

Meet Your New Customers

NY NOW

February 5-8, 2023
NEW YORK CITY | JAVITS CENTER

The Home Design section brings decorators' dreams to life and gives brands like yours unbeatable opportunities to become household names. Whether you specialize in lacquered boxes that add a dash of style to any room, throw pillows that convey a clear aesthetic or beautiful bath accessories, your space-elevating items will feel right at — well, home.

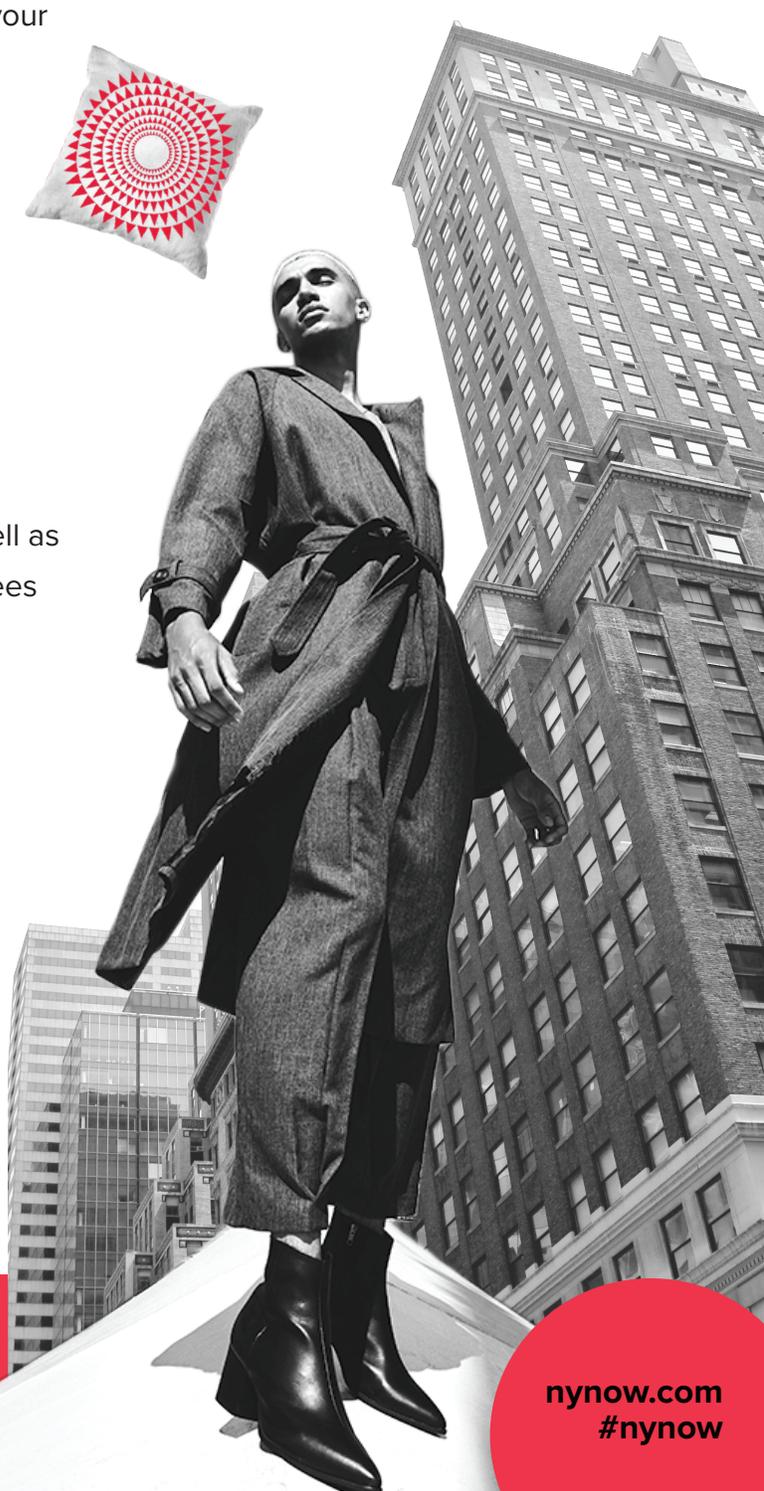
NEW

Faces. Energy. Possibilities.

From well-established shops to e-commerce sites as well as designers, distributors and importers/exporters, attendees look to NY NOW for modern, marketable gift and home products across every category complemented by an immersive New York City expedition.

- 51%** ONLY attend NY NOW
- 91%** of buyers are searching for new products at NY NOW
- 75%** of buyers say attending NY NOW is extremely important to their business
- 78%** of buyers at the market have the title of owner or buyer
- 63%** of buyers are more likely to purchase a product for their store after seeing it at NY NOW

Get unmatched press exposure to hundreds of media outlets providing an unparalleled opportunity for brands exposure you won't experience at any other market.



nynow.com
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NY NOW Brings Together:



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Thousands of qualified buyers from across the globe

Hundreds of exhibiting brands to explore

Tens of thousands of products to discover

Hundreds of product categories to inspire

..... **10,000+** ATTENDEES

50%

brick and mortar retailer

8%

online retailers

8%

interior designer

6%

museums & cultural institutions

2%

artists/design/photography studio

SAMPLE OF BUYERS THAT SHOP THE DWELL SECTION:

BED BATH & BEYOND

ETHAN ALLEN

HUDSON GRACE

JAYSON HOME

NORDSTROM

ANTHROPOLOGIE

GRACIOUS HOMES

KATHY KUO

WILLIAMS SONOMA

MACYS

SUPPORTING YOUR NY NOW EXPERIENCE

Ensure your success by driving buyers from the entrance doors to your booth! Your participation in NY NOW comes with access to free and paid marketing opportunities that will make your brand stand out. Our team of experienced sales, marketing and operations professionals will see you through, offering unparalleled support to make your NY NOW experience productive and enjoyable.

I have been attending NY NOW for many years because most of our favorite brands are only at this market and not anywhere else. I saw more curated brands which is important for us to find new product and always stay ahead of the competition. We met a lot of new vendors and were able to see a lot of our repeat vendors that we can only find at NY NOW. Overall had a very successful show.

-Jennie Doran & Andrew Worm, Room Service



CONTACT US

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Visit www.nynow.com/who-attends/ for an extensive list of buyers in attendance and search the exhibitor list on <https://nynow.com/exhibitors> to see the most up-to-date list of participating exhibitors.