



**NY NOW**<sup>®</sup>

The New York Gift Show



The New York Gift Show

## SUMMER 2022

It's time to *re-imagine*.

From objects to action, we're positioning our beloved gift and home show for a new era.

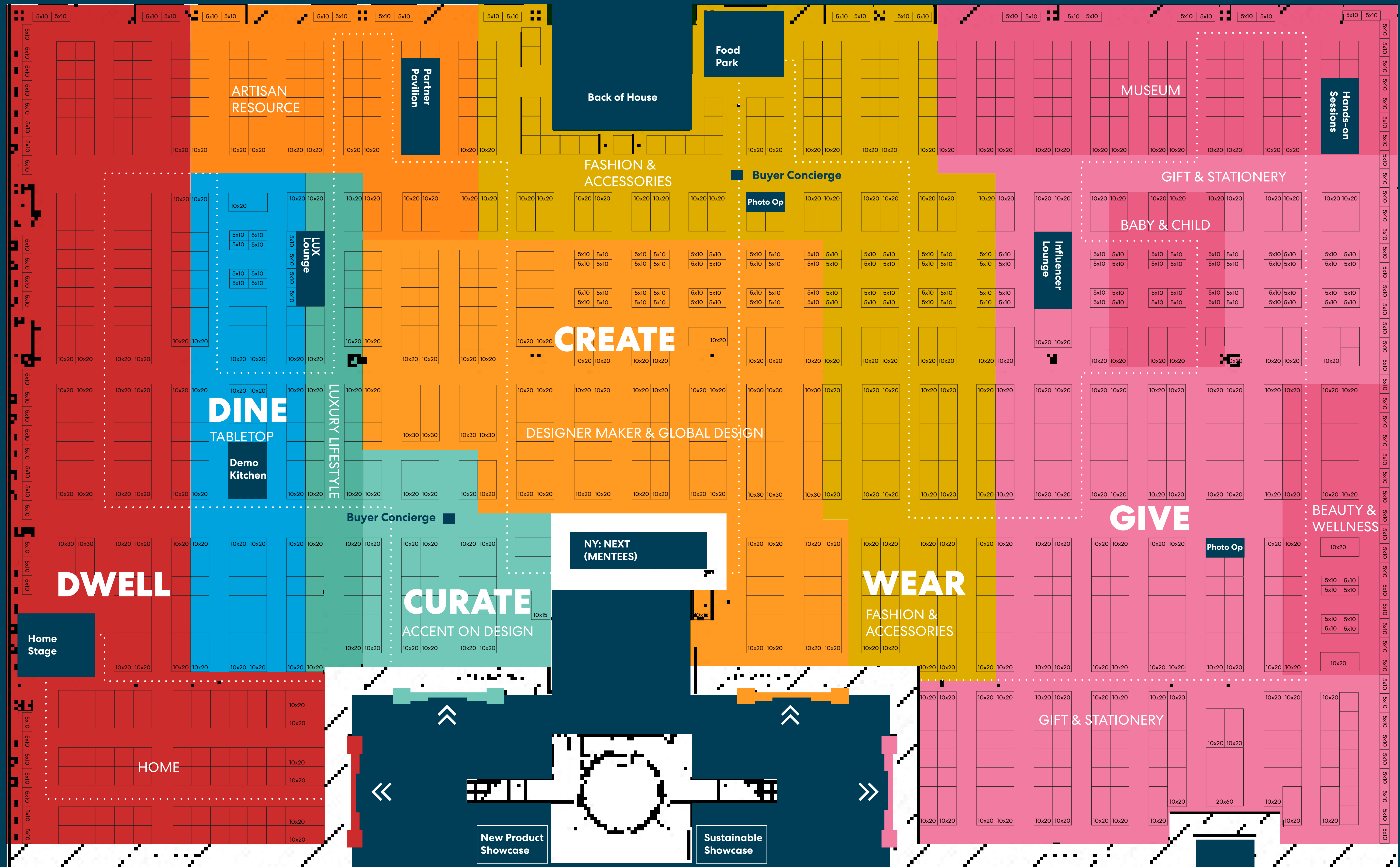




JAVITS CENTER

CRYSTAL PALACE ENTRANCE





# JAVITS CENTER

CRYSTAL PALACE ENTRANCE

**KEY**

- ..... ONE-DAY JOURNEY CURATED PATH
- ACTIVATION

REGISTRATION



GIVE

WEAR

CREATE

CURATE

DINE

DWELL



VILLAGES

## GIVE

BABY & CHILD  
GIFT & STATIONERY  
MUSEUM  
BEAUTY & WELLNESS

## WEAR

ACCESSORIES  
FASHION

## CREATE

ARTISAN RESOURCE  
DESIGNER MAKER  
GLOBAL DESIGN

## CURATE

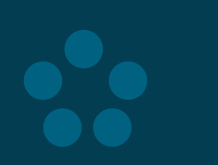
ACCENT ON DESIGN  
LUXURY LIFESTYLE

## DINE

TABLETOP

## DWELL

HOME DESIGN



GIVE

WEAR

CREATE

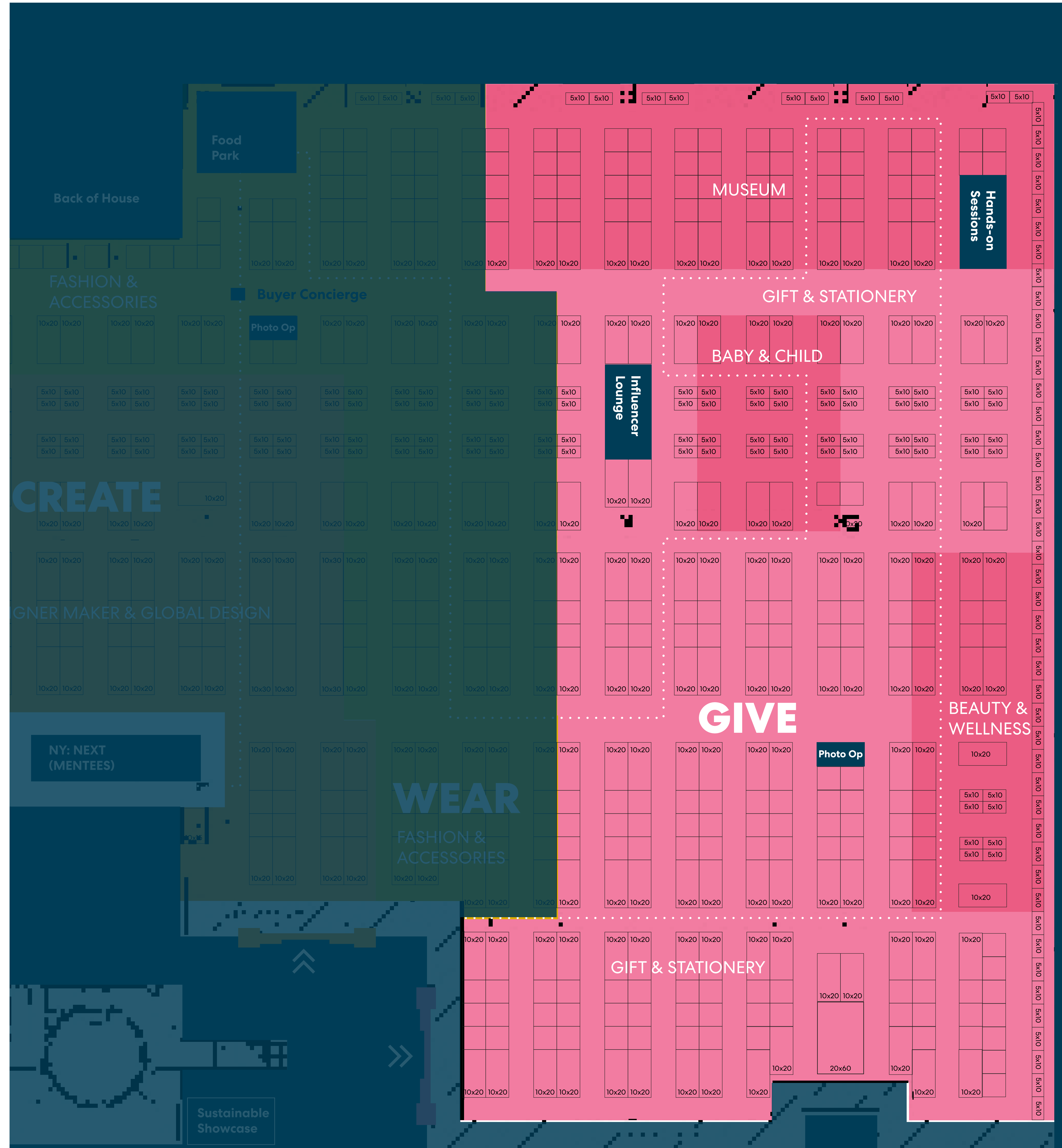
CURATE

DINE

DWELL



VILLAGE OVERVIEW | BEAUTY & WELLNESS | BABY & CHILD | MUSEUM





GIVE

WEAR

CREATE

CURATE

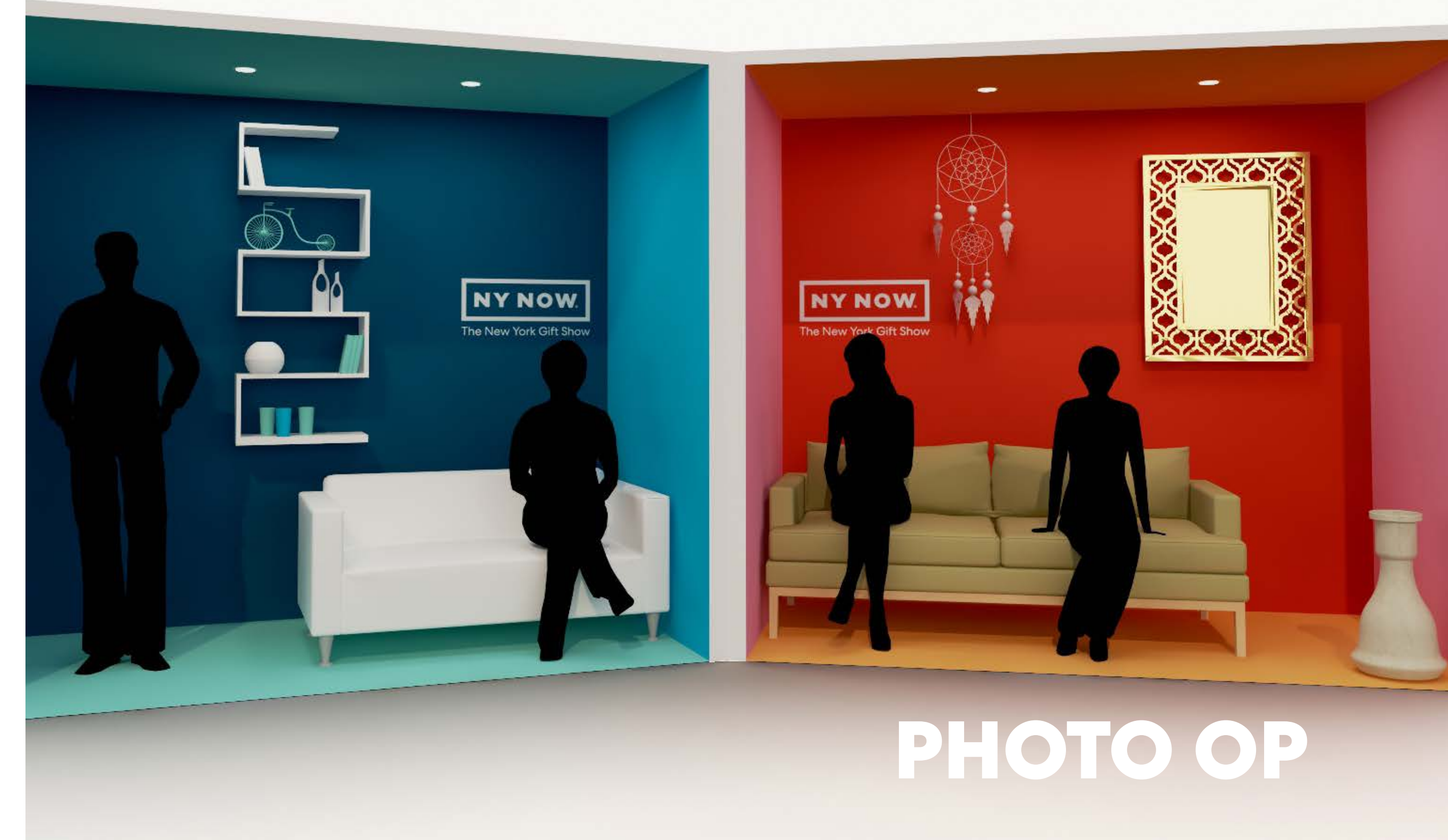
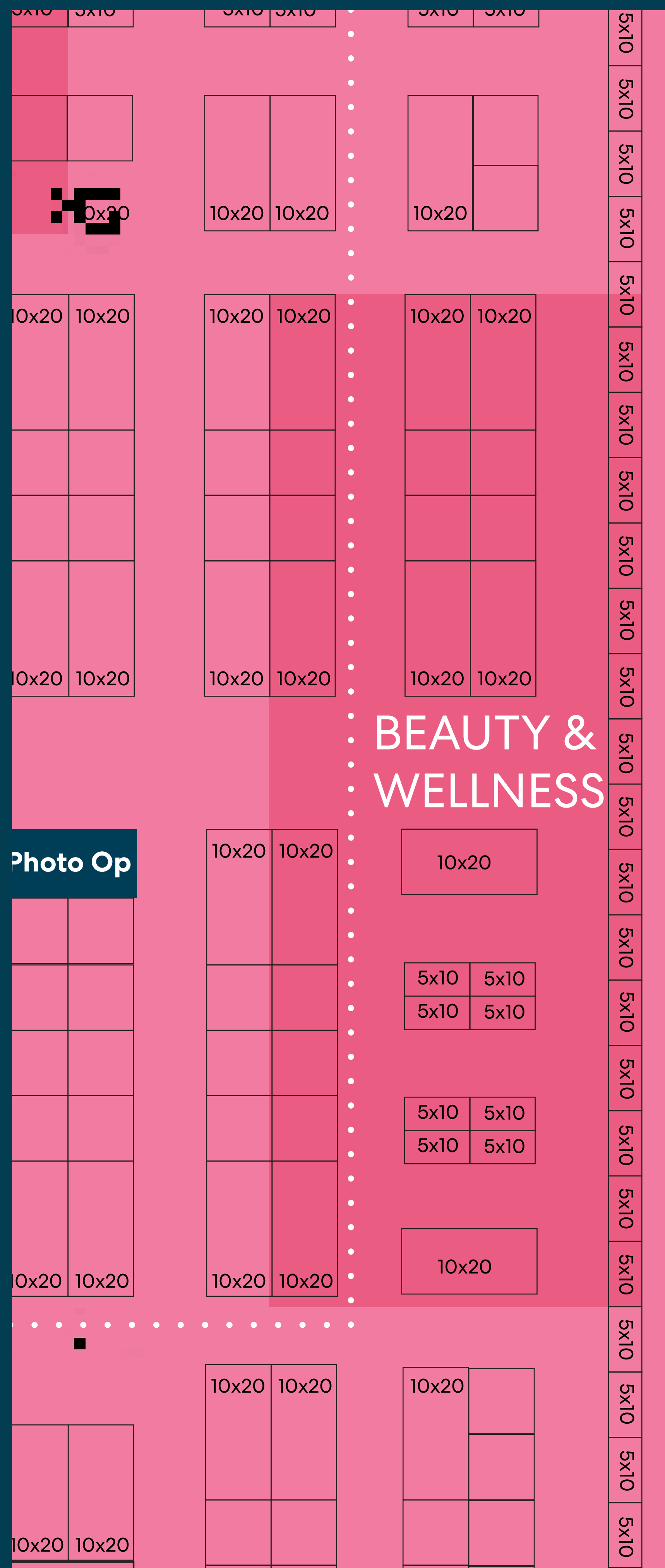
DINE

DWELL



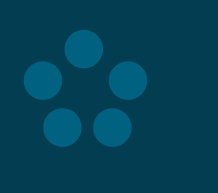
VILLAGE OVERVIEW | BEAUTY & WELLNESS | BABY & CHILD | MUSEUM

# BEAUTY & WELLNESS



## PHOTO OP





GIVE

WEAR

CREATE

CURATE

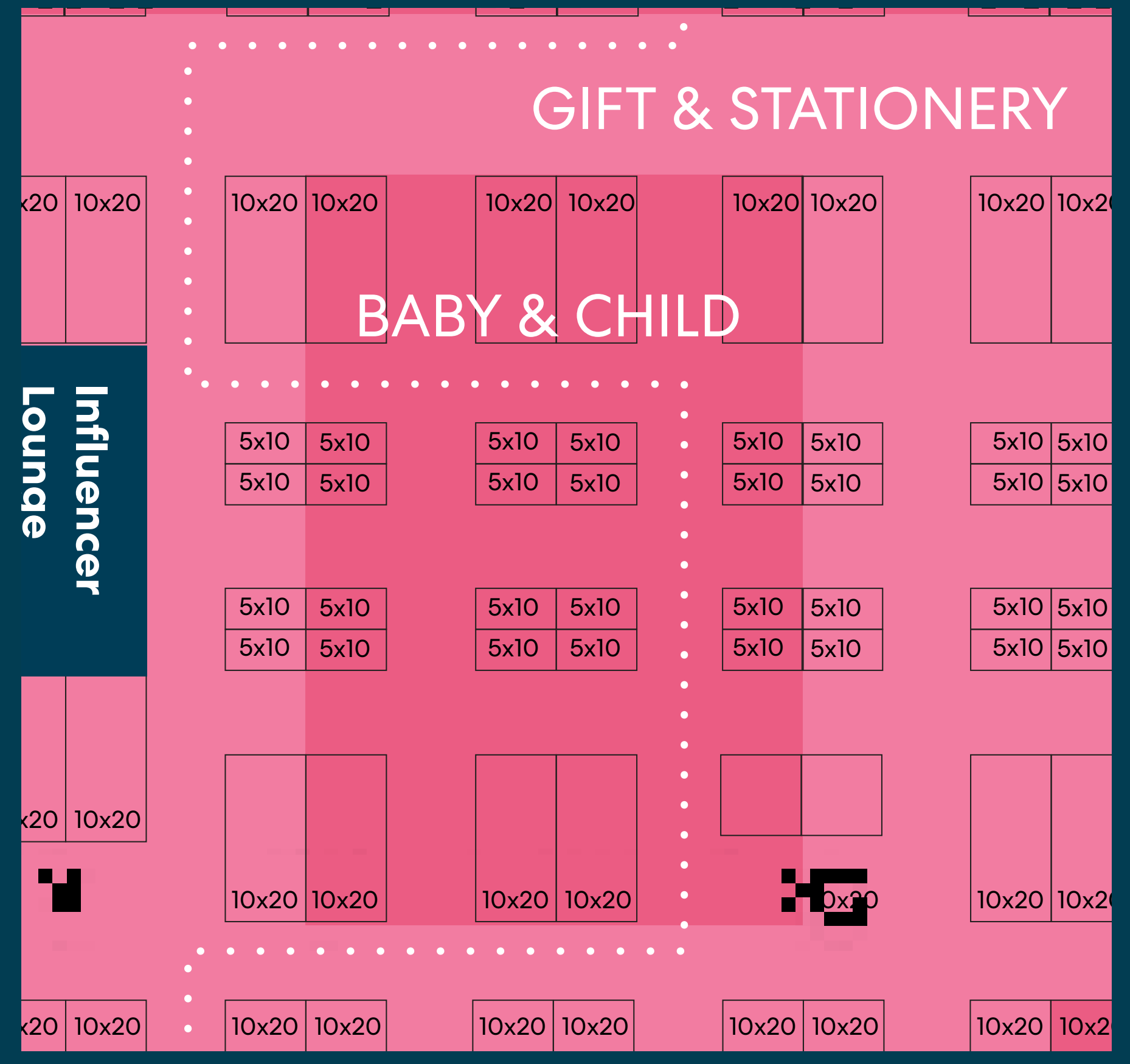
DINE

DWELL



VILLAGE OVERVIEW | BEAUTY & WELLNESS | BABY & CHILD | MUSEUM

# BABY & CHILD



## INFLUENCER LOUNGE





GIVE

WEAR

CREATE

CURATE

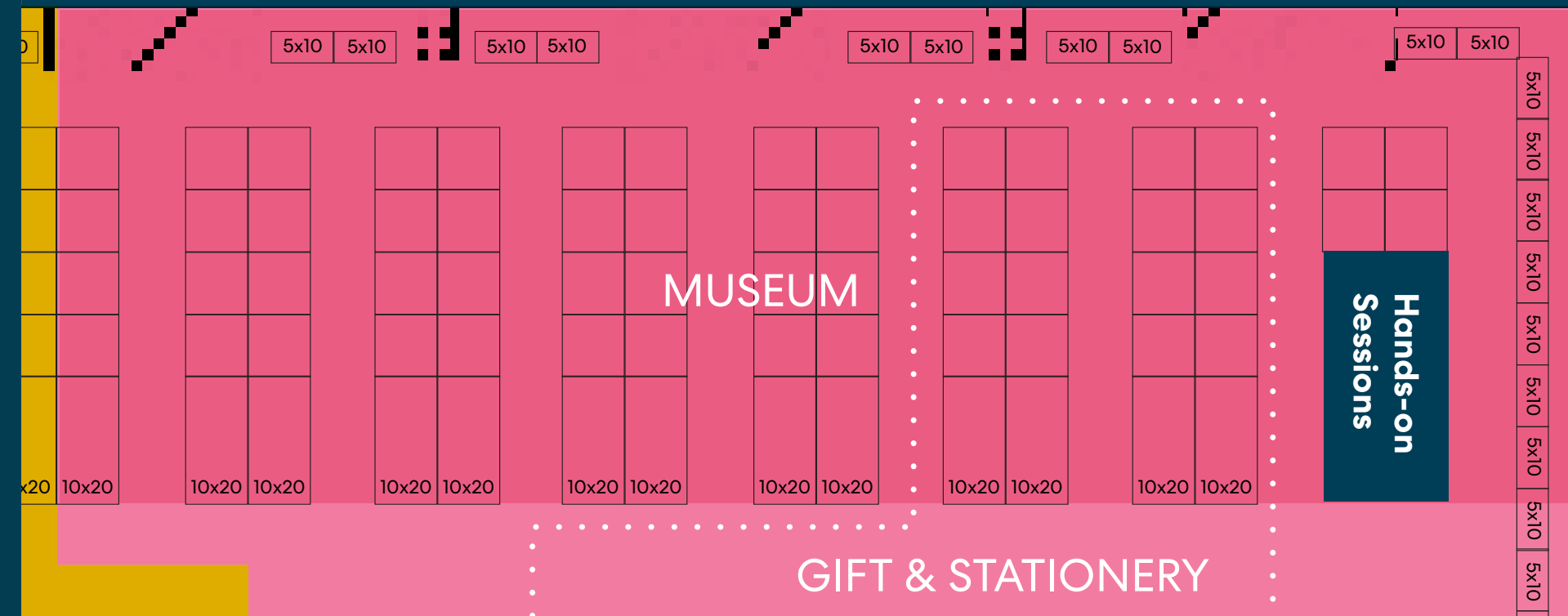
DINE

DWELL



VILLAGE OVERVIEW | BEAUTY & WELLNESS | BABY & CHILD | MUSEUM

# MUSEUM



## HANDS ON SESSIONS





GIVE

WEAR

EXPLORE

ASPIRE

DINE

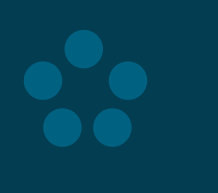
DWELL



VILLAGE OVERVIEW | FASHION | ACCESSORIES



GIFT & STATEMENTS



GIVE

WEAR

EXPLORE

ASPIRE

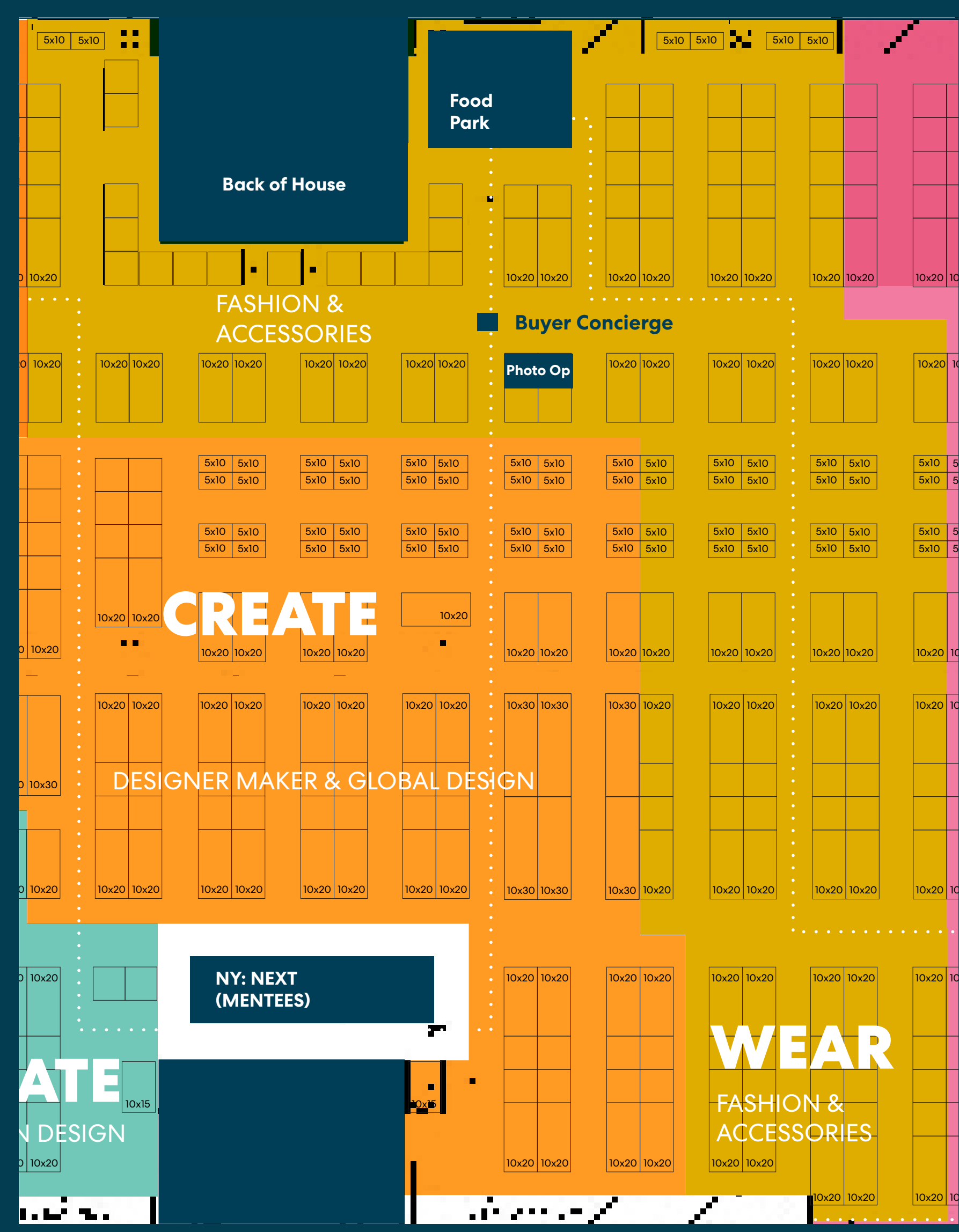
DINE

DWELL



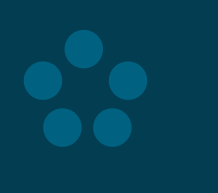
VILLAGE OVERVIEW | FASHION | ACCESSORIES

# FASHION



# FOOD PARK





GIVE

WEAR

EXPLORE

ASPIRE

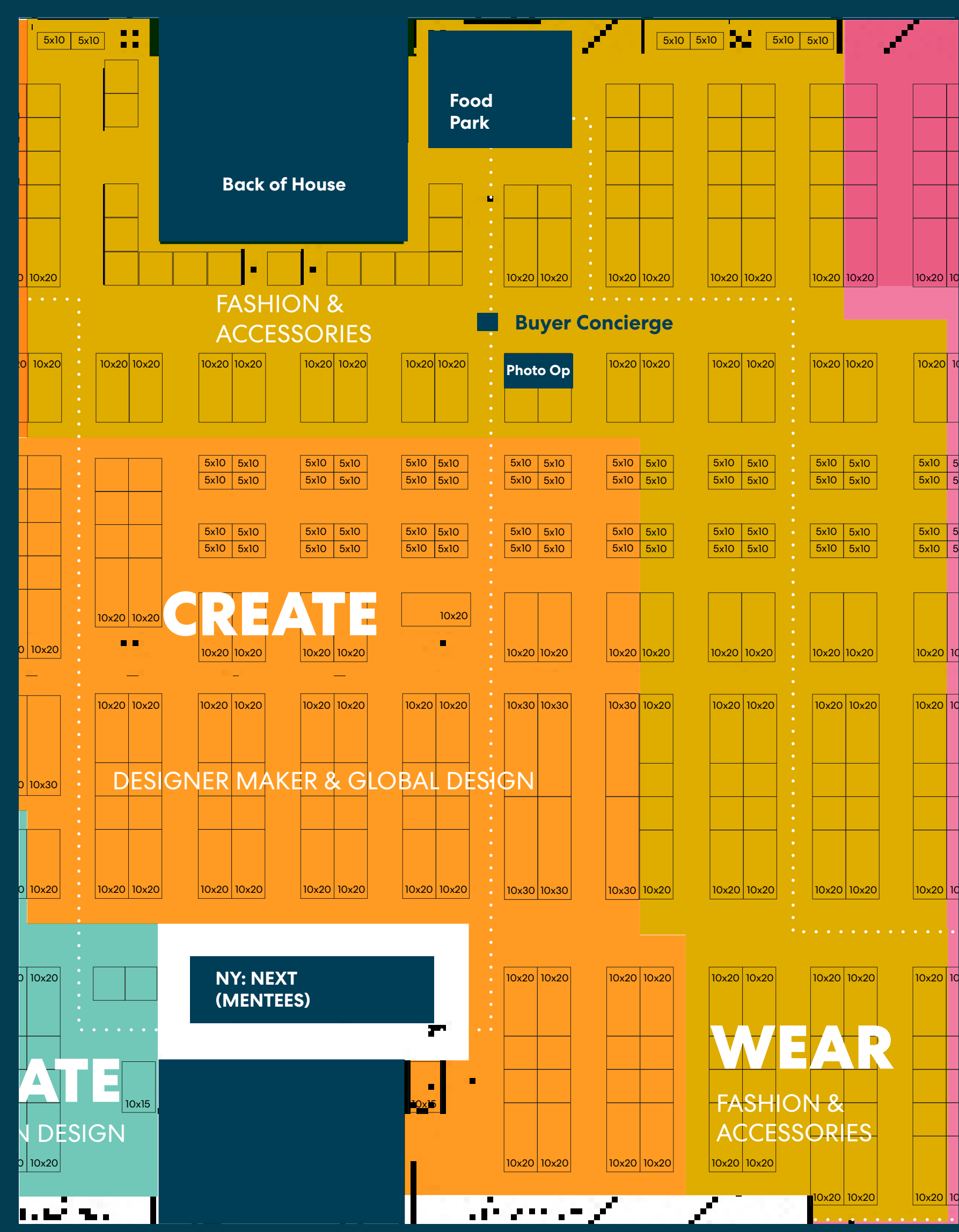
DINE

DWELL

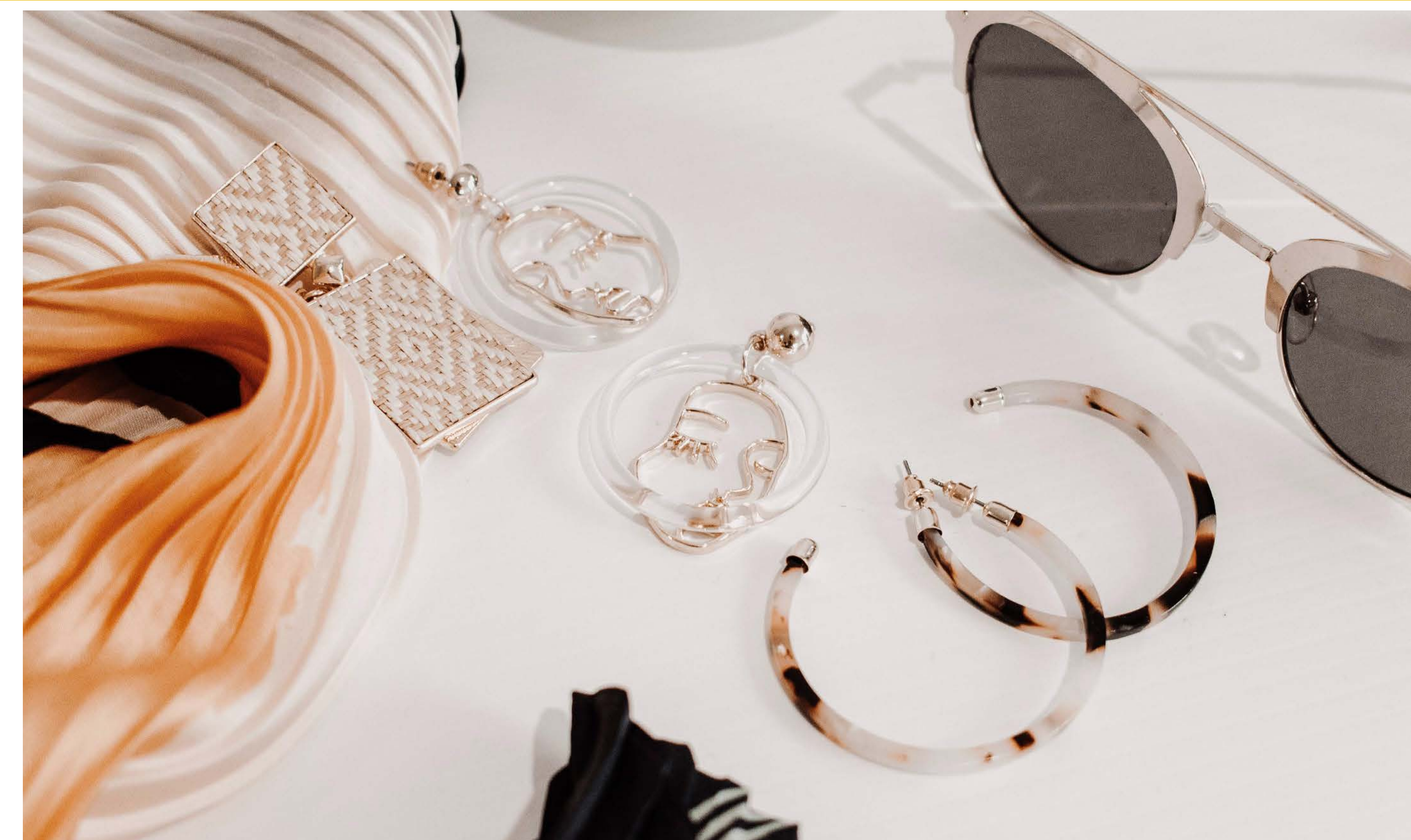


VILLAGE OVERVIEW | FASHION | ACCESSORIES

# ACCESSORIES



## BUYER CONCIERGE





GIVE

WEAR

CREATE

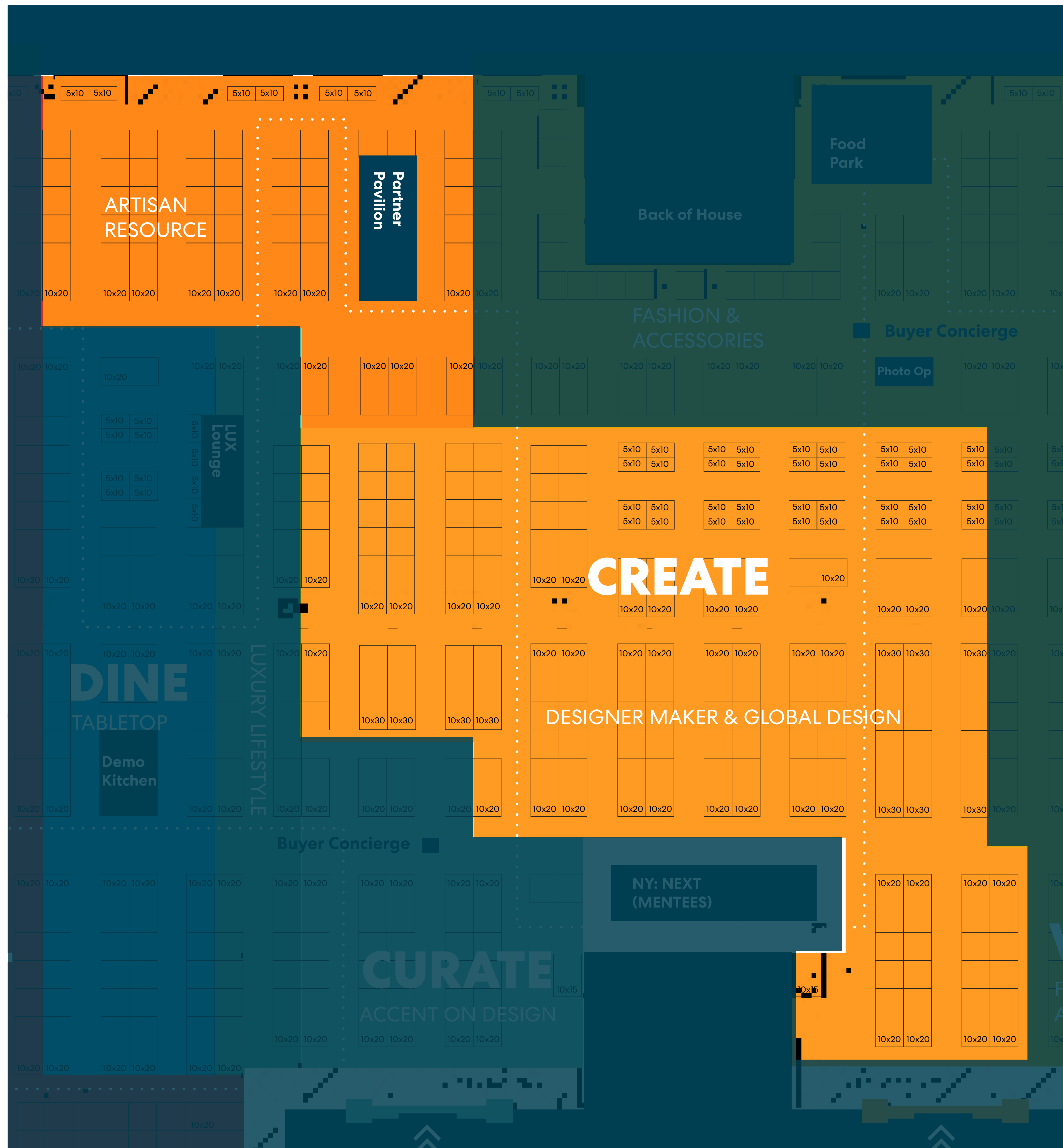
CURATE

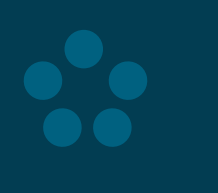
DINE

DWELL



VILLAGE OVERVIEW | ARTISAN RESOURCE | DESIGNER MAKER & GLOBAL DESIGN





GIVE

WEAR

CREATE

CURATE

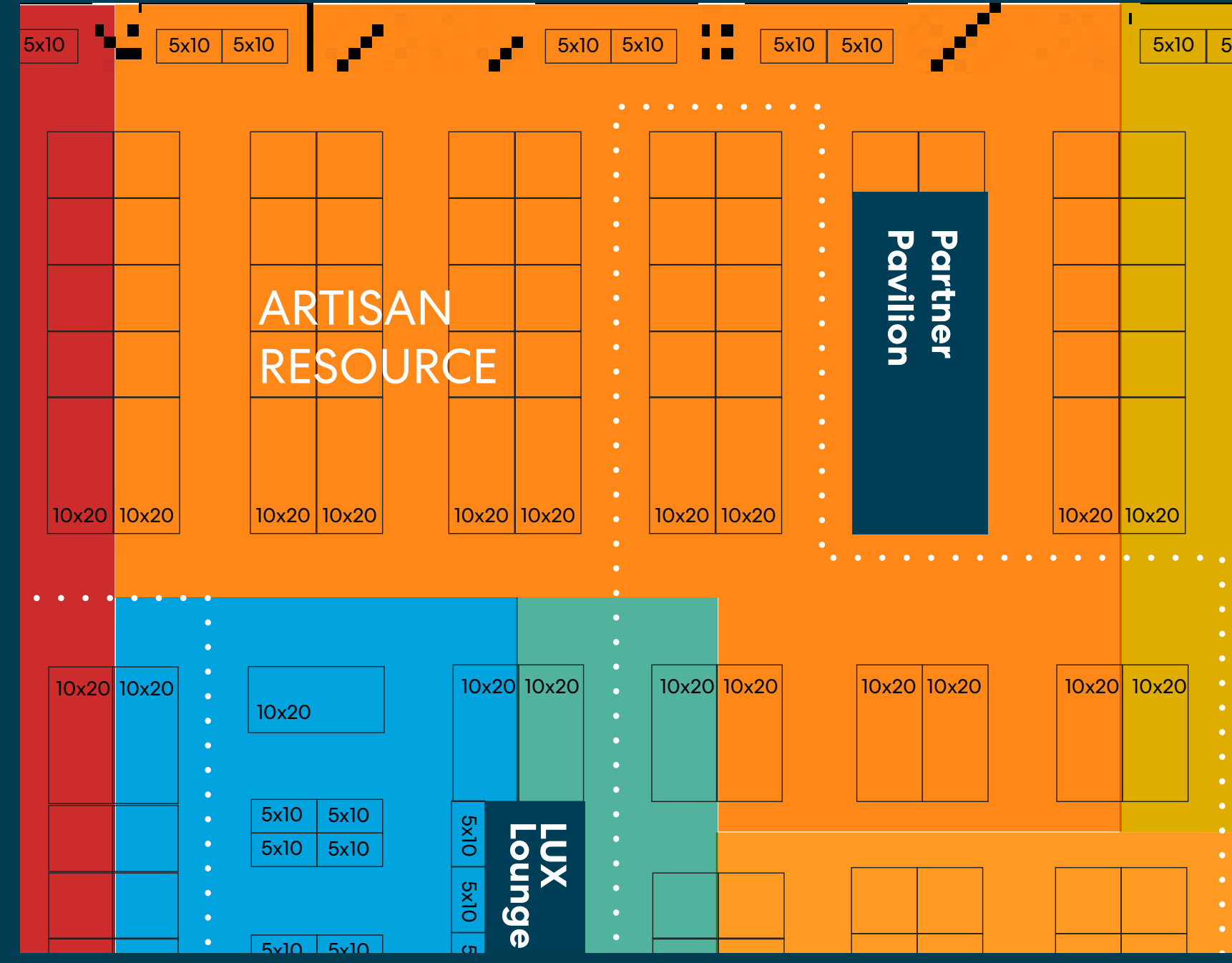
DINE

DWELL



VILLAGE OVERVIEW | ARTISAN RESOURCE | DESIGNER MAKER & GLOBAL DESIGN

# ARTISAN RESOURCE















GIVE

WEAR

CREATE

CURATE

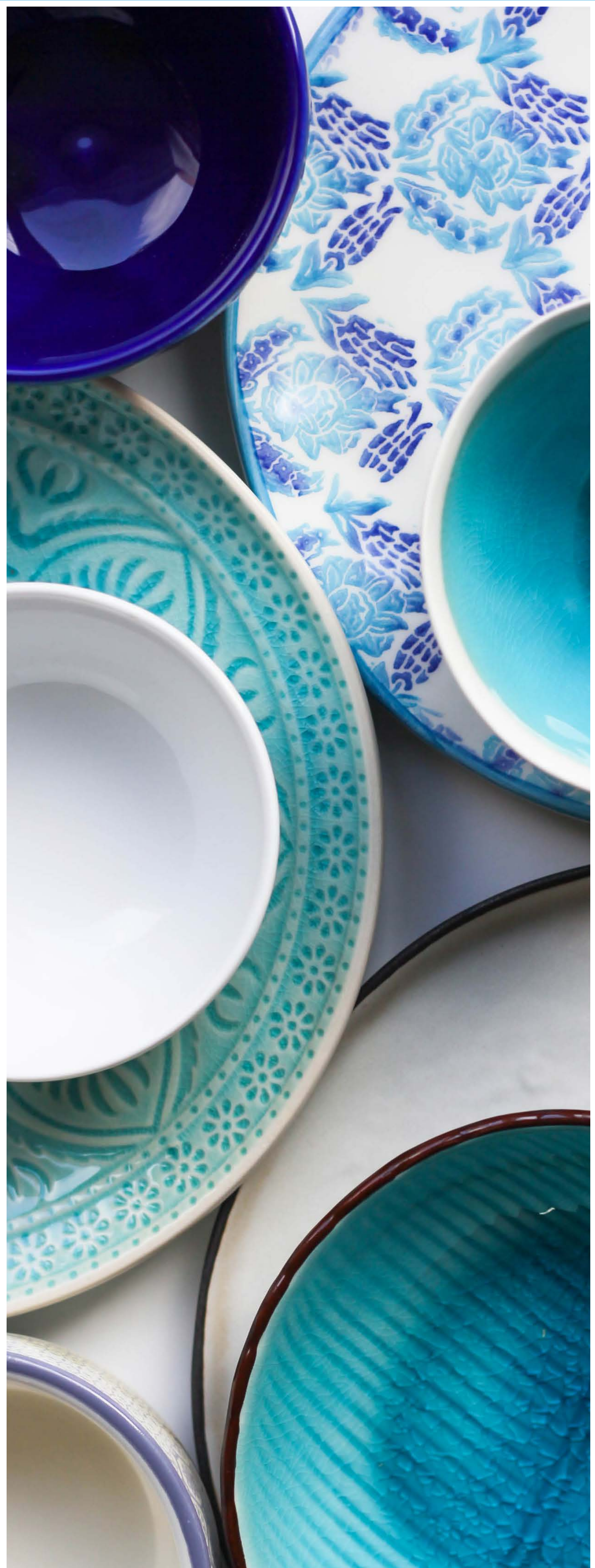
DINE

DWELL



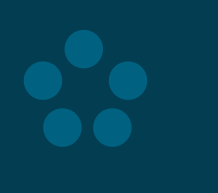
VILLAGE OVERVIEW | DETAILS

# DINE



## DEMO KITCHEN





GIVE

WEAR

CREATE

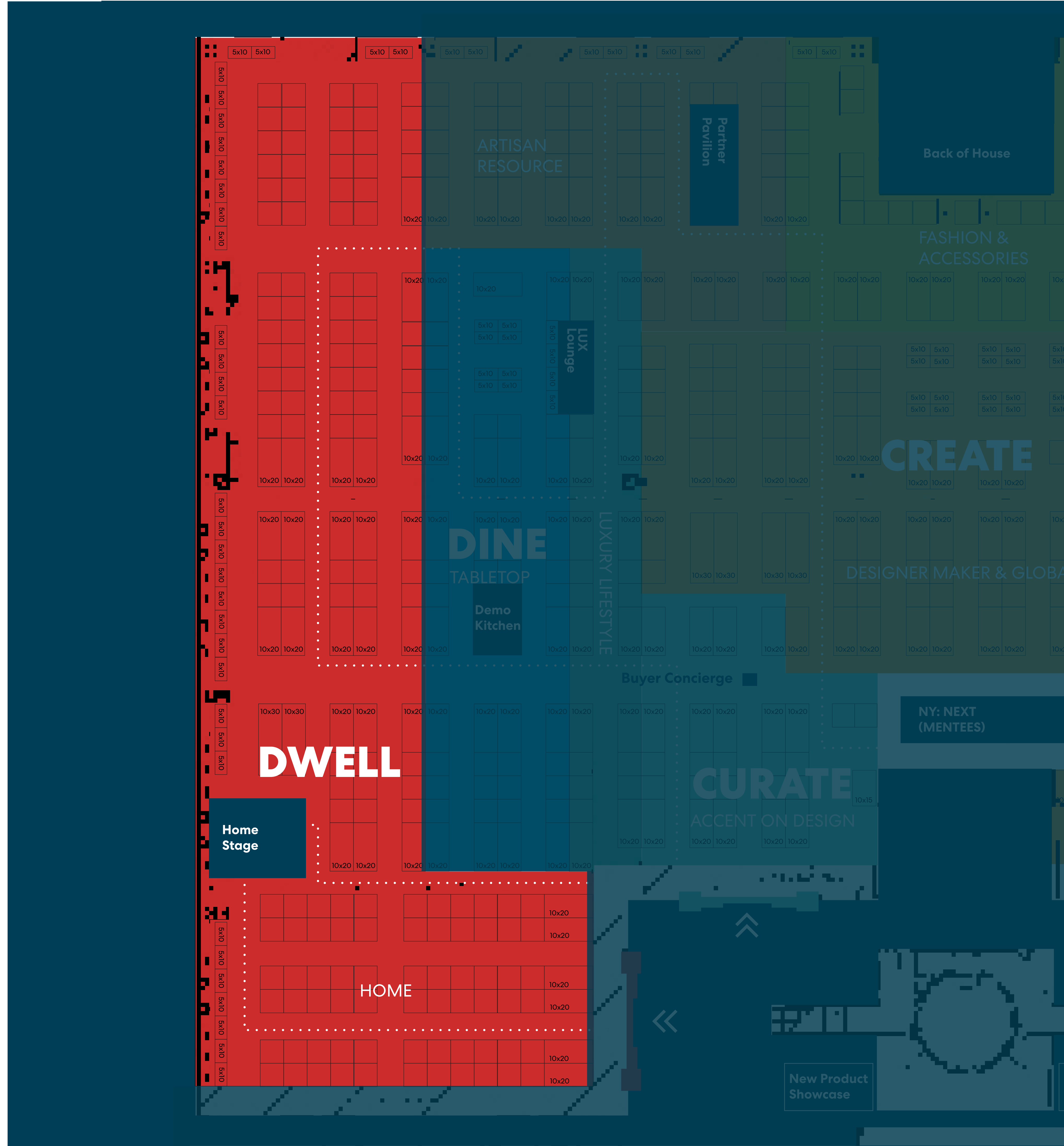
CURATE

DINE

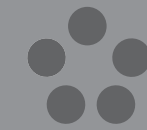
DWELL



VILLAGE OVERVIEW | DETAILS







**10 x 10 HARDWALL**  
Header

**10 x 10 HARDWALL**  
No Header

**5FT HARDWALL**  
No Header

**FABRIC**  
Header

**FURNISHINGS**  
Included Offerings



TURNKEY OPTIONS

**10x10  
HARDWALL**

Header

**10x10  
HARDWALL**

No Header

**5FT  
HARDWALL**

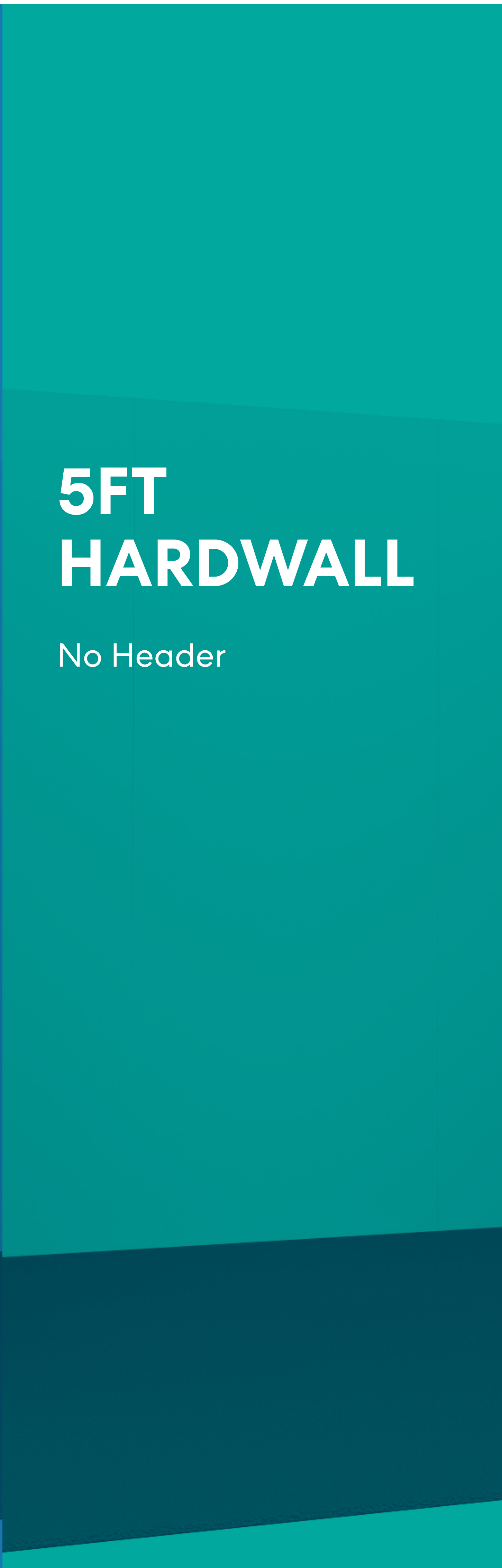
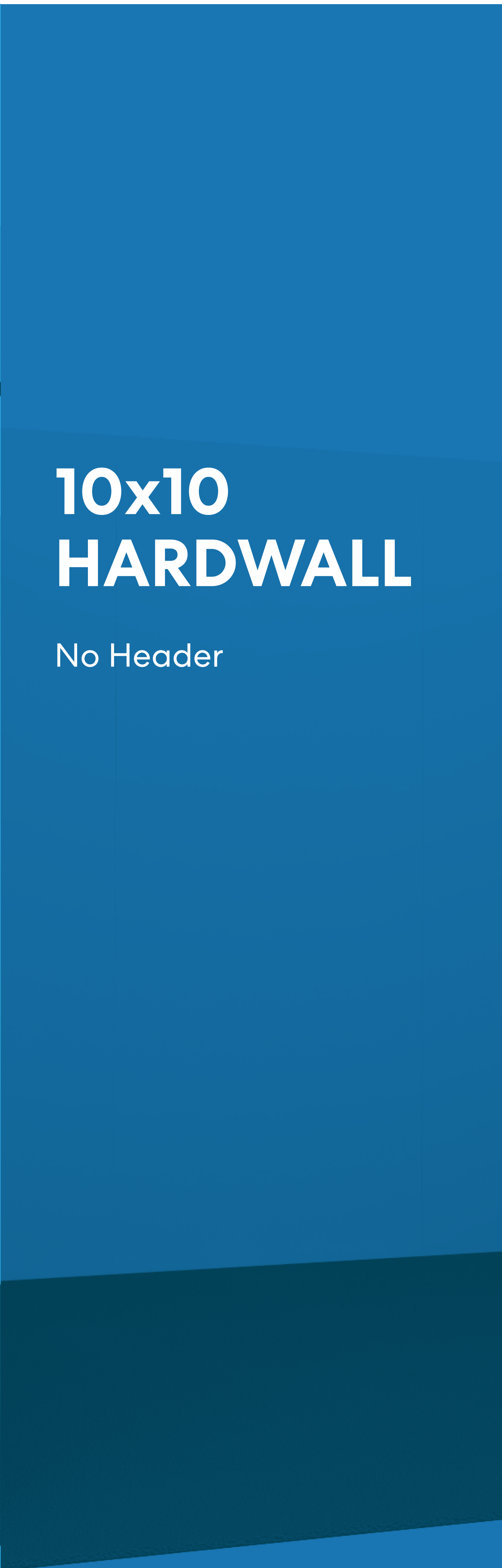
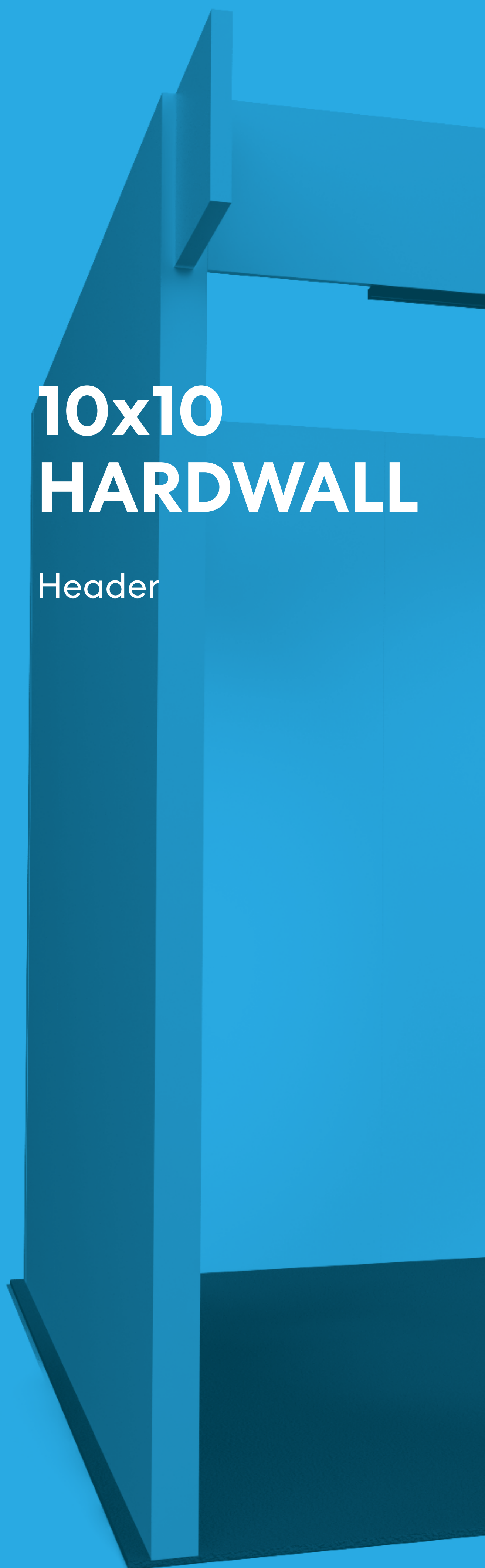
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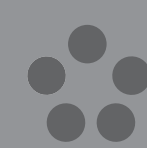
**FABRIC**

Header

**FURNISHINGS**

Included Offerings





**10 x 10 HARDWALL**  
Header

**10 x 10 HARDWALL**  
No Header

**5FT HARDWALL**  
No Header

**FABRIC**  
Header

**FURNISHINGS**  
Included Offerings



**INCLUDED WITH THE PACKAGE**

## 10 x 10 Hardwall with Header

### BOOTH STRUCTURE

(3) Walls, white wooden panels  
120" wide x 96" high x 120" deep

### CARPET

Black

### ID SIGN

Double-sided with name and booth number  
17" wide x 11" high

### LIGHTING

(1) Track with (4) lights, including power

### CLEANING

First night vacuuming

### MATERIAL HANDLING

Showsite material handling  
(USPS/FedEx/DHL excluded)

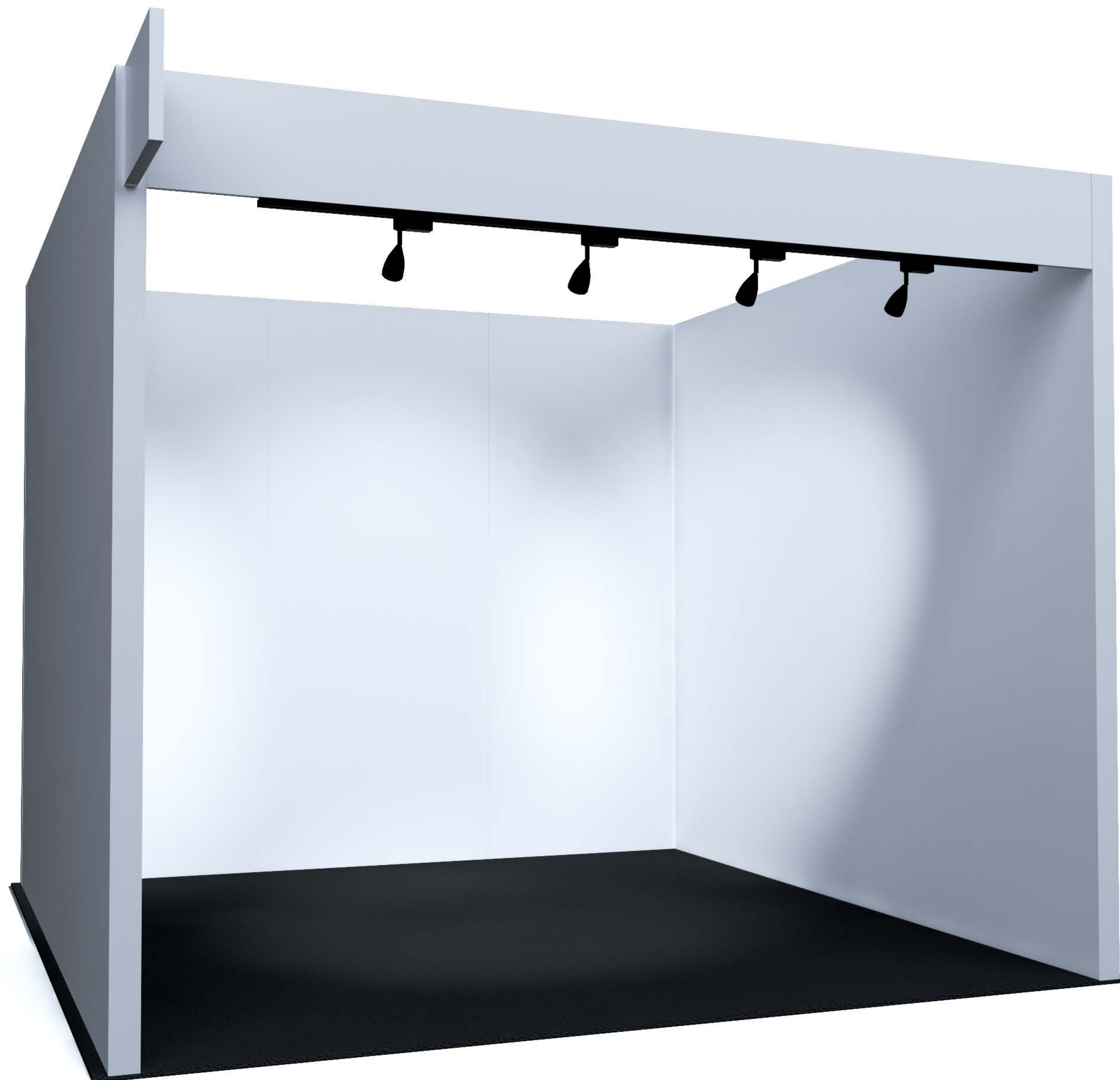
### FURNITURE

(1) Chair and (1) waste basket

### STANDARD RATES START AT:

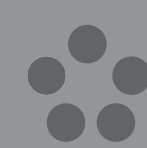
**\$6,185**

Note: Not available in the Luxury Lifestyle section



**NY NOW**

The New York Gift Show



**10 x 10 HARDWALL**  
Header

**10 x 10 HARDWALL**  
No Header

**5FT HARDWALL**  
No Header

**FABRIC**  
Header

**FURNISHINGS**  
Included Offerings



**INCLUDED WITH THE PACKAGE**

## 10 x 10 Hardwall No Header

**BOOTH STRUCTURE**

(3) Walls, white wooden panels  
120" wide x 96" high x 120" deep

**CARPET**

Black

**ID SIGN**

Double-sided with name and booth number  
17" wide x 11" high

**LIGHTING**

(1) Parcan

**FURNITURE**

(1) Chair and (1) waste basket

**CLEANING**

First night vacuuming

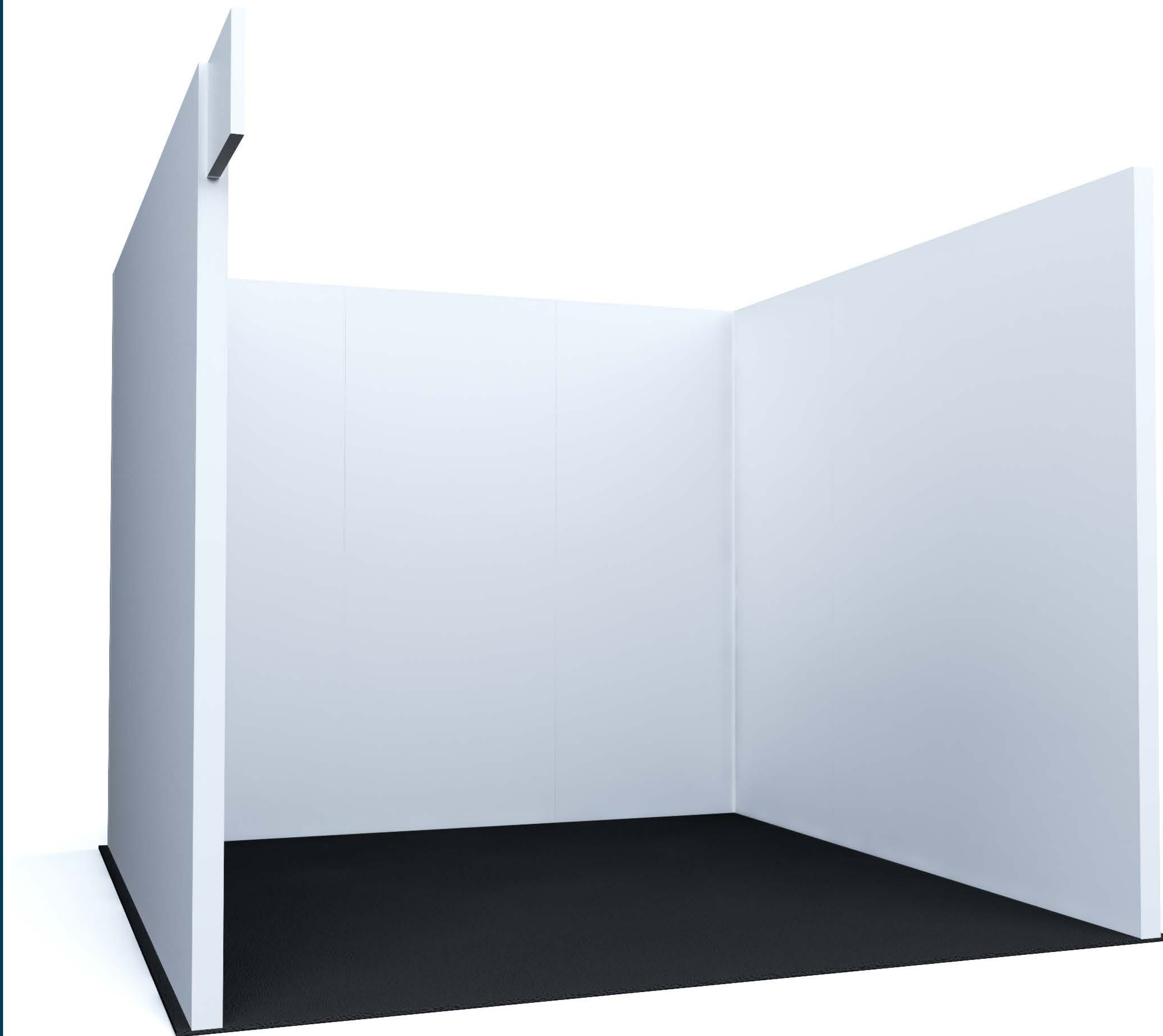
**MATERIAL HANDLING**

Showsite material handling  
(USPS/FedEx/DHL excluded)

**STANDARD RATES START AT:**

**\$6,185**

Package only available for Luxury Lifestyle section.



**NY NOW**

The New York Gift Show





**10 x 10 HARDWALL**  
Header

**10 x 10 HARDWALL**  
No Header

**5FT HARDWALL**  
No Header

**FABRIC**  
Header

**FURNISHINGS**  
Included Offerings



**INCLUDED WITH THE PACKAGE:**

## 5 x 10 Hardwall No Header

### BOOTH STRUCTURE

(3) Walls, white wooden panels  
120" wide x 96" high x 60" deep

### CARPET

Black

### ID SIGN

Double-sided with name and booth number  
17" wide x 11" high

### LIGHTING

(1) Parcan

### FURNITURE

(1) Chair and (1) waste basket

### CLEANING

First night vacuuming

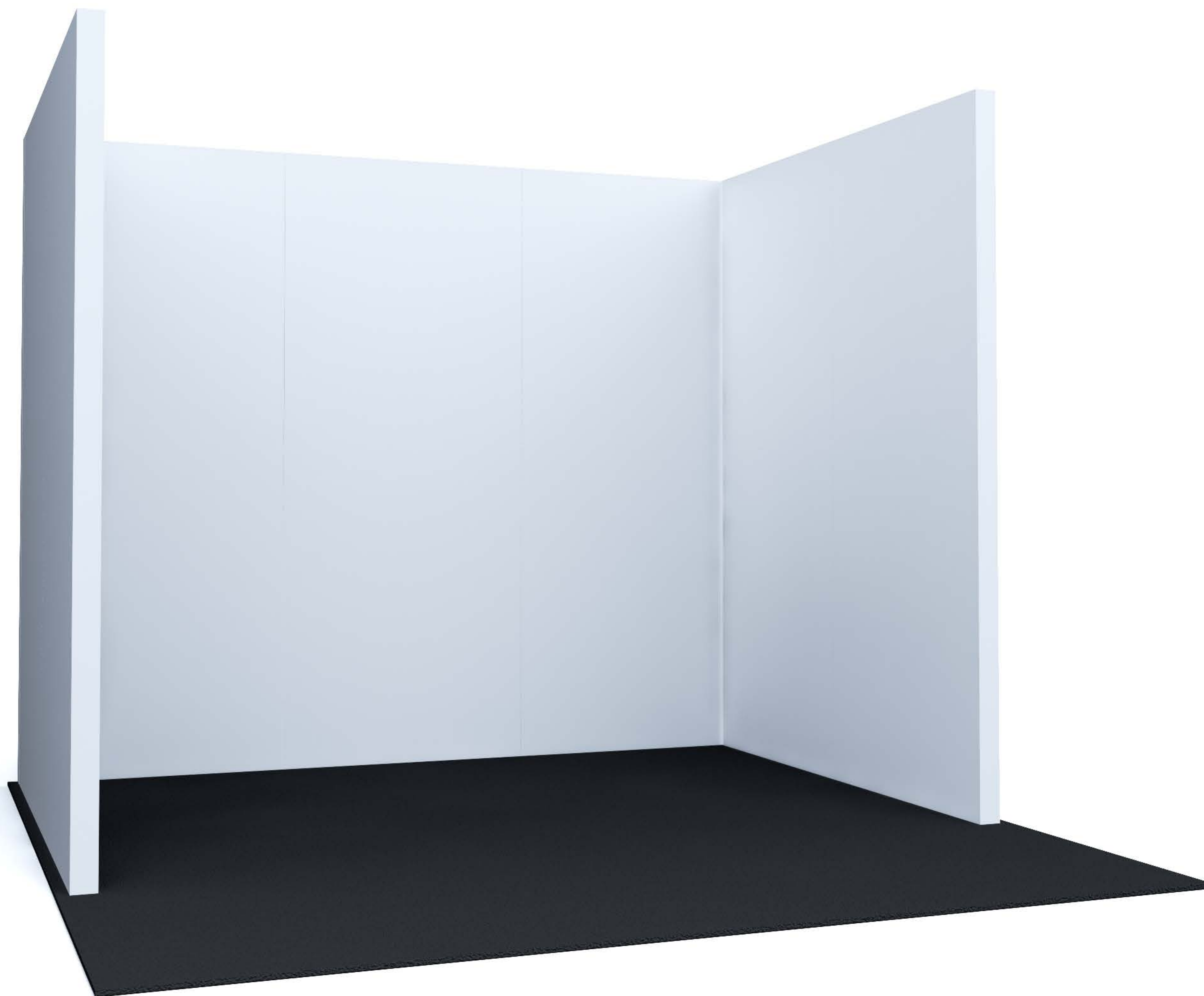
### MATERIAL HANDLING

Show site material handling  
(USPS/FedEx/DHL excluded)

### STANDARD RATES START AT:

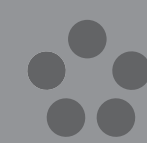
**\$3,425**

Not available in the Luxury Lifestyle section



**NY NOW**

The New York Gift Show



10 x 10 HARDWALL  
Header

10 x 10 HARDWALL  
No Header

5FT HARDWALL  
No Header

FABRIC  
Header

FURNISHINGS  
Included Offerings



**INCLUDED WITH THE PACKAGE**

## 10 x 10 Fabric with Header

### BOOTH STRUCTURE

(3) Walls, white stretch fabric  
117.6" wide x 93" high x 117.6" deep

### CARPET

Black

### ID SIGN

Double-sided with name and booth number  
17" wide x 11" high

### LIGHTING

(1) Track with (4) lights, including power

### CLEANING

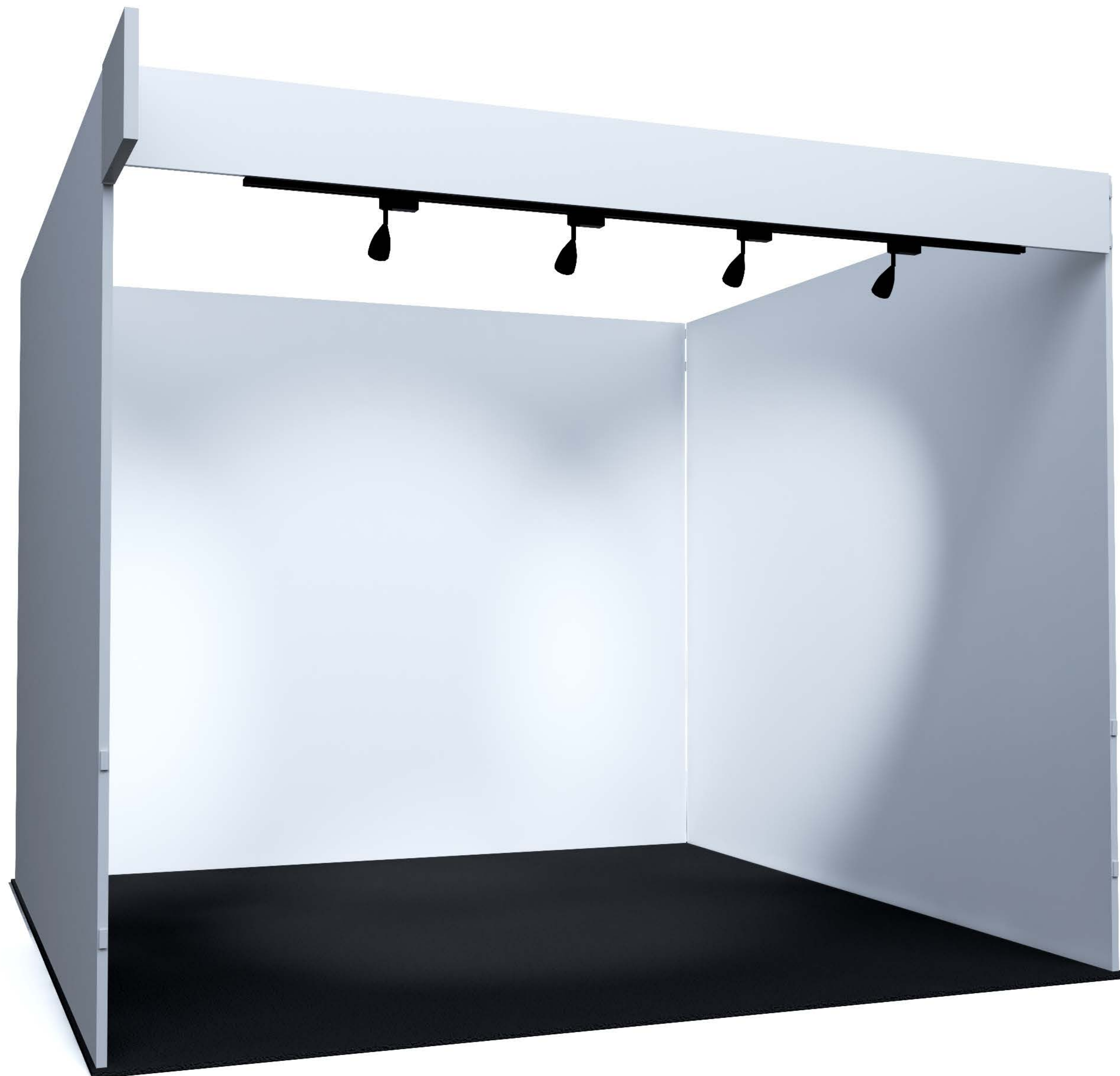
First night vacuuming

### MATERIAL HANDLING

Show site material handling  
(USPS/FedEx/DHL excluded)

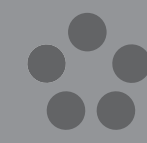
### STANDARD RATES START AT:

**\$6,081**



**NY NOW.**

The New York Gift Show



10 x 10 HARDWALL  
Header

10 x 10 HARDWALL  
No Header

5FT HARDWALL  
No Header

FABRIC  
Header

FURNISHINGS  
Included Offerings



## Turnkey Options

10X10 HARDWALL TURNKEY OPTION  
STARTING AT:

**\$6,635**

5X10 HARDWALL TURNKEY OPTION  
STARTING AT:

**\$3,850**

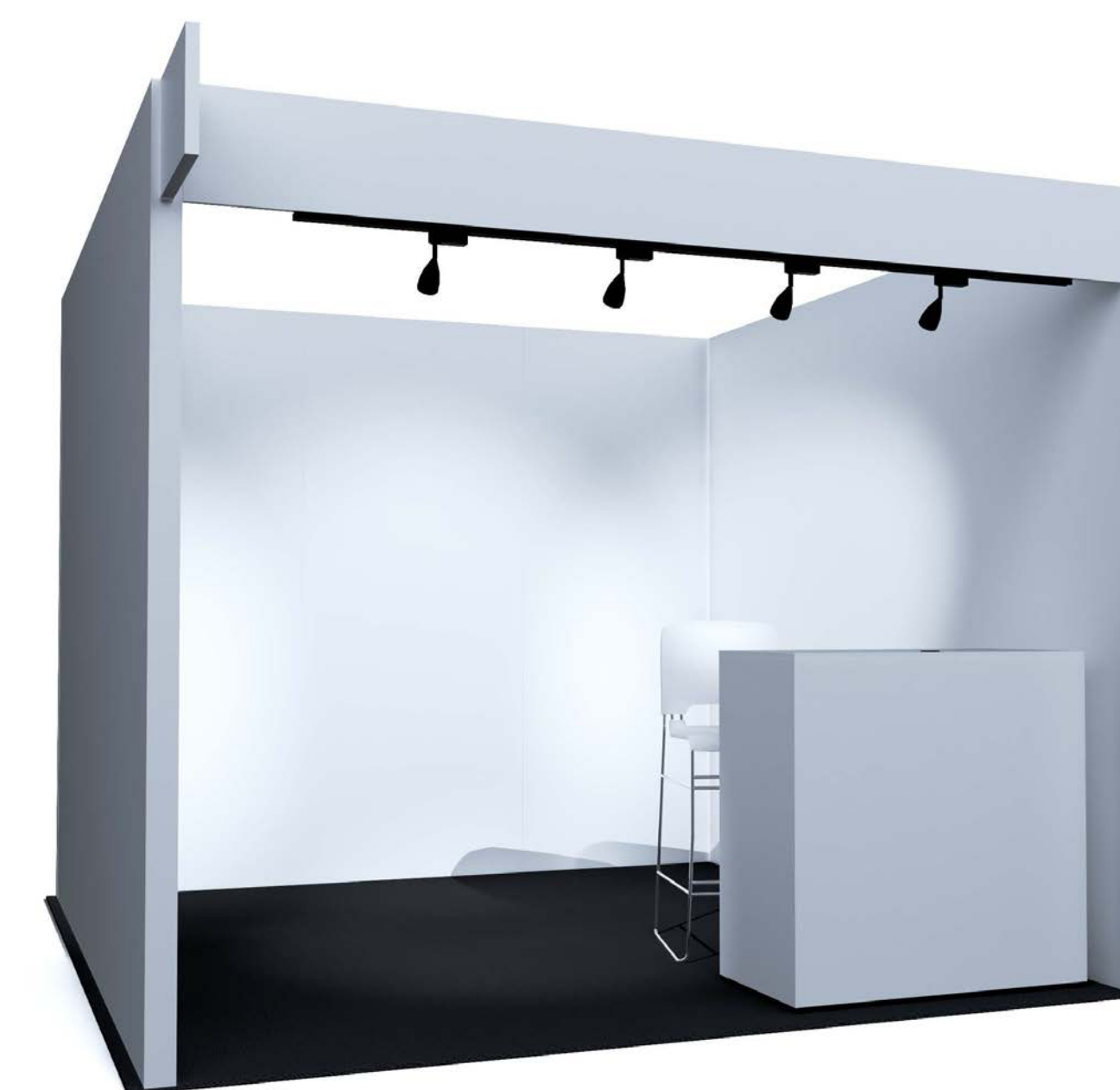
Both turnkey packages includes the ability to add one of the furnishings packages listed. (Display, Storage, Chat or Secure)



### DISPLAY

Shelving Unit Freestanding

(2) Limerick Chairs



### STORAGE

1 meter Counter

(1) Limerick Stool



### CHAT

Round Bar Table

(1) Limerick Stool



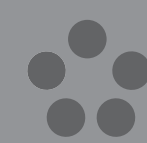
### SECURE

Shelving Unit Wall Supported

(2) Limerick Chairs

**NY NOW**

The New York Gift Show



## Turnkey Package Options

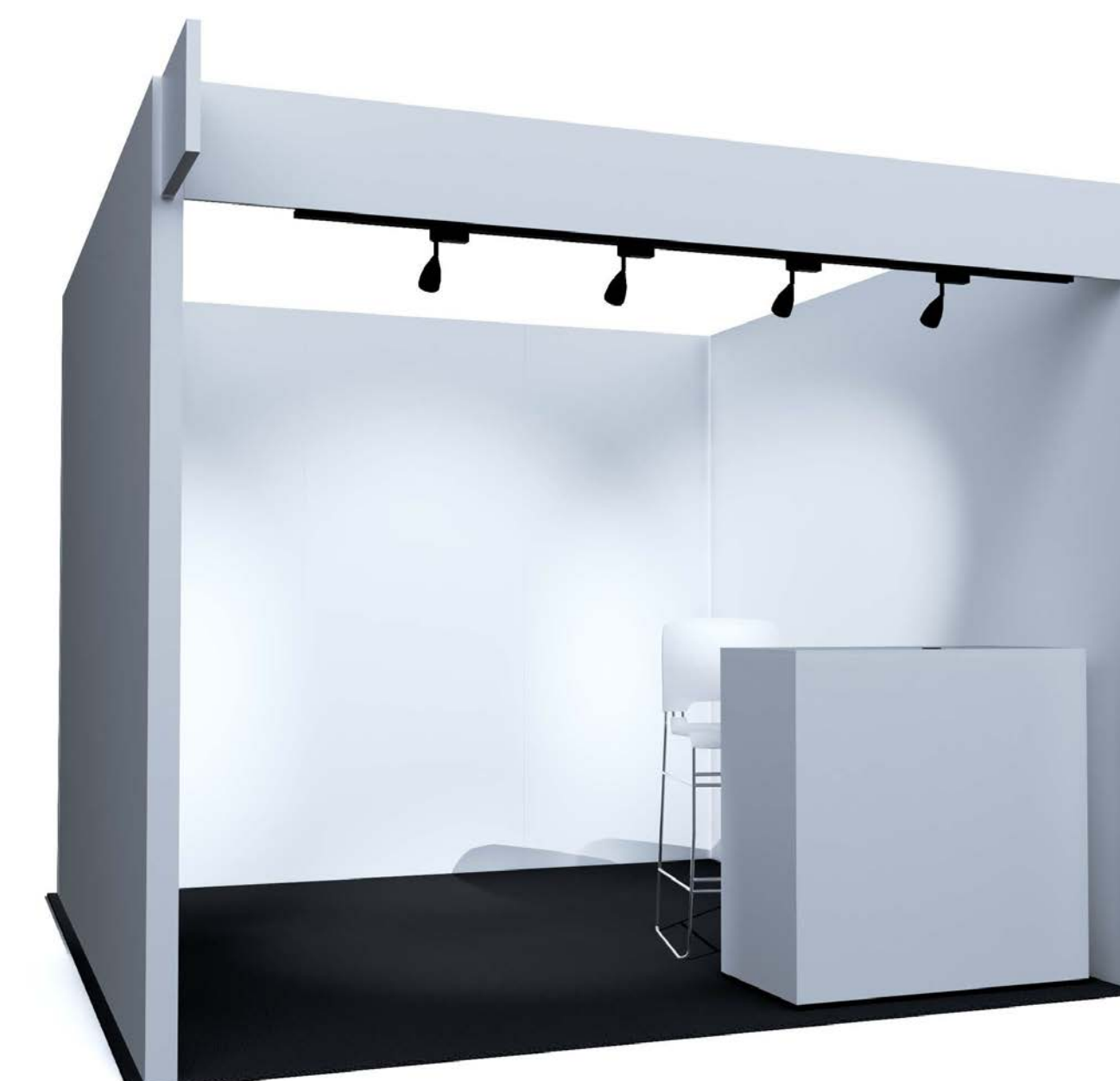
Exhibitors have the option to upgrade their veloce or fabric booth to a turnkey package for an additional cost. Your upgrade selection can be made from the following:

- 1. DISPLAY
- 2. STORAGE
- 3. CHAT
- 4. SECURE

For pricing, please reach out to your NYNOW Sales Contact.



**DISPLAY**  
Shelving Unit Freestanding  
(2) Limerick Chairs



**STORAGE**  
1 meter Counter  
(1) Limerick Stool



**CHAT**  
Round Bar Table  
(1) Limerick Stool



**SECURE**  
Shelving Unit Wall Supported  
(2) Limerick Chairs



ELASTIC

WEB

EMAIL



DIGITAL OPTIONS



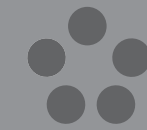
ELASTIC



WEB



EMAIL



## WHAT IS ELASTIC?

Elastic Suite is a best-in-class B2B commerce platform that's changing the way that brands and retailers connect. Elastic's solutions give brands of all shapes and sizes the edge that they need to connect with the right buyers, at the right time, ultimately putting even more products in the hands of consumers. Our suite includes commerce tools like assortment planning, order management, inventory management, merchandising and whiteboards.

## DIGITAL MARKET

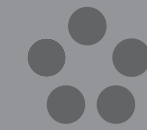
Available beginning Summer 2022

As an added value for our exhibitor partners, all registered buyers will login credentials to browse a catalog of Summer 2022 exhibitors. The catalog is designed for product and brand discovery.

## EXTEND YOUR SALES EFFORTS THROUGH ELASTIC SUITE

Available now!

Looking to extend sales opportunities with NY NOW buyers all year round? NY NOW's sister company, Elastic Suite, provides branded shopping experiences for credentialed buyers to place orders in real time - 365 days a year. And you can deepen your customer relationship by using the lead capture portal. Contact the sales team at Elastic for a demo: [sales@elasticsuite.com](mailto:sales@elasticsuite.com).



ELASTIC

WEB

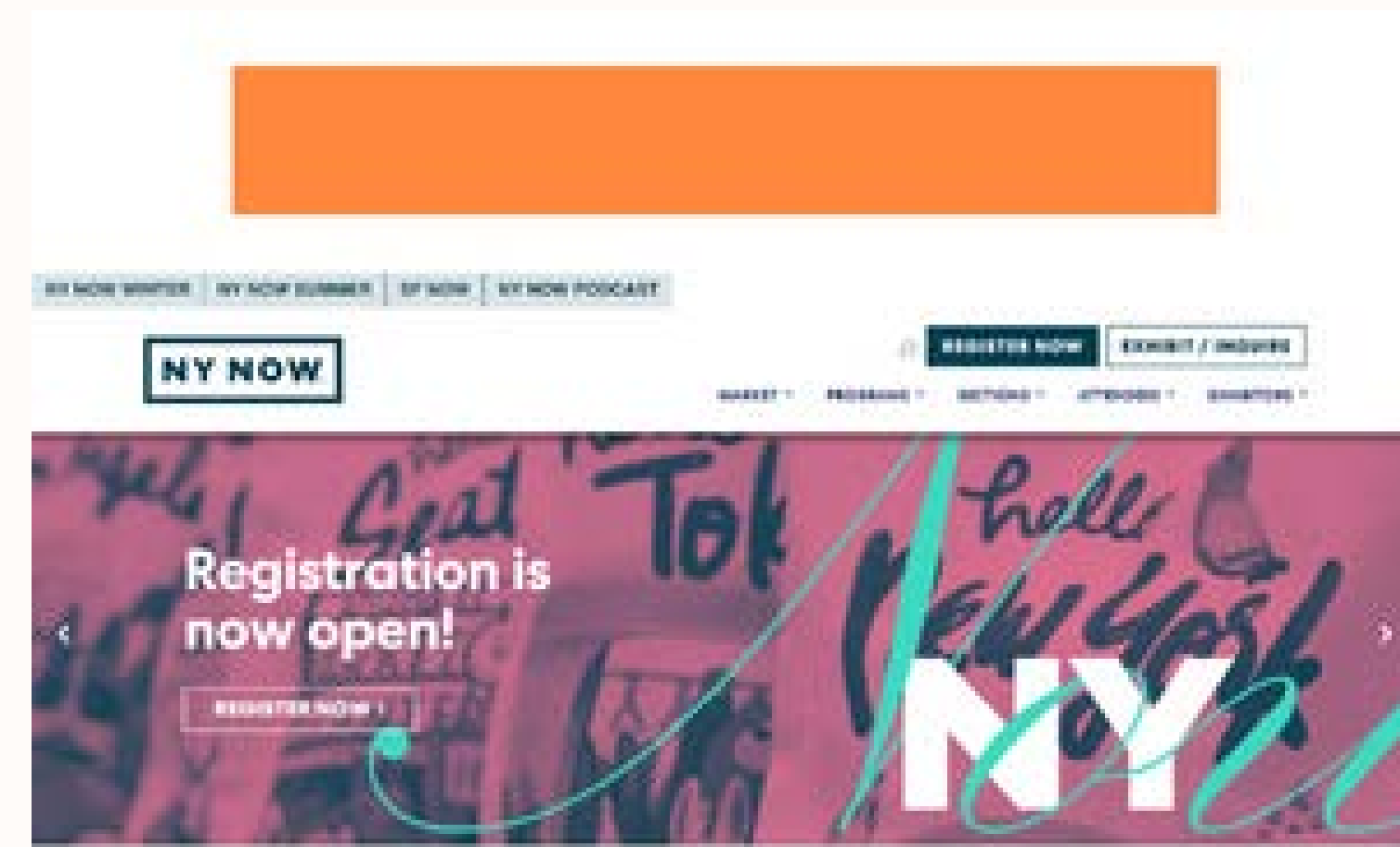
EMAIL



MAIN PAGE BANNER OPTIONS | EXCLUSIVE FEATURES

# Web Advertising

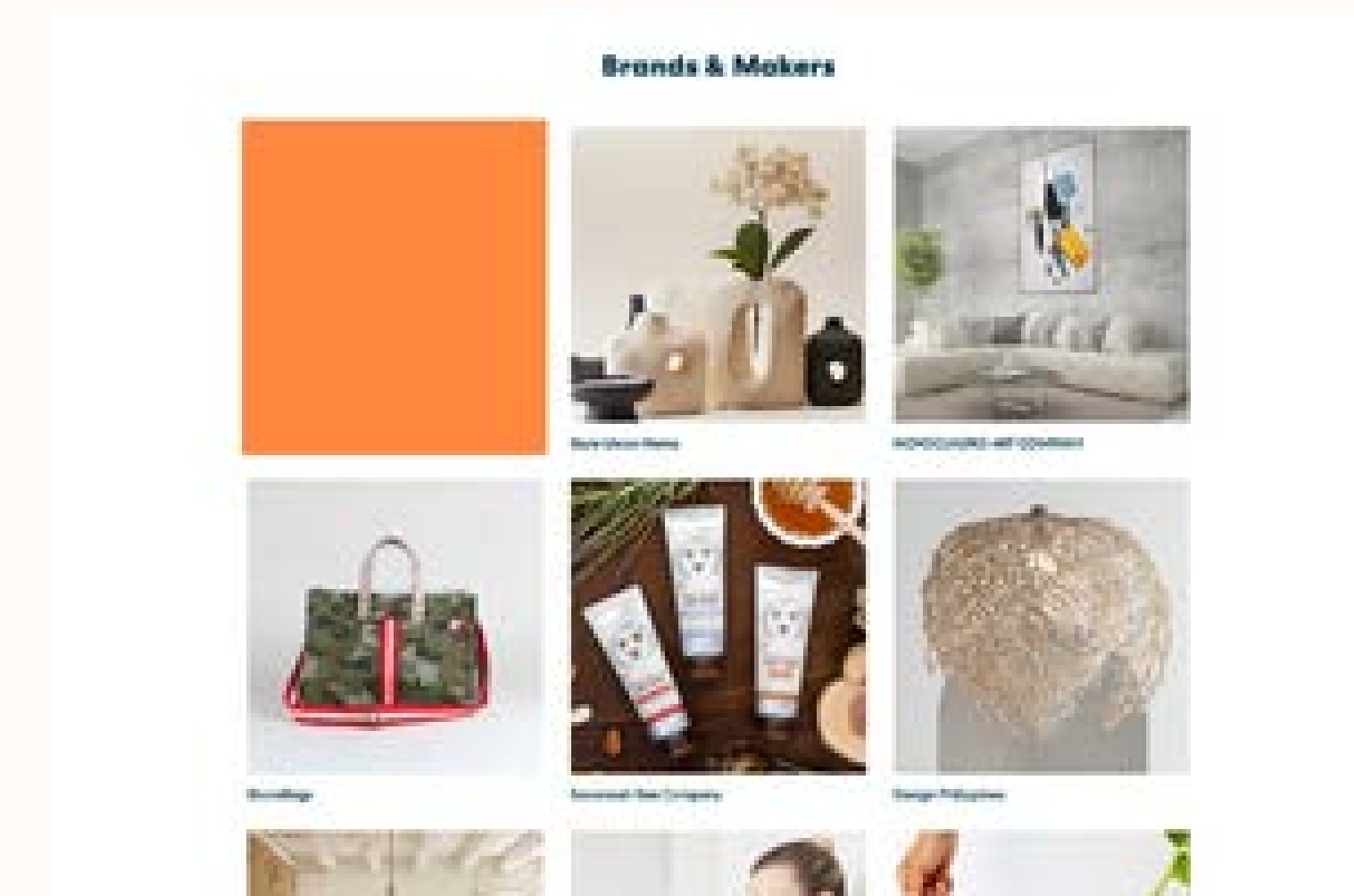
## HOMEPAGE EXCLUSIVES



Top leaderboard ad  
\$500 / week



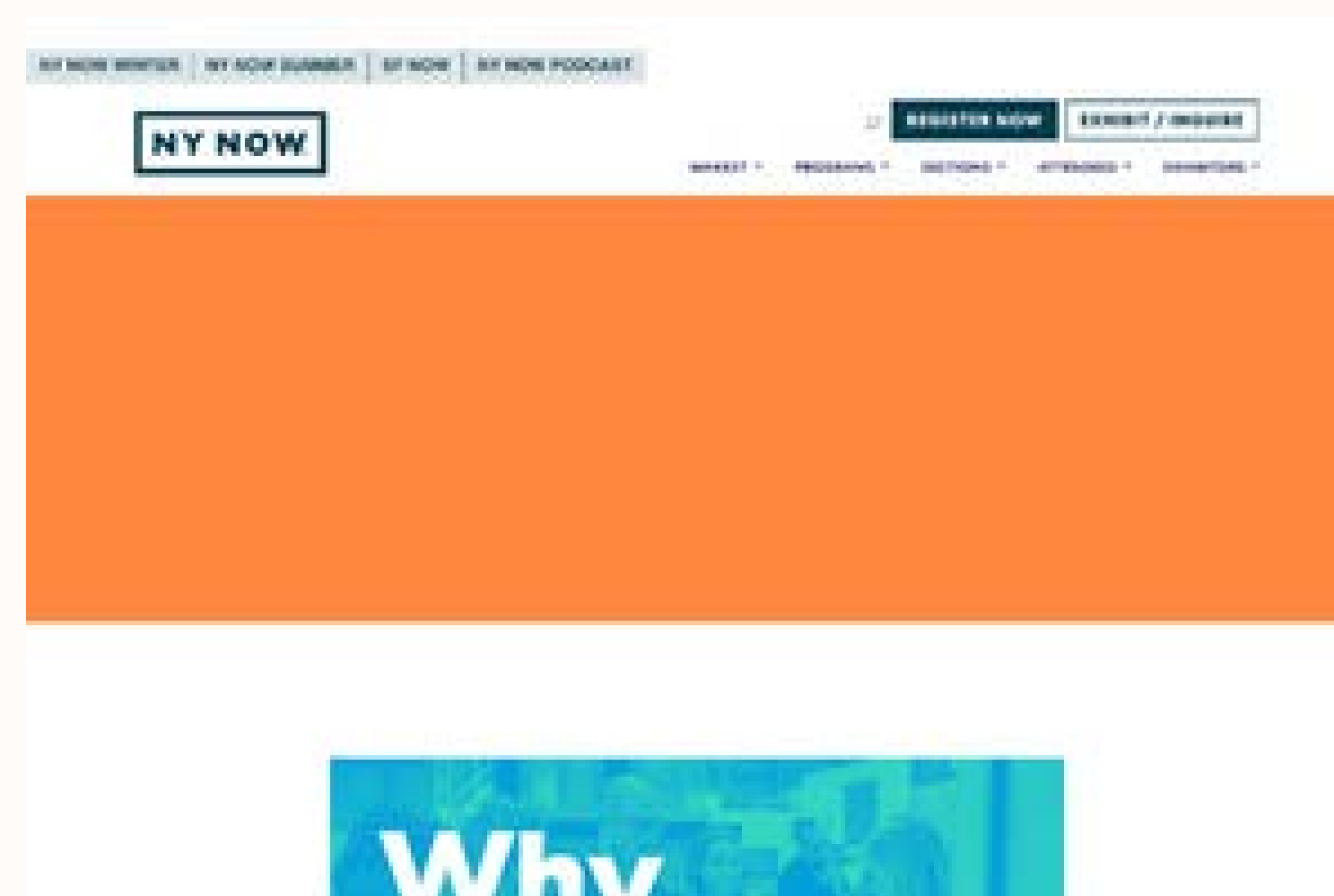
Brand Spotlight Hero Slider  
\$750 / week



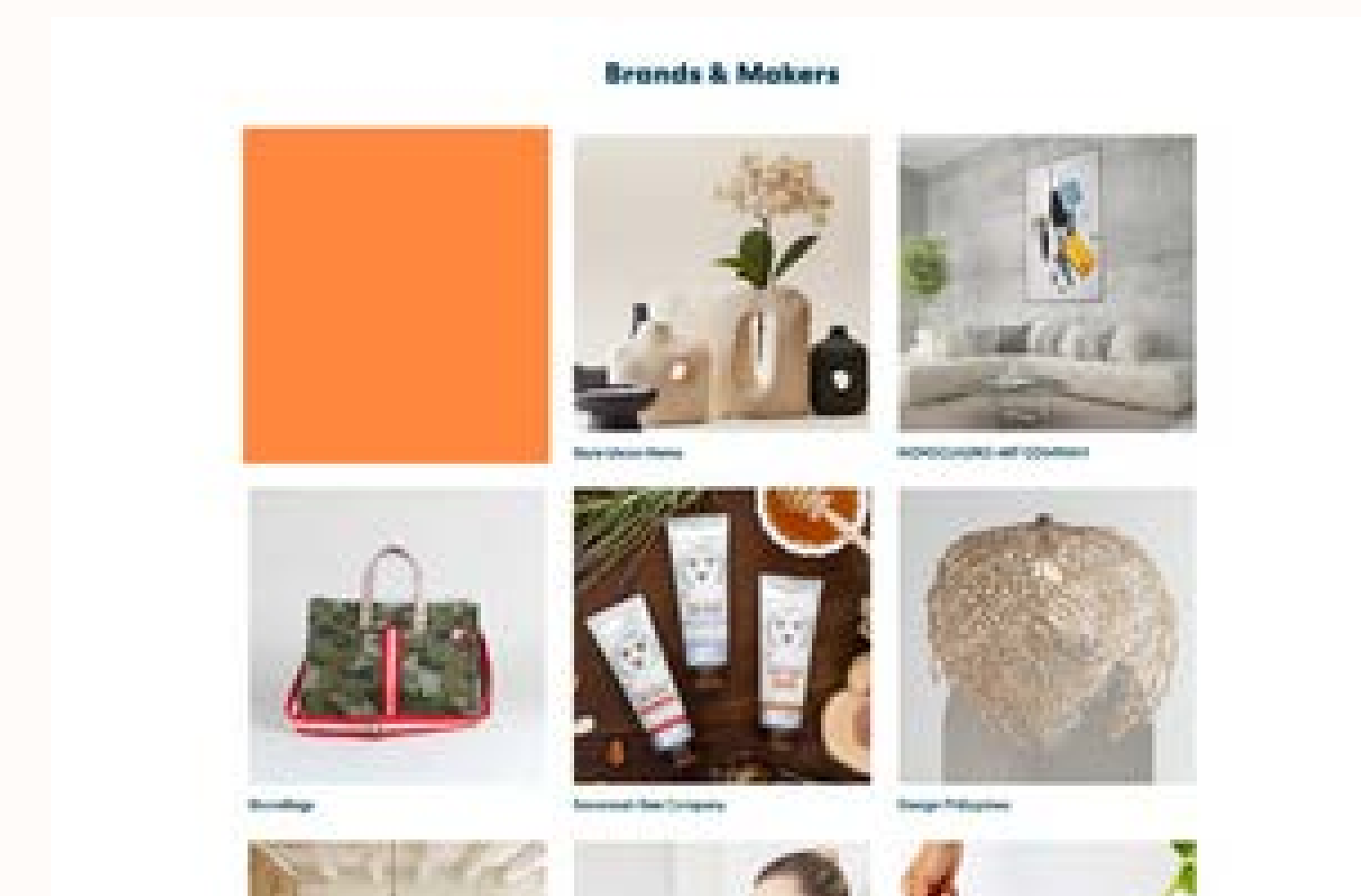
Product Spotlight feature  
\$300 / month



Anchor leaderboard ad  
\$200 / week



Interstitial ad  
\$350 / bi-weekly



Video pushdown banner  
\$850 / week



## Exclusive Features

### Top Leaderboard

Top leader board banner ad position on the home page at nynow.com

\$500 / week

### Product Spotlight

Product ad spotlight on the home page at nynow.com

\$300 / month

### Interstitial

Interstitial banner ad on nynow.com

\$350 / bi-weekly

### Why Attend

Top leaderboard banner ad on the Why Attend page for buyers.

\$400 / month

### Brand Spotlight Hero Slider

Web slider position on the home page at nynow.com

\$750 / week

### Bottom Leaderboard

Bottom leaderboard banner ad on the home page at nynow.com

\$200 / week

### Health + Safety Page

Top leaderboard banner ad position on H+S page. Only available Nov 2021 to Feb 2022

\$400 / month

### Market Layout

Top leaderboard banner ad.

\$500 / week

### Video Pushdown

Expandable banner with video on the homepage at nynow.com

\$850 / week

### Prestitial

Prestitial ad position running on the home page at nynow.com

\$350 / bi-weekly

### Hotel Page

Top leaderboard 728x90. Only available Jan to Feb.

\$400 / month

### In-content Banner Ad

Banner ad between content on the home page at nynow.com

\$350 / week

### Logo on Dates + Hours Page

Brand logos spotlighted on Dates + Hours page.

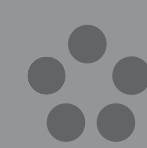
\$100 / month

### Shuttle Bus Page

Top leaderboard banner ad. Only available between Jan + Feb

\$400 / month





## Email

### Bottom Leaderboard

Maximize your exposure to both registered and prospective attendees of NY NOW with your advertisement in an attendee marketing email. Delivered weekly to the largest distribution of prospective and registered buyers, this opportunity offers maximum reach for your marketing spend.

\$250 / email

### Brand Spotlight email (shared by 4 brands)

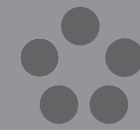
Exhibitor Spotlights grab the attention of buyers who want to learn more about the products and brands they can expect to see at NY NOW.

\$300 / email

### Banner Ad in Product Preview Email

Maximize your exposure to both registered and prospective attendees of NY NOW with your advertisement in an attendee product preview email. Delivered weekly.

\$250 / email



## Onsite Opportunities

### 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

### Badge Lanyards

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

\$10,500

### Buyer's Lounge Sponsorship

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

### 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 / kiosk

### Restroom Door Decals

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

\$350 / decal

### 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 us for pricing

### 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

# THANK YOU