIONS AND
The Sponsorship Gallery TO REMIT PAYMENT

Step Three

(optional)

CONFIRM SPONSORSHIP IMAGERY

If you've paid for a sponsored feature and want to specify which imagery we use, please submit **THIS FORM** a second time, indicating just that.

Invite Your Buyers to NY NOW!

Promote your participation in NY NOW with downloadable assets you can use on social media, email, and more.

IN THREE QUICK STEPS:

- **Click here to access and download your assets** from the NY NOW website. On that page, you'll find graphics you can customize by adding your company name, booth number, logo, and more into the blank space.
- **Click here** to log into your registration dashboard **to access your unique referral link & code** (this is the same dashboard you visit to register your staff, etc). Sharing your unique referral link & invite code alongside your assets is crucial, as it allows us to track which buyers you've referred! Our team will give them the VIP treatment.
- **Get sharing!** Share your assets along with your unique referral link on social media, in email, and more.

Here's a sample of some
customized assets:



The Incubator Education Portal for Emerging Brands

We're thrilled to provide a groundbreaking week-by-week educational resource thoughtfully designed to provide you with the tools and knowledge to support you through every stage of your journey as an exhibitor. We have carefully selected and partnered with key industry mentors, consultants and strategists to equip you with expert insights and diverse perspectives to ensure your market experience is meaningful and successful. We encourage your active participation in the upcoming webinars, assignments and Ask-Me-Anything sessions.

WHAT YOU'LL FIND INSIDE:


- Building a Founder-Led Brand with Strategy & Storytelling
- Discovering Your Unique Selling Proposition
- Crafting a Compelling Brand Narrative
- Hooking Buyers in 60 Seconds
- Creating a Show Budget, Goals, & Prospecting
- Line Sheets, Pricing, & Sample Lines/Inventory Sheets
- Merchandising, Show Etiquette, & Dressing For Success
- The Art of Follow-Through
- ... and much, much more!

ACCESS THE INCUBATOR EDUCATION PORTAL →



NY NOW

See you there!



For further inquiries, please send us an email at
support@nynow.com