*Fill in the highlighted information below, copy and paste, and use this to communicate why you or someone from your store should attend NY NOW Summer Market.*

Hi DECISION MAKER,

It would be beneficial for COMPANY to be at NY NOW Summer Market, August 14-17, 2022, at the Javits Center in New York City. For decades, NY NOW has hosted vendors with products across all categories, gifts, toys + puzzles, accessories, beauty, wellness, fashion, to home, furniture, and kitchenware and YOUR PRODUCT CATEGORIES. It has grown to become the gateway to the world of eclectic design and has proven to provide a safe environment for retailers to refresh their inventory.

This show is where hundreds of attendees like our store(s) and more go to find amazing products and get all their buying done at one place and at one time.

**I would like your approval to attend NY NOW Summer Market:**

Here’s what a few attendees have said about NY NOW –

* “At every NY NOW market, I find new vendors and products. I like to see all the new trends and visually, I can get through so much here. It’s incredibly gratifying.” – Cooper Boone, Foundry42.
* “NY NOW is our #1 market! We do most of our buying at NY NOW. You feel like you’re right in the hub of retail and design. More than any other show, I feel like I’m really seeing what’s coming next, what’s trending.” – Fiona Richards, Cartolina.
* “NY NOW is the most important show for us to come to as buyers because it’s on the pulse of what’s happening now in the marketplace. It’s so relevant to what the customers are looking for and gives us an awareness of what we are missing in our stores as well as helps us to expand our offerings. NY NOW offers a whole new vision of how we can innovate what retail is for us now and in the future...” – Natalie Hoy, Hoypoloi Galleries.
* “We have been attending the show for several years. It has grown tremendously and covers so many areas. We applaud the show team for the inclusion of Fair Trade. NY NOW is our primary source for products for our retail business. We expect to increase our products for the launch of the online division of the business and there is no better market to do that than NY NOW.” – Brody Belfield, Belfield Enterprises.
* “We’ve been coming to NY NOW since 2010. Seeing so much in one space is awesome. This market has so many different product categories represented here so we can find everything we need for our lifestyle store.” – Becka Citron, Modern Anthology.

I plan on attending and returning with actionable insight on how we can improve sales and our inventory selection. Registration is free. I have used their Expenses and ROI Calculator to determine that the approximate total cost for me to attend is EXPENSE, but, as a company, we are expected to receive a return on investment of ROI. You can learn more about the event at <https://nynow.com/>.

Thank you for your consideration and I look forward to talking more about how NY NOW can help us provide on-trend, high margin, and cost-effective products for our customers.

 Sincerely,

 NAME