



NY NOW.

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

Can you afford to leave it to chance?

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 40,000+ buyers

On-site activities, displays + awards

Ongoing trade and consumer media engagement

Great free brand exposure when you submit to participate in our onsite product display.

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 Enhanced Directory

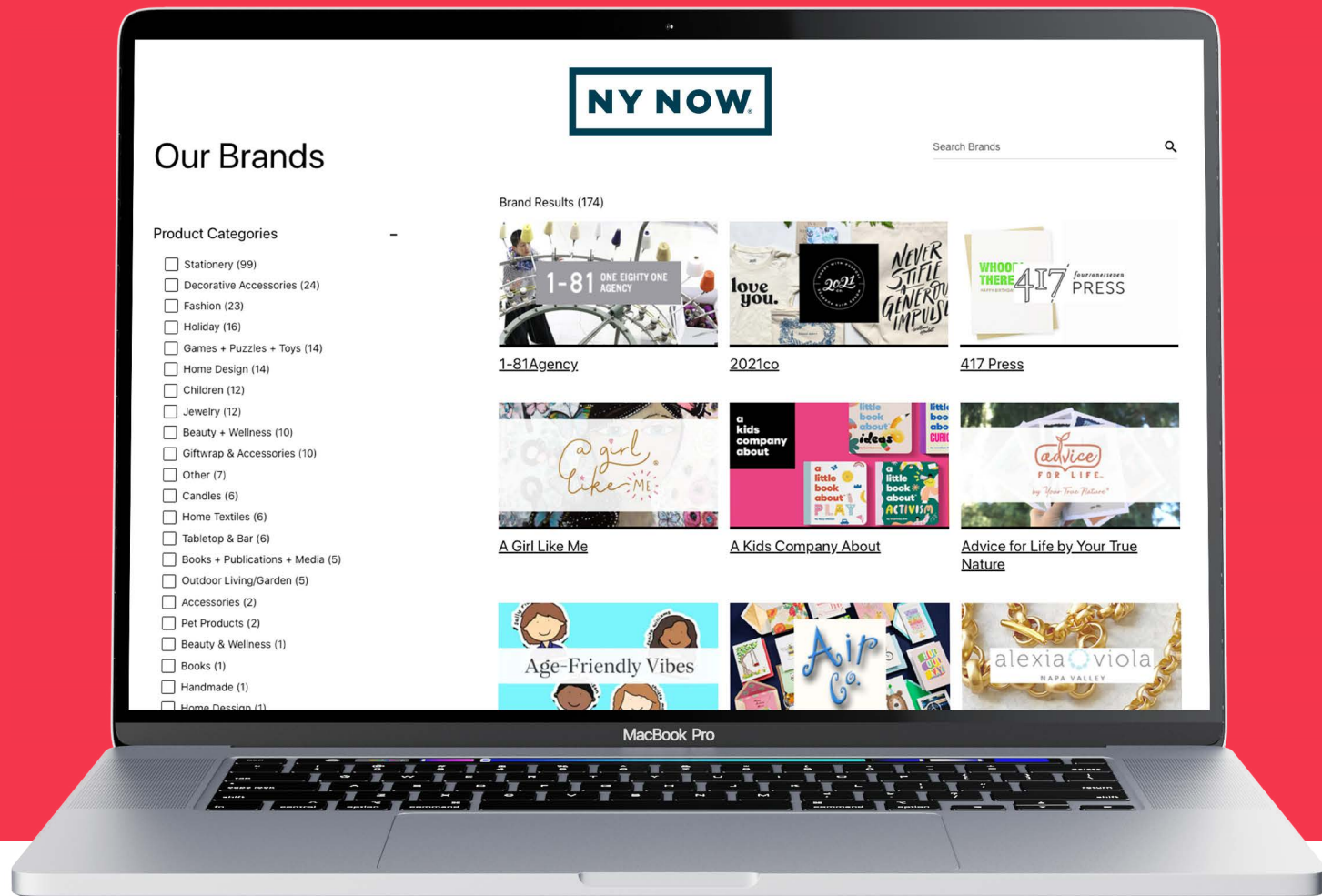
Move to the top of the exhibitor listing search by upgrading your online listing

Participate in the exhibitor VIP Invitation Program

Promote your on-site show specials, press releases and events

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

FREE MARKETING + ROI TOOLS



ONLINE LISTING

Update the Information section of the Enhanced Directory to make sure your online profile is complete with a company description and selected product categories.

CUSTOM REGISTRATION PROMO CODE

Prefer to deploy your customer invites using a different platform? No problem! Email James Shannon at james.shannon@emerald.com to request your personalized link.

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. We recommend you deliver 25-30 press kits during set-up; and keep another 10 kits in reserve for press who visit your booth.

DIGITAL MARKETING PACKAGES

FREE MARKETING TOOLS AVAILABLE RIGHT FROM YOUR EXHIBITOR CONSOLE DASHBOARD!

	INCLUDED	\$799	\$1,599
Listing Options	BASIC ★	SILVER ★	GOLD ★
Premium Position your exhibitor listing will be placed at the top of the exhibitor list and search results.	X	X	✓
Videos Tell your story to potential buyers through promotional videos. Upload videos directly to your console	1	1	1
Digital Product Showcase Engage attendees with detailed product descriptions along with full color images.	unlimited	unlimited	unlimited
Show Specials Spotlight special deals like discounts, giveaways, and sweepstakes.	unlimited	unlimited	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 selecting the categories that best describe your product.	unlimited	unlimited	unlimited
Company Online Profile Introduce your company to make a great first impression.	1000	1000	1000
Connect Appointments Make appointments with attendees. To access feature log into your exhibitor console.	15	35	45
Connect Emails Send emails from the system to attendees. To access feature log into your exhibitor console.	25	50	75
Website URL Drive traffic to your website.	✓	✓	✓
Company Name, Address, and Booth Number Drive traffic to your website.	✓	✓	✓

[Login to the Exhibitor Console to purchase a digital upgrade](#)

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.

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.

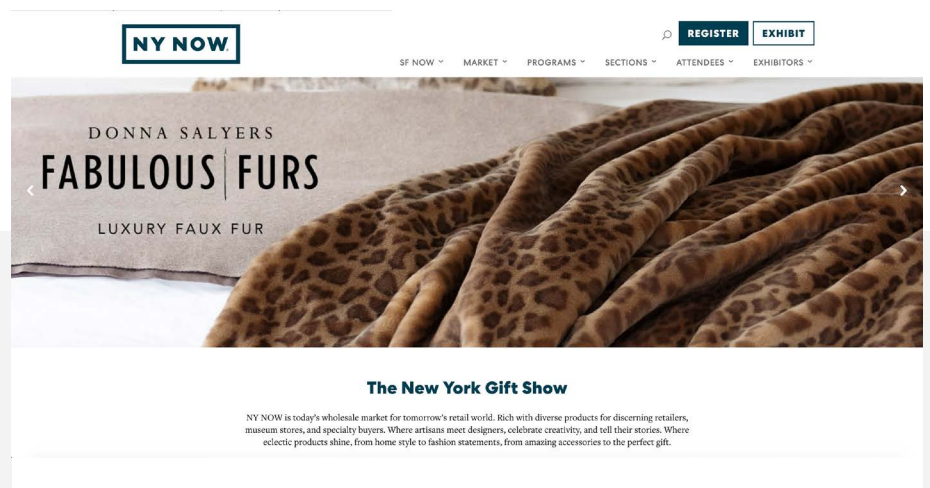
\$150

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.

	
<p>Product Name Product Description Learn More</p>	<p>Product Name Product Description Learn More</p>



The New York Gift Show

NY NOW is today's wholesale market for tomorrow's retail world. Rich with diverse products for discerning retailers, museum stores, and specialty buyers. Where artisans meet designers, celebrate creativity, and tell their stories. Where eclectic products shine, from home style to fashion statements, from amazing accessories to the perfect gift.

BRAND SPOTLIGHT EMAIL

Brand Spotlights grab the attention of buyers who want to learn more about the products and brands they can expect to see at NY NOW. Spotlight placements include:

- Your product image and company name plus your brand story for buyers to learn who you are.
- Images of your product process and the people behind it.

STARTING AT \$300 PER EMAIL

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

PRODUCT PROMO AD ON NYNOW.COM

Spotlight position on the home page at NYNOW.com. This prime positioning offers you exposure to the highest web traffic at all times. The Spotlight feature on the home page links to your brand profile.

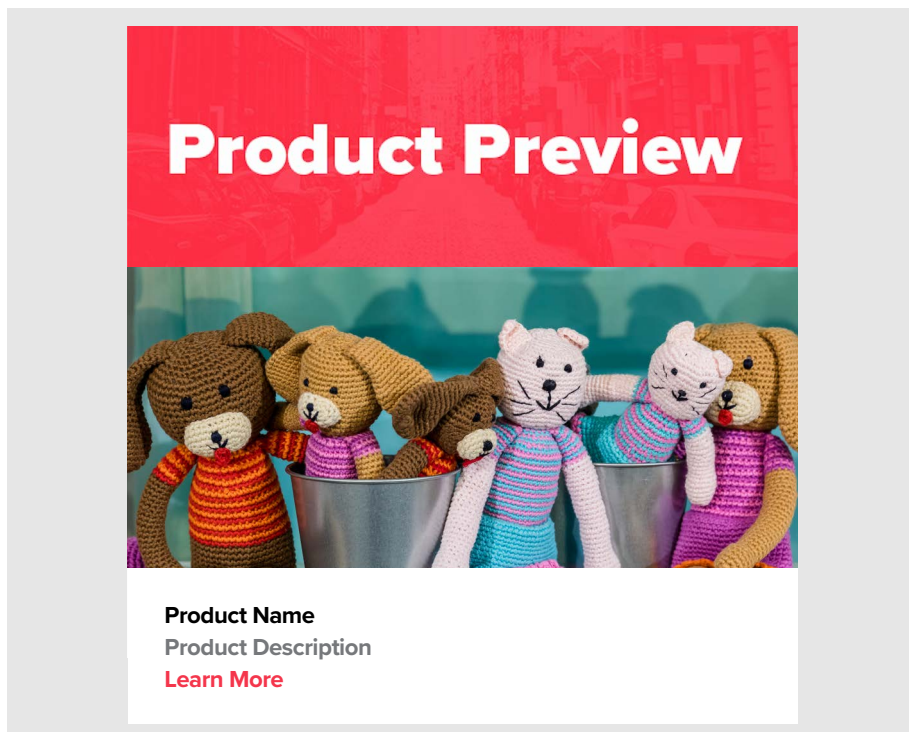
STARTING AT \$300 PER MONTH

Creative Specifications:

Spotlight image: 500 x 500

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 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 profile

STARTING AT **\$250** 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.

STARTING AT **\$2,000** TO EMAIL ALL SUMMER 2022 PRE-REGISTERED ATTENDEES.

Creative Specifications:

HTML file

All creative must be supplied no less than 5 business days prior to email deployment.

ON-SITE BRANDING OPPORTUNITIES



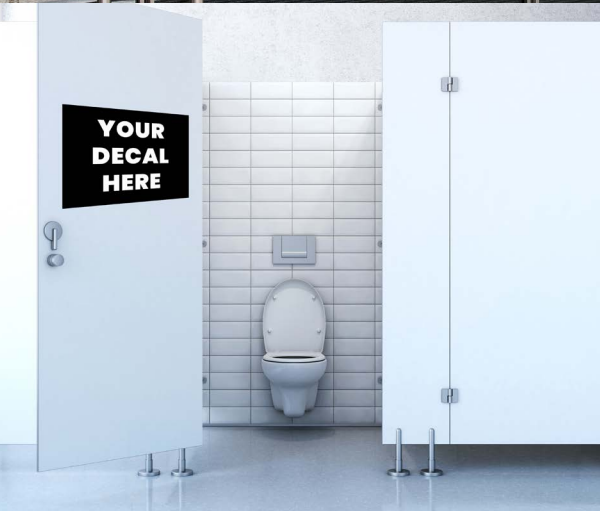
ENTRANCE DOOR DECALS

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



RESTROOM DOOR DECALS

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

\$2,000

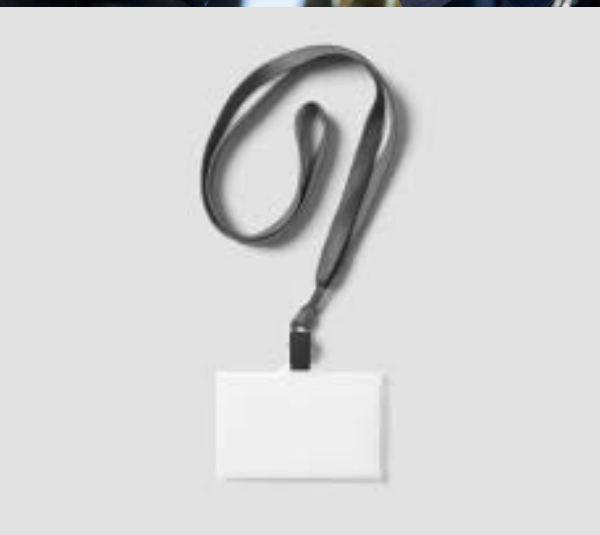
FOR (7) STALL PLACEMENTS



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).

\$2,500



BADGE LANYARDS

Provide buyers with a take-home reminder of your company. Sponsorship does not include production.

\$5,000



OVERHEAD BOOTH SIGNAGE

Command attention and ensure buyers always know where to find you at the Market. Limited to peninsula or island booths 400 sq. ft. or larger. Installation and dismantling included. Production not included.

\$1,500

10X10 SPACE - DOUBLE SIDED BANNER

\$3,000

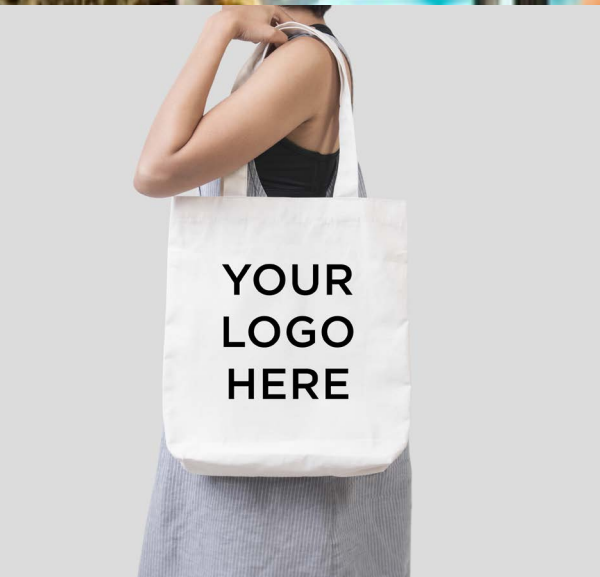
10X20 SPACE - DOUBLE SIDED BANNER



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.

\$1,800



ATTENDEE SHOW BAGS

Have your company logo featured on the show bags that are distributed to buyers once they pick up their badge at the registration counter.

The sponsorship only includes a rights fee. The exhibitor needs to cover the production of the bags. Estimated quantities are between 7,500 to 10,000 bags.

\$5,000



SHOW FLOOR PRODUCT DISPLAY KIOSKS

A unique opportunity to showcase your products in high volume traffic areas of the show floor. Each kiosk is well-lit and includes up to two shelves for product presentation.

Lighting included in price. Additional electricity for tablets or monitors not included.

\$2,100

MEET OUR TEAM



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