

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 Winter Market.

Hi **DECISION MAKER**,

It would be beneficial for **COMPANY** to be at NY NOW Winter Market, February 5-8, 2023, 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, home, furniture, 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 Winter Market:

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

- “I’ve been coming to NY NOW twice a year for 15 years. It’s a can’t miss show for me because you get to enjoy the energy of the show and the excitement, in a magically creative place. NY NOW is important for us because we need to bring the newest and the most exciting products to our customers and this market stays very current with what’s happening. One of the most important things that you get from coming to NY NOW is seeing what the color trends are going to be. And for all the other shows and experiences of buying, NY NOW is where you come to see what that is going to be first.” – Barbara Mooney, Daisy’s.
- “This is my first in-person event since becoming a buyer for the Art Center and it’s been so helpful. So much information and such a variety of vendors. The NY NOW market allows me to expand my knowledge as a buyer and experience an array of vendors.” – Alexandra Mandigo, Storm King Art Center
- “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.
- “I attend NY NOW market because I love NYC, and the number and variety of vendors the market offers. Was able to place great orders and found new designers. Happy to see everyone excited to be back together.” – Leah Little, Fireworks Gallery Canada.
- “I attend the NY NOW market to find new brands and check out what’s trending. It was great to see the industry coming back to life. Was impressed by the number of exhibitors – tremendous job!” – Victoria Prima, Shen Yun Souvenirs.

I plan on attending and returning with actionable insight on how we can improve sales and our inventory selection. Registration is free until January 4th, so we should act fast! 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