



NSEW

Post Market Report

April 2022



SF NOW is an exciting new market that extended the NY NOW brand to the West Coast.



599+

attendees



433+

exhibiting brands



94+

new exhibiting
brands

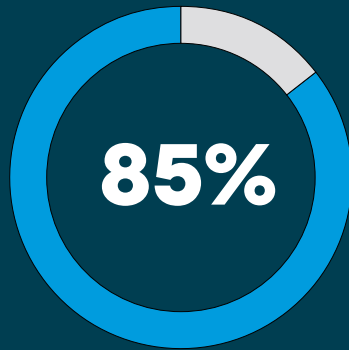


5+

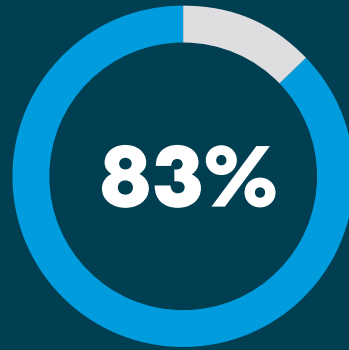
media brands

ATTENDEES

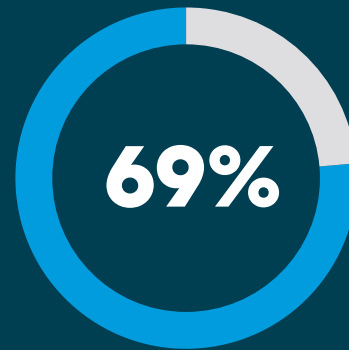
Access to influential buyers with proven purchasing authority



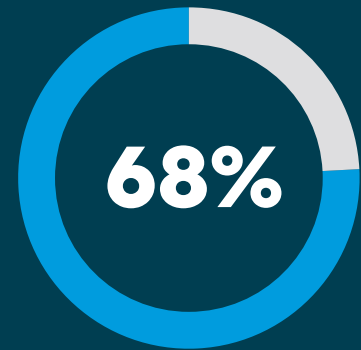
hold a buyer or
owner title



are looking for new
products



say attending
SF NOW is extremely
important to their business



say they are returning
next year!



TOP 5 BUSINESS TYPES IN ATTENDANCE

48% Brick + Mortar Retailer

7% Online Retailer

40% Owner

38% Buyer

3% Merchandise Manager



DIVERSITY OF PRODUCTS

TOP 20 PRODUCT CATEGORIES OF INTEREST

- | | | | |
|---|---------------------------------|------------------------------------|---|
| 01 Candles | 06 Handmade/Craft | 11 Giftwrap & Accessories | 16 Home Furnishings |
| 02 Decorative Accessories | 07 Children's/Baby Items | 12 Apparel/Clothing | 17 Wellness/Personal Care |
| 03 Stationery/Invitations/
Greeting Cards | 08 Tabletop | 13 Fashion Accessories | 18 Made in the USA |
| 04 General lifestyle/Gift | 09 Jewelry - Fashion | 14 Books/Publications/Media | 19 Kitchenware/Kitchen Accessories |
| 05 Holiday/Seasonal | 10 Games/Puzzles/Toys | 15 Home Textiles | 20 Craft & Hobby Supplies |

TOP 5 STATES IN ATTENDANCE

1 California

2 New York

3 Oregon

4 Washington

5 Ohio

Sample of USA attendees

12 Small Things	Flax Pen To Paper	Mapamundi Kids	Shopshops
Ameico	Flowerland	Marin Country Mart	Stag & Manor
Angry Baker LLC	Folio	Marin Museum Of Contemporary Art	Stanford Hospital Gift Shops
Arch Supplies	Francis Ford Coppola / Delicato Vineyards	Mark & Graham	Sugar Paper Los Angeles
Asian Art Museum	Friends Of Santa Cruz State Parks	Meijer	Target Corporation
Balsam Hill	Gift Shop At Stanford Hospital	Mendocino Art Center	Taschen
Barnes & Noble	Golden Gate National Parks Conservancy	Michaelangelo	The Booksmith
Be Home	Good Earth Natural Foods Inc.	Mountain Hardware & Sports Inc	The Culinary Institute Of America
Berkeley Ace	Gum Tree	Moxxy Modern Mercantile	The Gables
Bianco	Gump's San Francisco	Museum Of Us	The Huntington
Bob Slate Stationer	Hallmark Cards	Nest	The Shop At Ferrari-Carano
Bon Ton Studio	Hester & Cook	Nevada Fine Arts	Tjx Companies
Books Inc.	Hickory Farms, LLC	Oakland Museum Of California	Treasury Wine Estates
Brookline Booksmith	J. Paul Getty Museum Stores	Oliver's Market	Two Birds
Brownies Ace Hardware	Jungalow	Palisades Hospitality	Uncommongoods
California Museum	Just My Type Letterpress	Paper Epiphanies	Union And Main
Canoe	Kira Kids	Paper Luxe	Valley Variety
Chase Garden And Gift	Kitross Los Angeles	Paper Source	Walmart
Cliff S Variety Store	Knack Shops	Patrick & Co.	Walmart.com
Cole Hardware	Knock Knock Inc.	Peju Province Winery	Whales & Friends Gift Shop
Copperfields Books	Kolekto LLC	Perry's Parcel & Gift	Williams Sonoma
Cost Plus World Market,	Kusel's Big Store	Revolution 9	Wink Sf
Cranberry Scoop	Lindsay Wildlife Experience	Rock Paper Scissors	
Curious...	Lola Of North Beach	San Francisco Ballet	
Daisy` S	Lpch-The Gift Shop	San Francisco Opera	
Ei Home	M.lovewell	San Jose Museum Of Art	
El Camino Hospital Gift Shop	Maido Stationery	Scandia Home	
Elements	Maison Verbena San Francisco	Serena And Lily	
Esqueleto	Maker & Moss	Serendipity	
Everlastly Inc.		Sethi Couture	
Evo Spa		Sf Moma Museum Store	
Farmhouse Mercantile			
Fine Arts Museums Of San Fran			



SF NOW BUYER PROGRAM

The SF NOW Buyer Program is curated by a group of experienced retail professionals who nurture relationships with domestic and global buyers. Our buyer pool is diverse and includes independent retail stores, chain and department stores, buying groups, and other essential influencers. We align their buying interest with a curation of innovative products to create a modern tradeshow that best reflects the dynamic retail economy of the new decade.

The result is a shopping environment where buyers can uncover what is fresh and new and ultimately inspire the customers in their stores.

Sample of notable participants

BARNES & NOBLE
CALIFORNIA MUSEUM
CANOE
COST PLUS WORLD MARKET
CURIOUS...
DAISY'S
GOLDEN GATE NATIONAL
PARKS CONSERVANCY

GOOD EARTH NATURAL
FOODS INC.
GUMP'S SAN FRANCISCO
HICKORY FARMS, LLC
JUNGALOW
MAKER & MOSS
MARK & GRAHAM
PAPER SOURCE

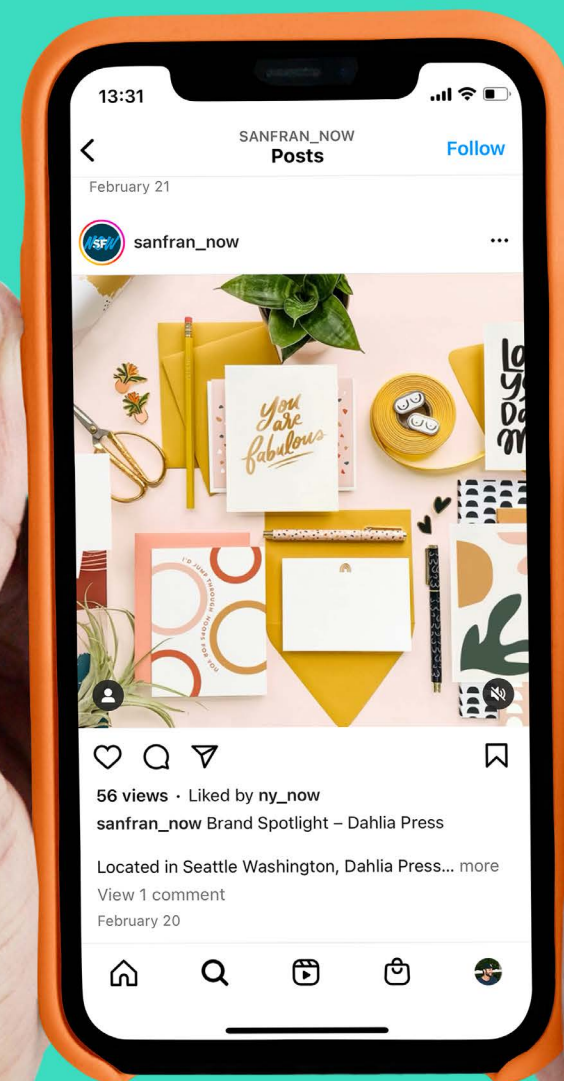
PERRY'S PARCEL & GIFT
SCANDIA HOME
SF MOMA MUSEUM STORE
TARGET CORPORATION
TASCHEN
UNCOMMONGOODS
WILLIAMS SONOMA



PRE-SHOW EXHIBITOR MARKETING INFLUENCES ATTENDANCE SIGNIFICANTLY

68% of buyers say exhibitor pre-show marketing has a direct impact on their decision to attend SF NOW

- | | |
|--|--|
| <input checked="" type="checkbox"/> Brand Spotlight Emails | <input checked="" type="checkbox"/> Exhibitor Listing |
| <input checked="" type="checkbox"/> Product Preview Emails | <input checked="" type="checkbox"/> Digital Market Ads |
| <input checked="" type="checkbox"/> Social Media Marketing | <input checked="" type="checkbox"/> Direct Mail |





Exhibitor Testimonial

You broke the show mold. Created a unique, open floorplan that promotes easy communication between buyers and vendors. The setting is wonderful to shop in and explore. Good food available, friendly show staff and excited vendors. Show well done!!!

Howard Schwartz, Whitney Howard Designs



Attendee Testimonial

Amazing little show. Show management extremely knowledgeable and helpful. Great variety of exhibitors. Loved the show. We will be back.

Katie Deurloo, Perry's Parcel & Gift

OUR TEAM



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A wide-angle photograph of the Golden Gate Bridge in San Francisco, taken from a low angle looking across the water. The bridge's iconic orange-red towers and suspension cables are prominent. The sky is a mix of blue and orange, suggesting sunset or sunrise. The water is calm with some ripples.

Save the Date!

2023 Market

April 27-28, 2023 | Fort Mason Center, SF

SF NOW

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