



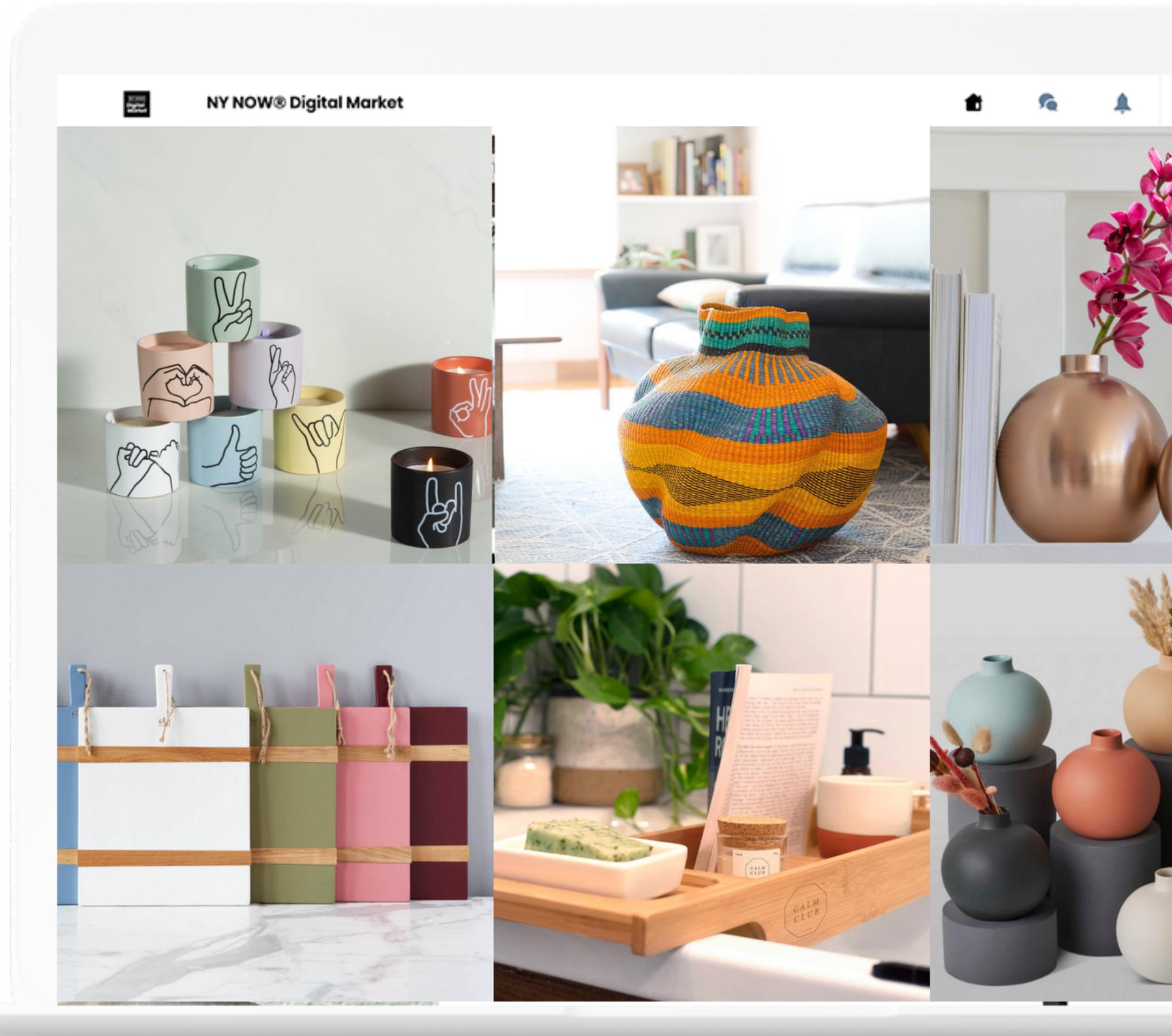
# a la carte sponsorships



AUG 08-11, 2021 | JAVITS CENTER NYC

# Enhance Your Exposure

Tell your brand story and showcase your products with these advertising and sponsorship opportunities that will enhance your exposure with NY NOW's audience.



### **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**

### **horizontal banner ad**

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

**\$200**

### **product ad space on NYNOW.com home page**

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

**\$300**

### **push notification**

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

**\$500**

**a la carte options**

**NY NOW**



**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**

## additional listing

Provides you with individual exposures for your different brands to be listed in the Brands + Makers section.

**\$250**

## brand spotlight email

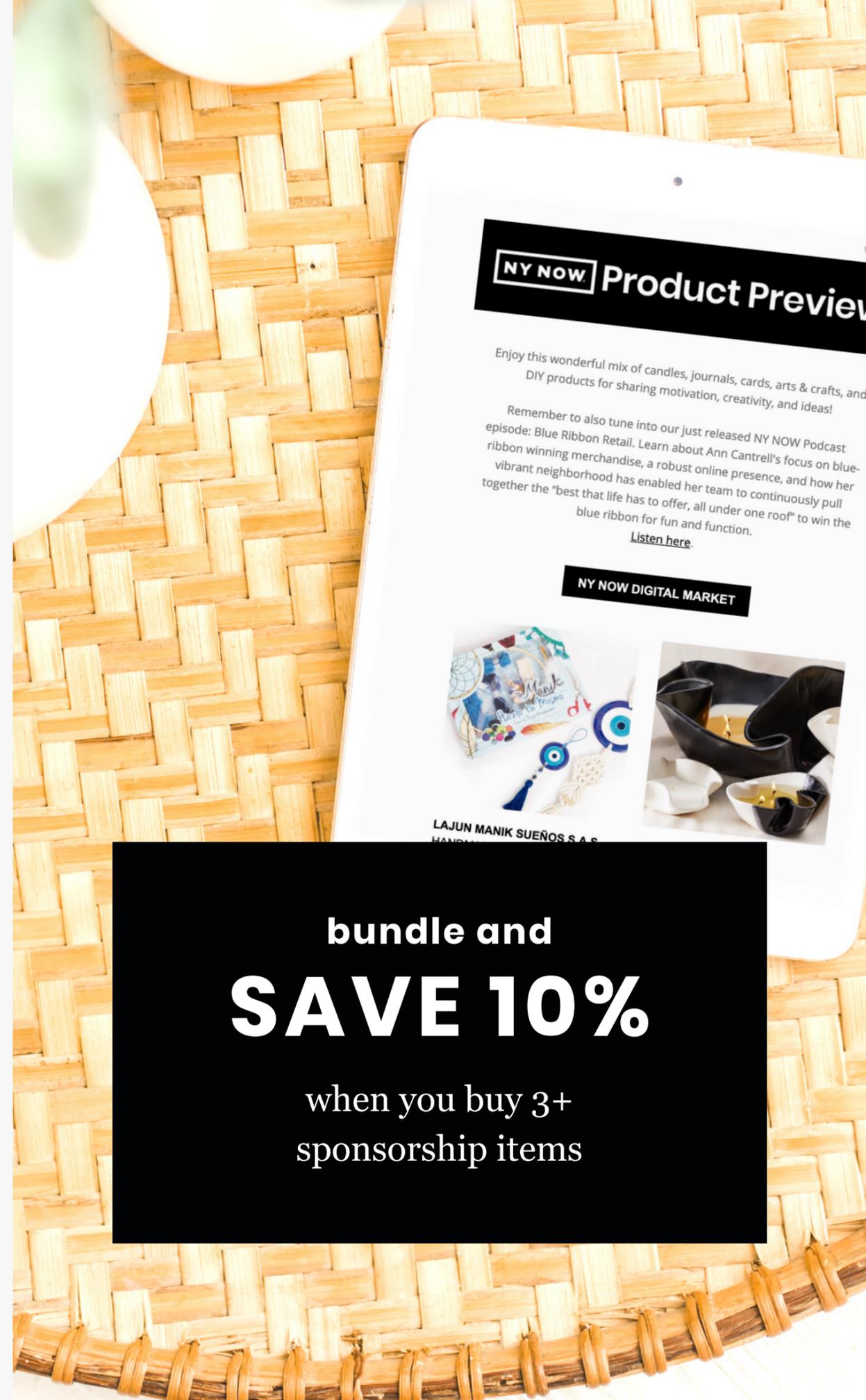
Email sent to NY NOW buyers. Email is shared with 4 other brands. Images and text should highlight your brand story

**\$300**

**NY NOW**

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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  
sales rep for  
details

## 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.

**\$5,000**

## branded lanyards for buyers

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

contact your  
sales rep for  
details

**NY NOW**



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sponsorship items

# let's connect



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