



WE'LL GET BUYERS
TO THE MARKET, BUT
HOW WILL YOU
GET THEM TO YOUR
BOOTH?

YOU'VE MADE AN INVESTMENT TO BE AT NY NOW®.

Can you afford to leave it to chance?

EXHIBITOR MARKETING + SPONSORSHIP KIT

What we do to promote NY NOW:

Email campaigns to 100,000+ buyers	Direct mail campaigns to 55,000+ buyers	Print & Digital Advertisements with domestic and international media partners
Daily social media engagement across Instagram, Facebook and Twitter	Exhibitor profiles at NYNOW.com so buyers can discover brands and products	CONNECT™, a free matching tool for buyers to discover brands with products of interest to them
Telemarketing campaigns to 20,000+ buyers	On-site activities, displays + awards	Ongoing trade and consumer media engagement

How YOU can drive buyers to your booth:

Email NY NOW buyers. Target buyers interested in your product categories	Advertise in NY NOW buyer emails such as Product Preview to reach more buyers and grow your customer list	Advertise on NYNOW.com with web ads, + Exhibitor Spotlights
Get social! Increase your social posts about your participation in NY NOW and use #NYNOW to grow your audience	Complete your free online profile in the Exhibitor Console to be matched with more buyers and encourage buyers	Move to the top of the exhibitor listing search by upgrading your online listing
Participate in the exhibitor VIP Invitation Program	Promote your on-site show specials, press releases and events in the Exhibitor Console	Create press kits and connect with NY NOW Marketing team to learn more about what you can do to get media exposure before, during and after the market

Get free brand exposure when you participate or call for products.



FREE MARKETING + ROI TOOLS

ONLINE LISTING

Update the *Booth Information* section of the Exhibitor Console to make sure your online profile is complete with a company description and selected product categories. You won't be matched with buyers unless you complete this section!

CUSTOM REGISTRATION PROMO CODE

Prefer to deploy your customer invites using a different platform? No problem! Access your free custom promo code or registration link to add to your emails and invite your customers with ease. Available from the Exhibitor Registration link in the Exhibitor Console. Don't forget to add product images!

BOOTH PROMOTION WIDGET

Advertise your presence at the market on your own website and generate leads for your booth. Includes analytics. To get the HTML code for your custom widget, login to the Exhibitor Console.

SEARCH THE BUYER LIST + SEE YOUR BUYER MATCHES

Search the list of registered attendees by their roles, names, titles and companies and access your personalized list of buyer matches. Updated daily from the date registration opens, through the end of the Market. Login the Exhibitor Console to get started.

BOOK APPOINTMENTS

View your calendar, see what's pending, accept or decline new requests to schedule meetings with attendees at the Market. Available in the Exhibitor Console.

PROMOTE YOUR BRAND TO EDITORS

Be sure to deliver your press kits to the NY NOW Press Center, the central check-in point for all editors visiting NY NOW. The NY NOW Press Center, on the show floor - Level 3. We recommend you deliver 25-30 press kits during set-up; and keep another 10 kits in reserve for press who visit your booth. Find press kit tips at: www.nynow.com/exhibitors/marketing-tools.

DIGITAL MARKETING PACKAGES

FREE MARKETING TOOLS AVAILABLE RIGHT FROM YOUR EXHIBITOR CONSOLE DASHBOARD!

Login to the Exhibitor Console to purchase a digital upgrade

	INCLUDED	\$799	\$1,599
LISTING OPTIONS	BASIC B	SILVER ★	GOLD ★
Premium Position Your exhibitor listing will be placed at the top of the exhibitor list and search results.	×	×	✓
Videos Tell your story to potential buyers through promotional videos. Upload videos directly from your console.	×	1	2
Digital Product Showcase Engage attendees with detailed product descriptions along with full color images.	6	12	Unlimited
Show Specials Spotlight special deals like discounts, giveaways & sweepstakes.	10	15	Unlimited
Press Releases Get more coverage by sharing the latest news about your company.	10	15	Unlimited
Company Logo Extend your reach in keyword search by listing your brands	✓	✓	✓
Product Categories Help buyers find you by selection the categories that best describe your products.	10	10	10
Company Online Profile (characters) Introduce your company to make a great first impression.	250	500	1000
Connect Appointments Make Appointments with attendees.	15	15	15
Connect Emails Send emails from the system to attendees.	25	25	25
Website URL Drive traffic to your website	✓	✓	✓
Company Name, Address and Booth Number	✓	✓	✓



DIGITAL A LA CARTE OPPORTUNITIES

ONLINE EXHIBITOR CONSOLE UPGRADES

Maximize your visibility to pre-registered attendees as they search for products and brands in preparation for the Market.

EXCLUSIVE EXHIBITOR LIST SPONSORSHIP

Includes your company logo on the top of the exhibitor list and search results, permanent floor plan footer banner ad on the online floor plan + Gold package listing.

\$3,500

EXCLUSIVE FLOOR PLAN SPONSORSHIP

Includes clickable logo on the floor plan for your exhibit hall + Gold package listing.

STARTING AT
\$1,750

VIDEO

Upload a video (75MB maximum) to promote your brand + products to NY NOW attendees.

\$295
PER VIDEO

FLOOR PLAN FOOTER BANNER AD

(Included in Exclusive Exhibitors List Sponsorship)

\$595

ADDITIONAL CONNECT™ EMAILS TO BUYERS

Your Exhibitor Console profile includes 25 emails to attendees. You can purchase an additional 75 emails to assist you in your outreach to encourage buyers to attend NY NOW + visit you.

\$150
FOR 75 ADDITIONAL EMAILS



PRE-SHOW MARKETING

Enhanced sponsorship opportunities provide the exposure you need to stand out from your competitors. There are affordable options for every budget. We recommend a strategy that includes digital, print and on-site exposure.



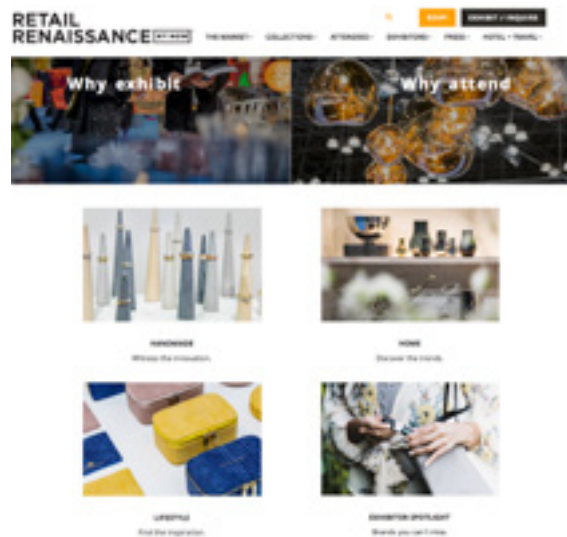
EXHIBITOR SPOTLIGHT WITH BIO PAGE

Exhibitor Spotlights grab the attention of buyers who want to learn more about the products and brands they can expect to see at NY NOW. Integrated within information about the Market on NYNOW.com, Exhibitor Spotlight placements include:

- Your product image and company name featured on the Exhibitor Spotlight page. Limited to 8 Spotlights per month.
- Up to 3 product images, company name and description, and link to your website featured on your personal Exhibitor Spotlight company page, linked from your Spotlight image.

STARTING AT \$250 PER MONTH

All creative must be supplied no less than 5 business days prior to insertion date.



SPOTLIGHT HOME PAGE EXCLUSIVE

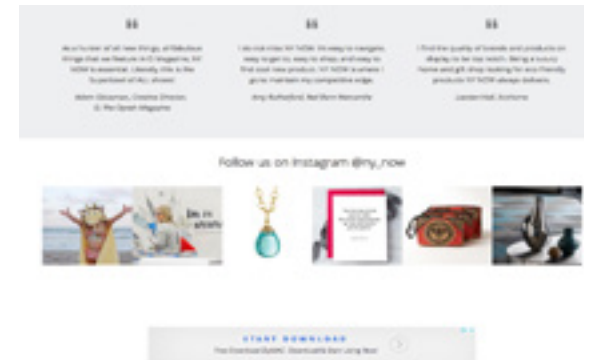
Your brand can hold the exclusive Exhibitor Spotlight position on the home page at NYNOW.com. This prime positioning offers you exposure to the highest web traffic at all times. The exclusive Exhibitor Spotlight feature on the home page links to the Spotlight page and includes all features for the opportunity. **Limited to one company per month.**

STARTING AT \$500 PER MONTH

Creative Specifications:

- Spotlight image: 344 x 248
- Bio: Minimum 100 words
- (4) additional images for dedicated bio page: 344 x 248 (each)
- Homepage exclusive*: 453 x 265

All creative must be supplied no less than 5 business days prior to insertion date.



NYNOW.COM WEB AD - ALL PAGES

More than 50,000 users visit NYNOW.com each month on average*, making advertising on NYNOW.com a prime opportunity to feature your product or company to these engaged buyers and prospective attendees. Placement includes: 20% SOV (share of voice) on the NYNOW.com homepage and ROS (run-of-site/all pages; does not include registration form pages or exhibitor list pages). **Limited to five company per month.**

STARTING AT \$250 PER MONTH

Creative Specifications:

- 728 x 90 pixels

All creative must be supplied no less than 5 business days prior to insertion date.

E-MAIL ADVERTISING



PRODUCT PREVIEW EMAIL IMAGE

Make an impression with buyers before they arrive at NY NOW. Delivered weekly to pre-registered attendees, Product Preview Emails give buyers their first look at the products they can expect to see at the upcoming Market. Placement includes:

- Your product photo
- Company name
- Booth number
- Link to your NY NOW Connect™ profile

STARTING AT **\$150** PER PLACEMENT

Creative Specifications:

270 x 270 pixels

All creative must be supplied no less than 5 business days prior to insertion date.



CUSTOM E-BLAST TO BUYERS

Want to reach our audience with your dedicated e-blast? Ask about our custom e-blast opportunities. Contact Gregry Gilroy at Reach Marketing at (845) 201-5329 or Gregry.Gilroy@reachmarketing.com
Note: Reach Marketing is the only official/approved list provider for NY NOW

ON-SITE BRANDING OPPORTUNITIES



ENTRANCE DOOR DECALS

Be front and center with NY NOW buyers with door decals. Sponsorship includes production of decals measuring 24" x 24" each. Additional decal opportunities throughout NY NOW available. Inquire with your sales representative.

STARTING AT
\$5,000
FOR (15) DECALS



SHUTTLE BUS SIGNS

With thousands of buyers utilizing shuttle buses between the Javits Center and NYC hotels, this sponsorship is a key placement to drive booth traffic. Signs measure 30" x 240" and are placed on the sidewalk side of each bus. Sponsorship includes production.

\$5,000
FOR TWO SIGNS



BUYER'S CLUB LOUNGE OR PRESS CENTER

Position your company in front of key buyers and/or press, with a sponsorship of their exclusive lounge spaces with refreshments. Sponsorship includes signage and an opportunity to provide literature or product samples.

\$1,995
PER LOCATION



RESTROOM DOOR DECALS

Capture buyers' attention with your message on the back of restroom stall doors. Bundle + save!

\$350
PER DECAL



SPONSORED BUYER HAPPY HOUR

Sponsor a buyer happy hour during NY NOW. The happy hour can be hosted within your booth space or in one of our on-site lounges. Sponsorship includes wine + beer, bartender(s) with ~150 servings or up to one hour (whichever ends first). Sponsored coffee hours also available (same quantity and fees apply).

\$2,200

ON-SITE BRANDING OPPORTUNITIES



BADGE LANYARDS

Provide buyers with a take-home reminder of your company. Sponsorship includes production.

STARTING AT:
\$8,500



STAIR DECALS

Go big and command attention with a large-scale advertisement on the main lobby staircase. An incredible branding opportunity for a message that cannot be missed! Sponsorship includes production.

\$15,000
FOR HALF

\$25,000
FOR FULL



OVERHEAD BOOTH SIGNAGE

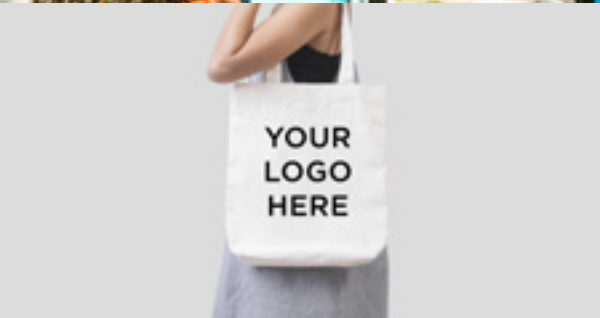
Command attention and ensure buyers always know where to find you at the Market. Permissions and pricing varies by exhibit hall. Limited to peninsula or island booths 400 sq. ft. or larger. Contact your sales rep for more details and to review pricing.



PRODUCT DISPLAY KIOSK

A unique opportunity to showcase your products in high volume traffic areas of the lobby near exhibit hall entrances. Each kiosk is well-lit and includes up to two shelves for product presentation. Lighting included in price. Additional electric for tablets or monitors not included.

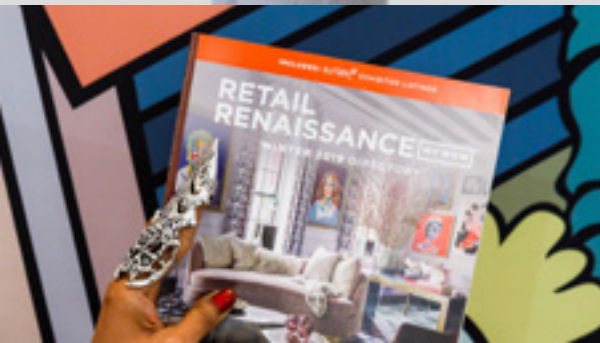
\$1,700



SPONSORED PROMOTIONAL BAGS

Promote your presence throughout the market with 5,000 walking ads! Have your company logo featured on 5,000 bags (Bags and bag design provided by NY NOW) distributed to our VIP and New Buyers at the Buyers lounge located on the show floor.

\$8,500



NY NOW PRINT SHOW DIRECTORY

Reach 25,000+ retailers and designers.

\$2,625
FOR HALF

\$4,070
FOR FULL

Log in to the Exhibitor Console to purchase any of the opportunities listed

QUESTIONS? CONTACT US



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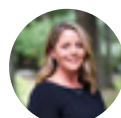
Justine Denich
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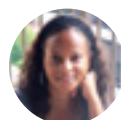
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Sarah Collins
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Personal Care + Wellness
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Zoe Maliszewski
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Awanda Booth
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NY NOW Sales Group Line: 914-421-3271



HAVE AN IDEA THAT'S NOT LISTED?

We can work with you to develop a custom sponsorship to meet your needs. Give us a call today.