

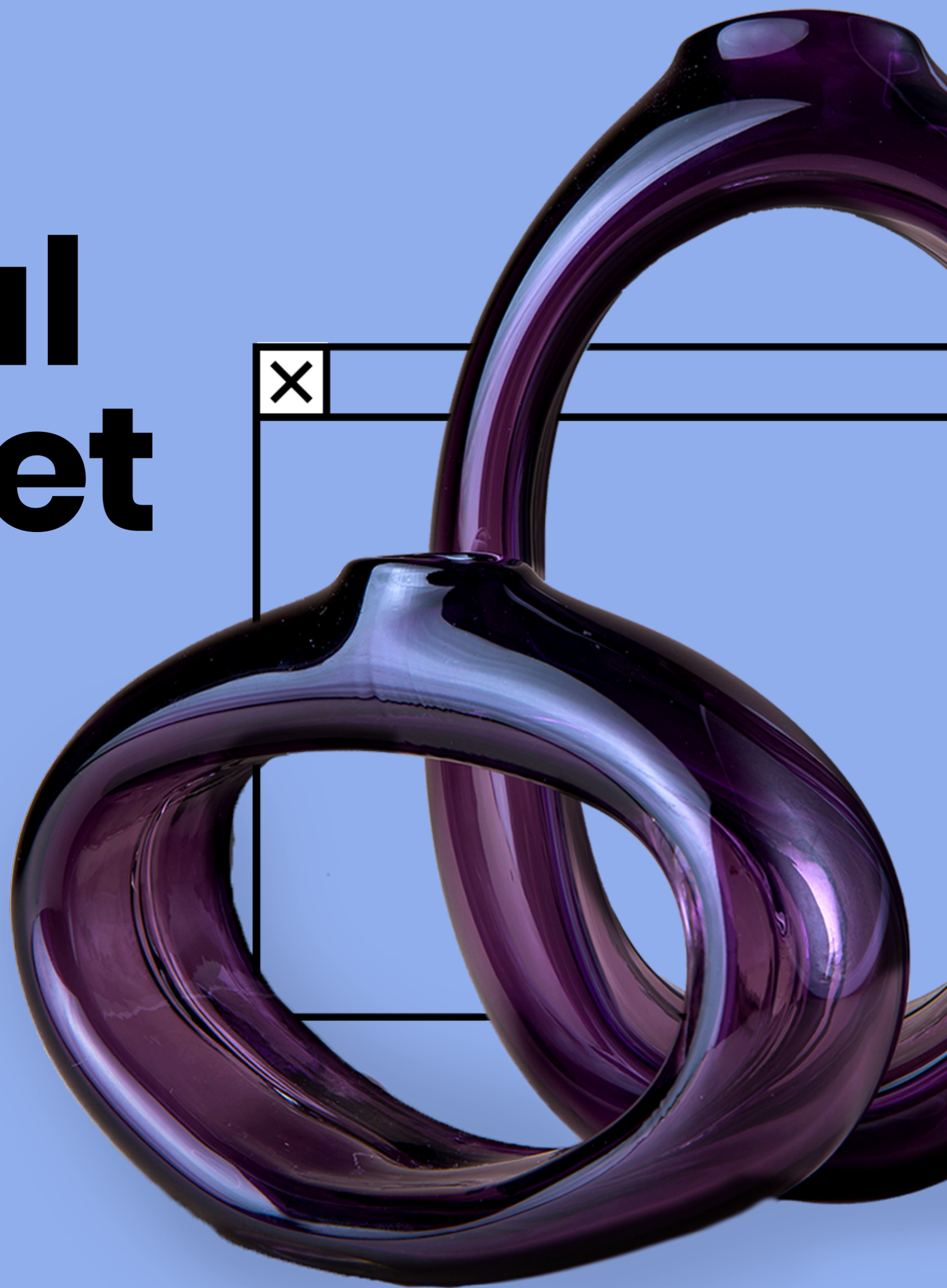


NY NOW

@ **Digital
Market**

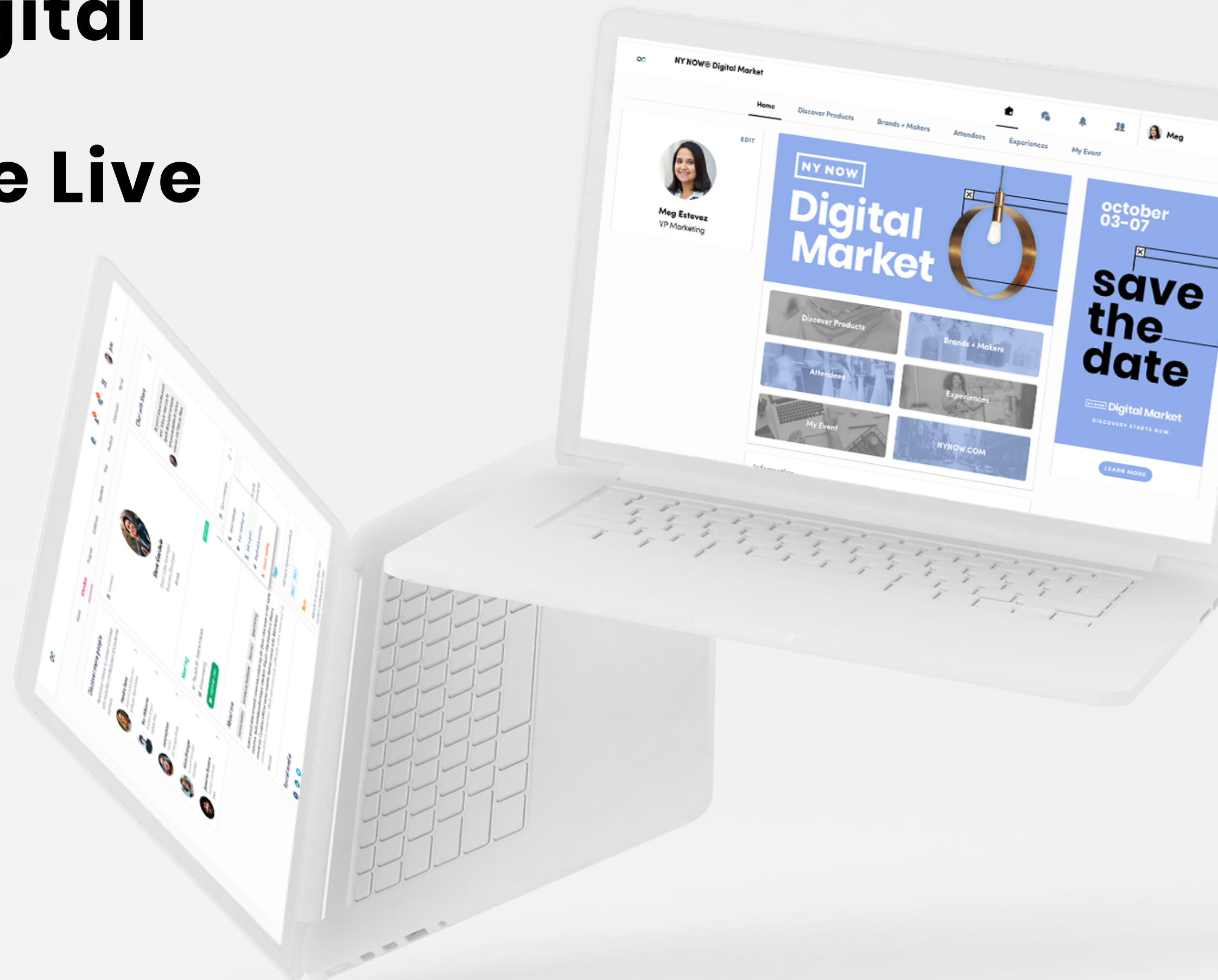
**october
03-07**

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.





American Handcrafted

Package features

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	✓
Placement in search filters	✓
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	✓
All packages come with full access to Digital Market for the months of November and December 2020. (\$300 value)	\$450
All creative is subject to approval by NY NOW Team.	

NY NOW
Digital Market

marketing + audience

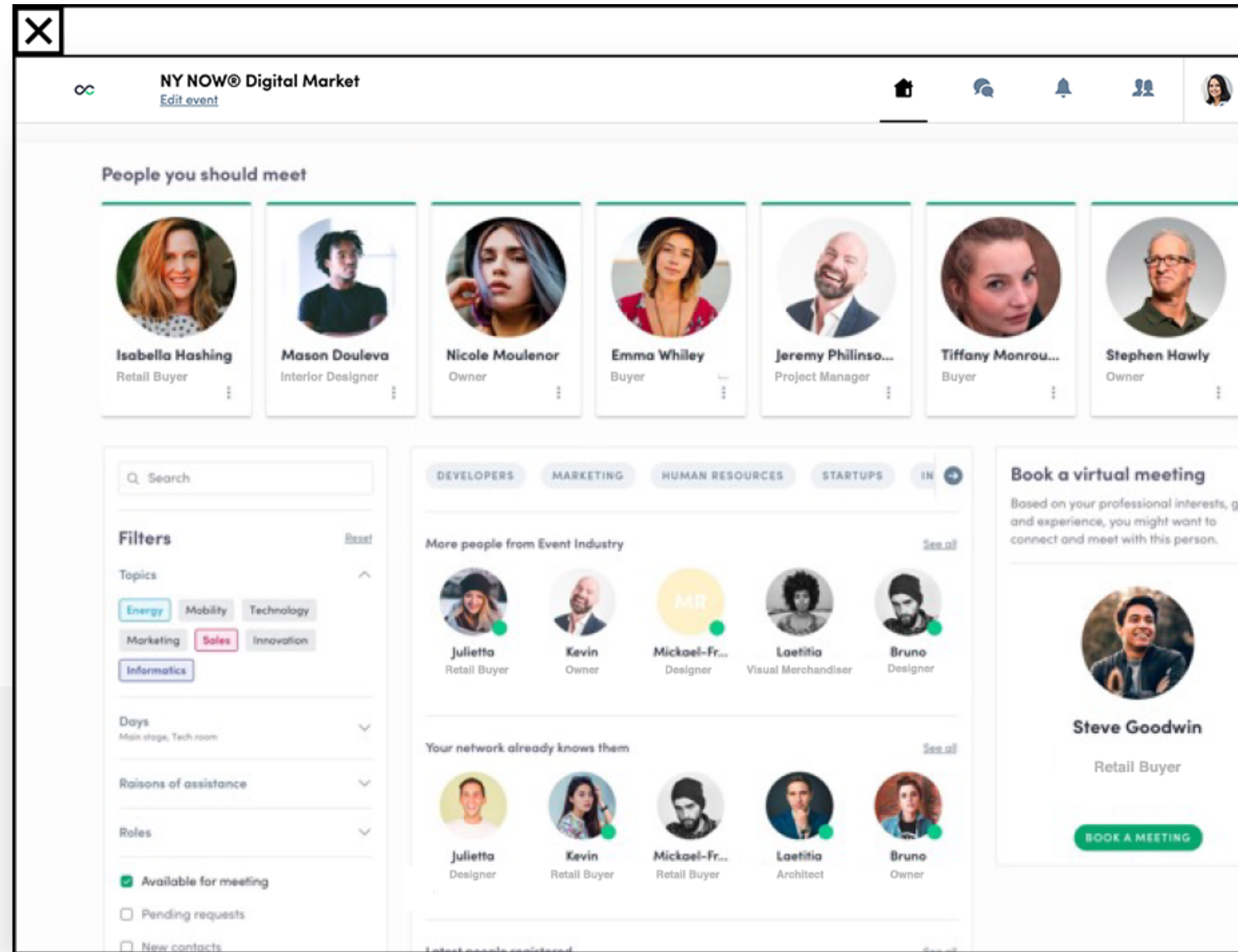
150,000 strong

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 150,000 buyers. Plus, our cross channel social media reach to a combined audience of over 120,000!

Marketing outreach includes the American Handcrafted and NY NOW buyer database.

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



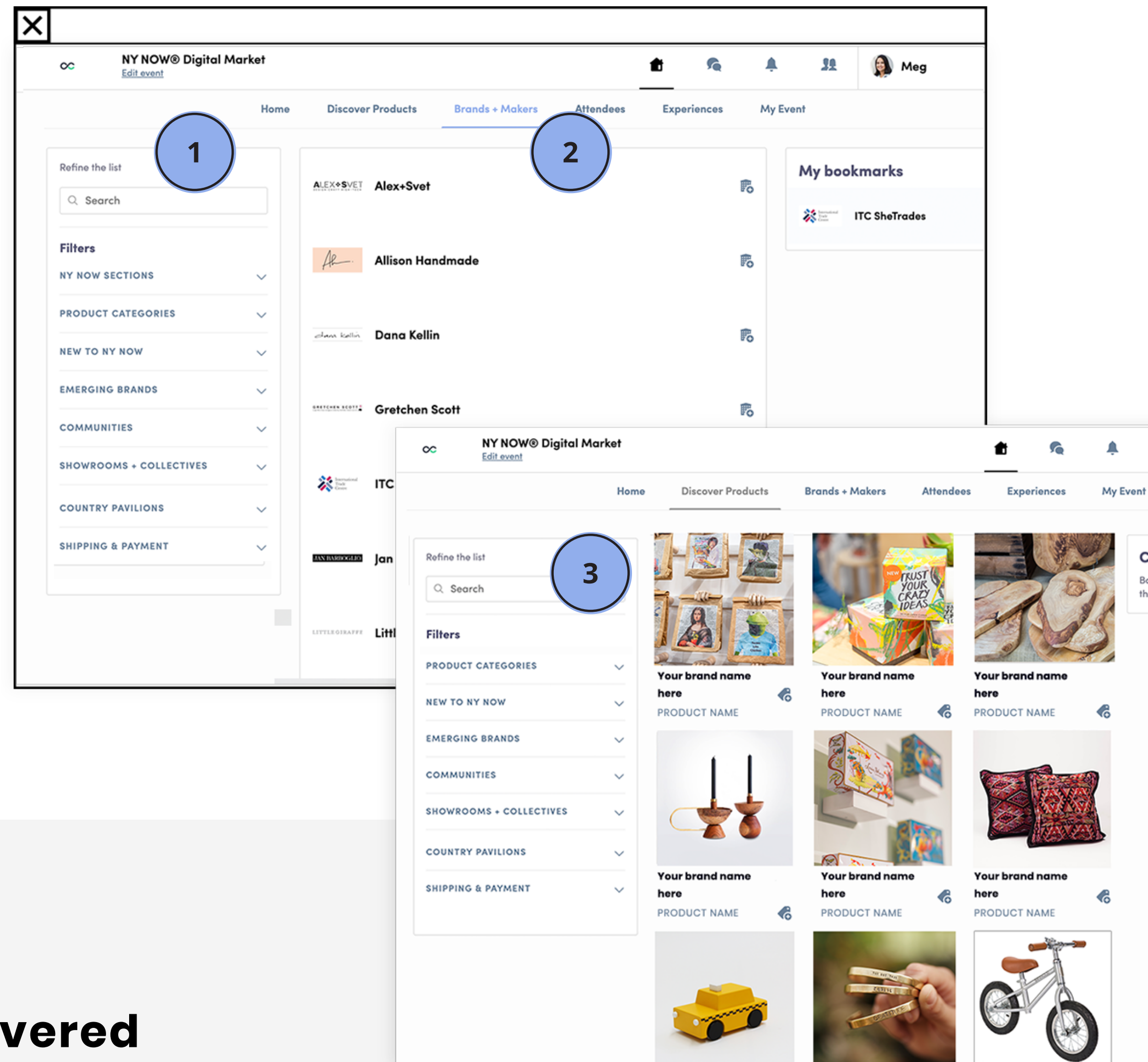
Telemarketing campaigns to over 40,000 buyers



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

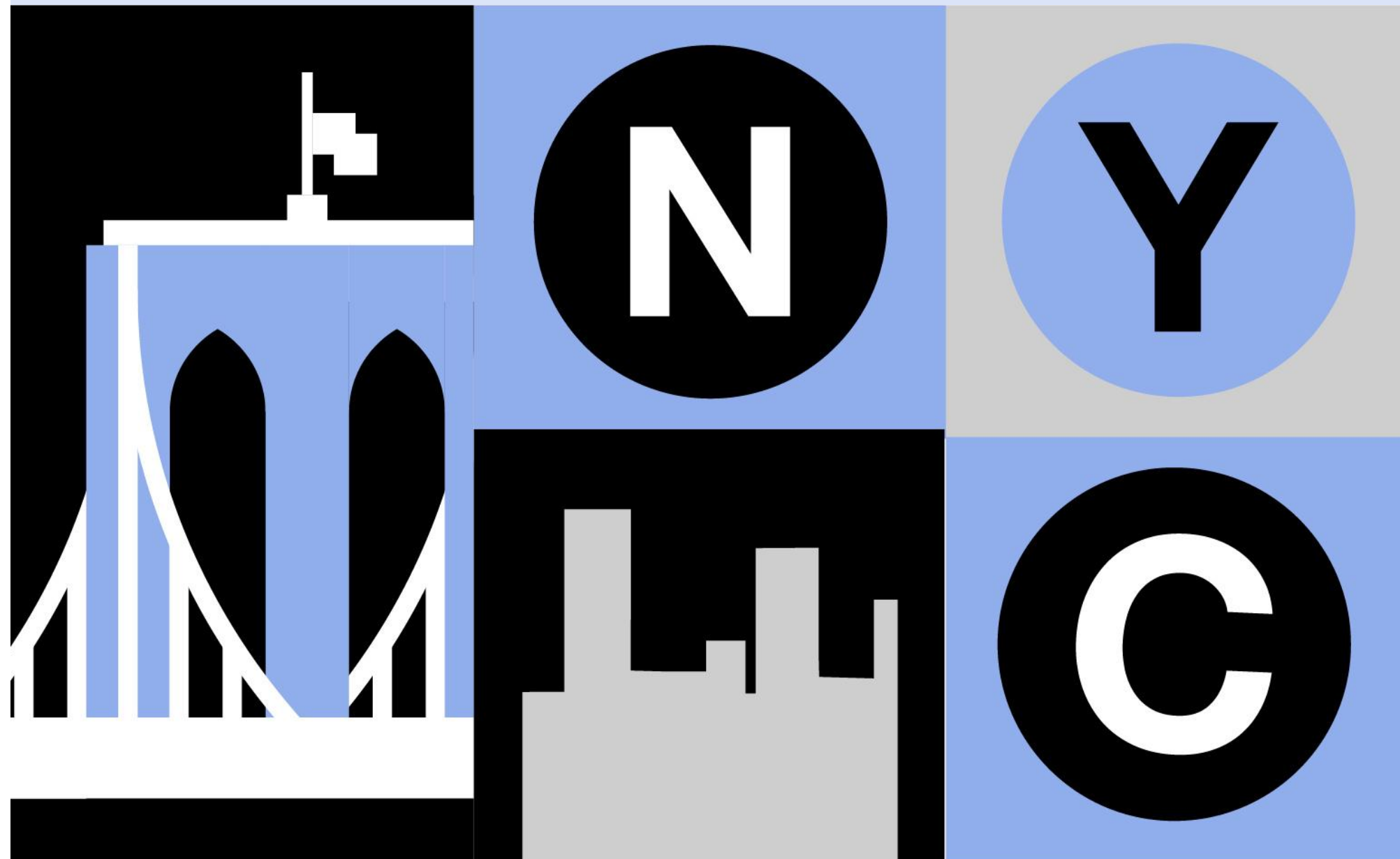


NANETTE ASBURY

Sales Manager
646 668 3731
nanette.asbury@emeraldx.com

ASHLEY CIOFRONE

Sales Manager
914 421 3310
ashley.ciofrone@emeraldx.com



join us at our upcoming event



feb 13-15

Philadelphia Convention Center
americanhandcraftedshow.com