

# Meet Your New Customers

**NY NOW**

February 5-8, 2023

NEW YORK CITY | JAVITS CENTER

The *CREATE* section at NY NOW offers a glimpse of global trends buyers are seeking all in one diverse marketplace. From trendy inspirations and one-of-a-kind pieces in HANDMADE Designer Maker to unique global works of art in HANDMADE Global Design. These destinations provide a platform for you to tell your story and share your brand values with thousands of buyers.

**Criteria for acceptance includes:**

- A developed line of unique and original work
- Handmade product lines with a focus on quality craftsmanship

# 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

## 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.

## SAMPLE OF BUYERS THAT SHOP THE HANDMADE COLLECTION:

POTTERY BARN

UNCOMMON GOODS

THE UMSTEAD HOTEL & SPA

THE WINDHAM SPA

GALLERY52

WAYFAIR

KENNEDY CENTER GIFT SHOP

SPENCER GIFTS

WRIGHTS

ABC CARPET & HOME

ARTFUL HAND GALLERY

BLOOMINGDALES

CARNEGIE MUSEUM STORES

CENTURY 21

FINE ARTS MUSEUMS OF  
SAN FRANCISCO

KENNEDY CENTER GIFT SHOP  
MUSEUM STORES

MAGNOLIA MARKET

RETAIL THERAPY

*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**

**Ashley Ciofrone, Sales Manager**  
**Ashley.Ciofrone@nynow.com**  
**914-421-3310**

Visit [www.nynow.com/who-attends/](http://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.