



NY NOW[®]



Reunite. Connect. Gather.

**The New York
Gift & Home Show**



The New York Gift & Home Show
February 5 - 8, 2023

WINTER 2023

It's time to *re-imagine*.

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





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

NEW

Direction. Vibe. Prospects.

Get ready for a whole new experience.

NY NOW is back and better than ever. In the city where trends are born, the place to discover the next big things and best-sellers, it's where the biggest deals go down. And every buyer's favorite gift show lives right in the heart of it all – New York City. This year's NY NOW attracts more prospective customers who want to be inspired by style in the way only New York can do. **Get a first look at everything new for exhibitors and join us.**



914-421-3200 • sales@nynow.com

NEW

Dynamic. Appeal. Potential.

New York City is the launching pad for the next big thing—and buyers love to say it's where they source. And they're not just any buyers, they're qualified ones, bringing purchasing power and decision-making ability. With expanded features in 2023, there are more opportunities to engage and build relationships, setting the stage for new deals. Partnerships with industry influencers and trend presentations are also part of the enhanced experience, drawing more buyers for an all-encompassing NYC adventure.

Attendees represent all types of businesses and come from locations all around the world, but they have one thing in common: they're ready to buy. As an exhibitor, you'll gain access to thousands of buyers—from independent specialty retailers to buying teams from big-name e-commerce shops, importer, exporters and distributors—who are all prepared to place orders.

Whether you're an emerging accessories brand looking to become a household name or a hands-on designer with a knack for crafting exquisite wooden toys, you'll find your market here.

**Your buyers are ready – join them in person,
February 5-8, 2023 in NYC.**

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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

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

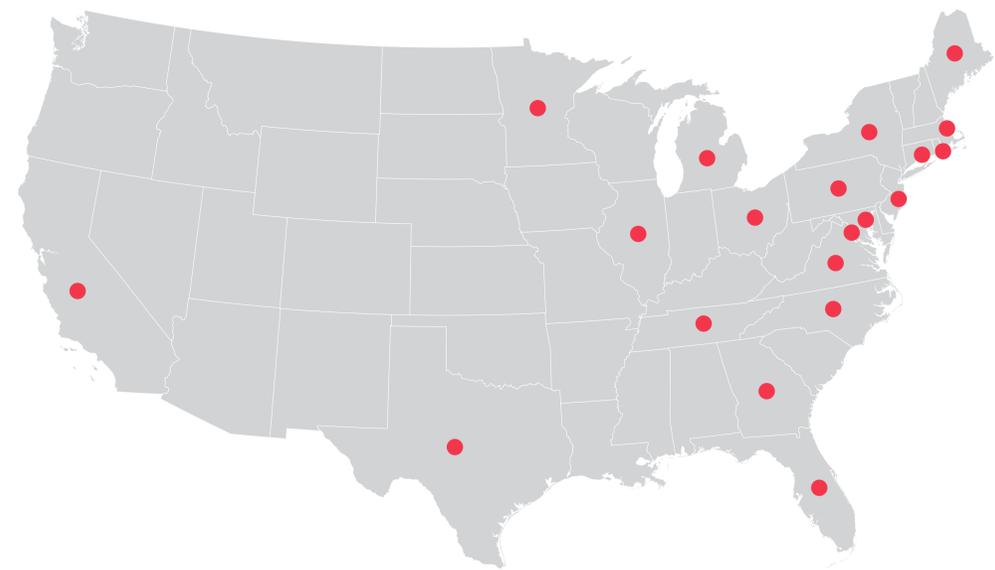


INTERNATIONAL BRANDS REPRESENTING 49 COUNTRIES FROM ACROSS THE GLOBE INCLUDING 9 INTERNATIONAL PAVILIONS:

- | | | |
|---------|-------------|---------|
| UK | Guatemala | Korea |
| Morocco | El Salvador | India |
| Chile | Ghana | Vietnam |

TOP 20 STATES IN ATTENDANCE

- | | | | |
|--------------|---------------|--------------|----------------|
| New York | Massachusetts | Virginia | North Carolina |
| New Jersey | Florida | Ohio | Tennessee |
| California | Texas | Rhode Island | Michigan |
| Connecticut | Maryland | Maine | Washington |
| Pennsylvania | Illinois | Georgia | Minnesota |



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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| DESTINATIONS |



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



PLAY

- GAMES
- TOYS
- HOBBY ESSENTIALS



NEW Expressions.

Gift giving is on the rise as people move into life post-pandemic. They're seeking connection—or reconnection—and trying to find the right sentiments to share with those they care about most. Buyers want to turn their store into their customers' favorite destination for discovering that perfect something. From the sweetest selection in Baby & Child and a sensory experience in Beauty & Wellness, to handcrafted notecards in Gift & Stationery and art-inspired statement pieces in Museum, this area offers a world of merchandise that will win hearts and raise profits. The Give destination attracts brands like:

- Angel Dear
- eeBoo
- TWEE
- Posh Peanut
- Cece DuPraz
- Happy Rainbow Books
- Love Bubby
- Magnetic Me
- Wee the People
- YOTTOY Productions, Inc.
- Pinch Me Therapy Dough
- The Good Patch
- Nodpod
- The Scent House
- Lunastry

- Daily Burn Candle
- TERMINAL B
- Bliss Bracelets
- LIT LAB
- Harper Group
- DesignWorks Collective
- Blackwing
- Fred & Friends
- Chronicle Books
- David Howell & Co.
- Ty Inc
- Slightly Stationery
- Gift Republic
- Golden Gems

GIVE Next – GIVE Next provides first-time brands and brands establishing themselves at wholesale the opportunity to showcase their products in a staged destination that captures buyers' attention. To learn more contact, Stephanie Gaspari.



GIVE

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GIVE

WEAR

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PLAY



| WEAR OVERVIEW | FASHION | ACCESSORIES |

NEW

Beautiful. Exclusive. Inspiring.

Take on the season with style, and your go-to retailers will come to you first. By joining this year's NY NOW "Wear" section, you'll have the opportunity to exhibit your latest trends. Our buyers are consistently looking for the next big find like beachy beads in layered necklaces, chains and hoops, as well as jewels and colorful charms in every shape and size; handbags in leather-alternative, sunglasses and scarves in beautiful, exclusive prints and patterns from around the world. Join us at NY NOW this coming market and get noticed. The Wear destination attracts brands like:

- Barefoot Dreams
- Julie Vos
- Tai Jewelry
- Matt & Natt
- German Fuentes
- Ahdorned
- Sea Lilly
- Aloha Collection
- Aspen Dreams
- Quilted Koala



WEAR

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GIVE

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PLAY



| CREATE OVERVIEW | ARTISAN RESOURCE | DESIGNER MAKER | GLOBAL DESIGN |

NEW

Spirit. Mood. Arrivals.

Whether just returning to travel or planning their next trip to a destination, shoppers are longing for style influenced by design from around the world. CREATE offers a glimpse of global trends buyers are seeking all in one diverse marketplace. From trendy inspirations in Artisan Resource, to creative processes and add one-of-a-kind pieces in HANDMADE Designer Maker and unique global works of art in HANDMADE Global Design, provides the story and brand values that will excite your customers and your sales. The Create destination brings together global brands like:

Michael Michaud Design
Kim Schalk
Philippa Roberts
Marianne's Solmate Socks
The Porcelain Garden
Axiom Glass
Luke Adams
Kent Stetson
Zoe Comings
Michael Michaud Design

Swahili African Modern
DZI
Lumily
Ornaments 4 Orphans
Natural Habitat
Distant Echo
Matr Boomie
Malia Designs
Greentree Home Candle
Zpots

Visionary Narratives in Global Handmade – Visit this unique installation curated by Dondrill Glover and discover an ethos rooted in socially impactful design principles, history, culture, and travel journeys and aspirations; an interior design aesthetic beautifully layered in an eclectic mix of heritage rich textiles, patterns, and naturally woven fibers, heirloom relics and objects; and visually amplifying indigenous techniques and statement home décor through the lens of handmade. It's a wanderlust through the global handmade lifestyle Install, for the consciously inspired destination home.



CREATE

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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



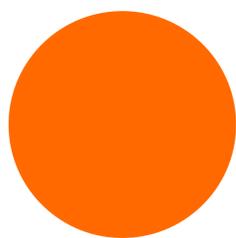
| CURATE OVERVIEW | ACCENT ON DESIGN | LUXURY LIFESTYLE |

NEW

Delights. Distinction. Rewards.

For over 35 years, Accent on Design® has been the industry's leading resource for innovative and design-led products. Buyers seek out this juried destination to explore rare finds in bold colors and a wide range of products that solve a problem, innovate, and utilize different use of materials while keeping an eye on design.

- KIKKERLAND
- American Design Club
- GARDEN GLORY
- Elemense
- Bous Co.
- Flensted Mobiles
- Five Ply Design
- Notabag
- Jianhui London
- Candy Relics
- JCR WORK
- AIRINUM
- Deco Boko
- REAL JAPAN PROJECT



CURATE

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| CURATE OVERVIEW | ACCENT ON DESIGN | LUXURY LIFESTYLE |

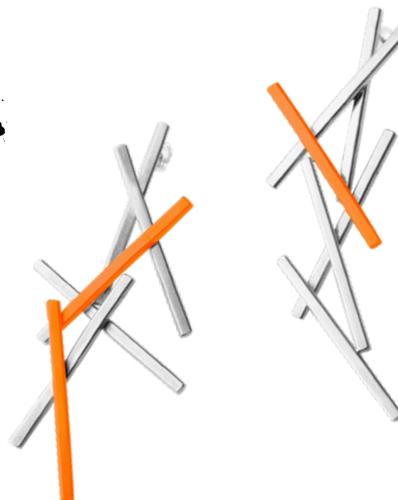
NEW

Delights. Distinction. Luxuries.

The Luxury Lifestyle section is where buyers come to source upscale items from brands like yours. Indulgence knows no bounds where the hottest trends are involved, and shoppers are ready to choose the fine jewelry, and precious metals that make a statement.

- Adel Chefridi
- Belle Brooke Designs
- Dana Kellin Fine Jewelry
- Danielle Welmond
- Eden Presley Fine Jewelry
- Heather Guidero Jewelry
- John Varvatos
- Judi Powers Jewelry
- Julie Cohn Design

- Karin Jacobson
- Kate Maller Jewelry
- Lena Skadegard
- Metier by tomfoolery
- Nikki Nation Jewelry
- Olivia Shih
- Petite Baleine Jewelry
- Pyrha Design Inc.
- Rachel Atherley



CURATE

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NEW

Flavor. Presentation. Zest.

Discover where design and functionality meet in our Tabletop section at NY NOW®. Featuring a stunning collection of products centered around home entertaining, food and beverage, buyers source this area covering a multitude of categories such as dinnerware, bar + drinkware, serveware, flatware, gourmet foods, table linens, and more. This destination puts products on display from brands such as:

- Be Home
- Laguiole en Aubrac
- Kiss That Frog
- Provence Platters
- The French Farm
- Rolser
- BOMSHBEE
- Alain Saint-Joanis
- Bodrum
- IKAI ASAI
- Mode Living
- Big Heart Tea Co.
- Savannah Bee Company



First Taste – Providing emerging gourmet brands the opportunity to showcase products in a staged destination that captures buyers' attention.



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DINE



GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| DWELL OVERVIEW | HOME DESIGN |

NEW

Motif. Atmosphere. Harmony.

More time spent at home over the past couple years has led to a desire for improving spaces. People want to surround themselves with up-to-the-minute trends they can enjoy themselves or when hosting visitors. Buyers want to bring back fresh inspiration for customers to reinvent their rooms and reaffirm their devotion to their store. From minimalist to modern, contrasts to colorful, they'll experience an inspirational selection in Home Design category that will open the door to potential new profit centers. The Dwell destination hosts brands like:

- Bojay
- Addison Ross
- Paulette Rollo
- Busatti 1842
- Piffany USA
- Cozy Earth
- The Van Cleve Collection
- Les Ceramiques de Lussan
- Opal Road
- HAOMY TEXTILES
- QALARA
- GRAZIANI



DWELL

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GIVE

WEAR

CREATE

CURATE

DINE

DWELL

PLAY



| PLAY OVERVIEW | GAMES | TOYS | HOBBY |

NEW

Joy. Adventure. Inspiration.

NEW to NY NOW is the PLAY destination. Play is dedicated to all things fun for any age group. This creative collaboration features a marketplace of games, toys and hobby essentials and is ideal for shoppers entertaining in their homes or giving as gifts. PLAY is designed to capture the spirit of discovery, whimsy and joy to inspire buyers—allowing them to find a collection that sparks excitement in their store. The PLAY destination is focused on brands like:

Aeromax
 American Bubble Company
 Big Mouth
 Daron Worldwide Trading
 FCTRY
 Folkmanis
 Iscream
 Jeannie's Enterprises
 Juratoys US Corp
 Melissa & Doug

NMR Distribution America
 Professor Puzzle USA, Inc.
 Punchkins
 Safari Ltd
 Schylling
 Streamline Inc.
 Sunshine & Glitter
 Ty Inc
 Uniche Collective
 Warmies

PLAY



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10 x 10 HARDWALL

Header

10 x 10 HARDWALL

No Header

5FT HARDWALL

No Header

FURNISHINGS

Included Offerings



| TURNKEY OPTIONS |

10FT HARDWALL

Header

10FT HARDWALL

No Header

Only available in
Luxury Lifestyle

5FT HARDWALL

No Header

ADVANCED HARDWALL

Included Offerings





10 x 10 HARDWALL

Header

10 x 10 HARDWALL

No Header

5FT HARDWALL

No Header

FURNISHINGS

Included Offerings



| TURNKEY OPTIONS | 10 x 10 HARDWALL /HEADER/ |

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

Track lighting with 4 LED bulbs and the
electricity to power lights

DRAYAGE

Showsite material handling for
palletized or crated shipments

FURNITURE

(1) Chair and (1) waste basket

STANDARD RATES START AT:

\$6,355.00

*Note: Not available in the
Luxury Lifestyle section*



The New York Gift Show



10 x 10 HARDWALL

Header

10 x 10 HARDWALL

No Header

5FT HARDWALL

No Header

FURNISHINGS

Included Offerings



| TURNKEY OPTIONS | 10 x 10 HARDWALL /NO HEADER/ |

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

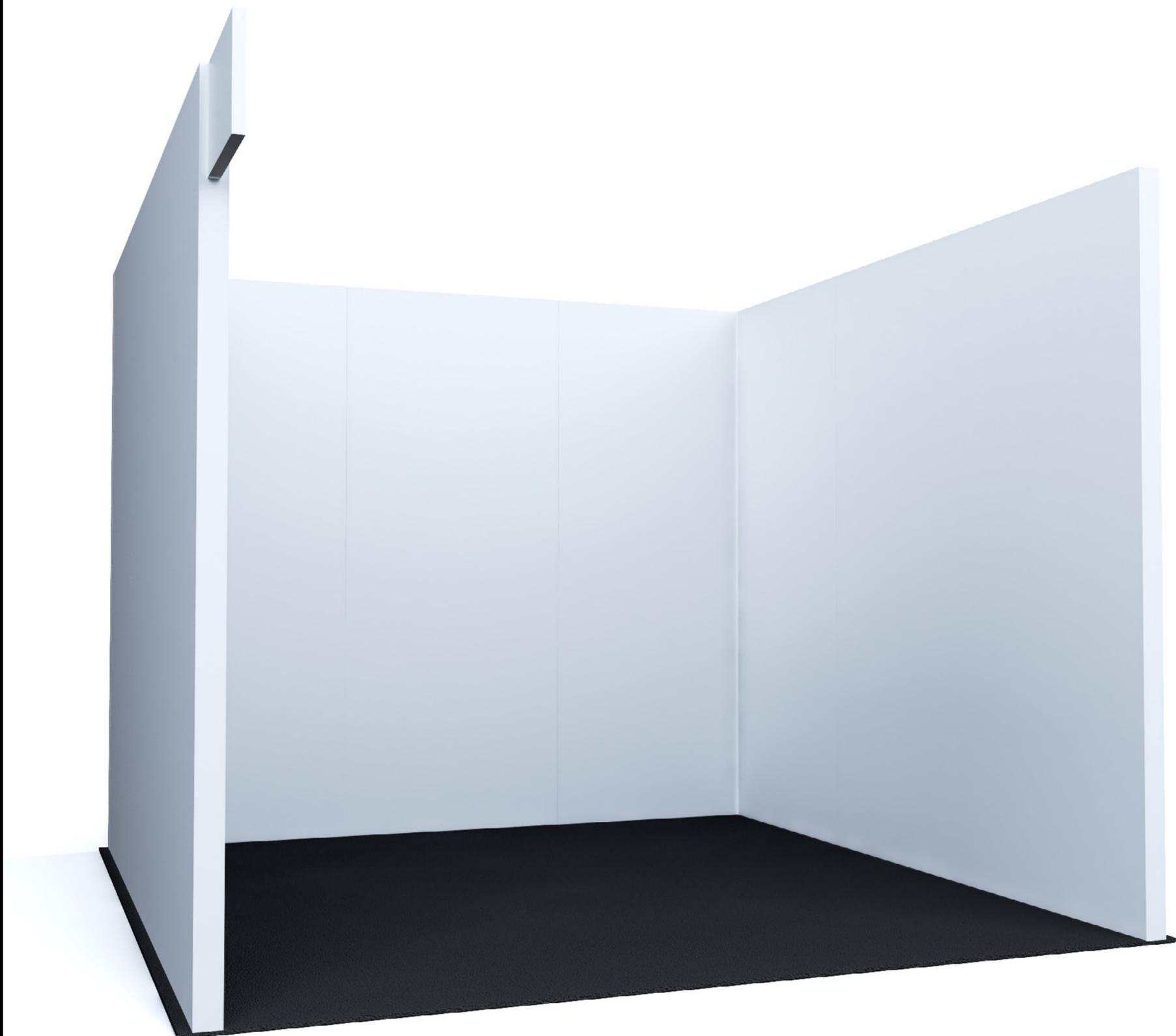
DRAYAGE

Showsite material handling for
palletized or crated shipments

STANDARD RATES START AT:

\$6,580.00

Only offered in Luxury Lifestyle



The New York Gift Show



10 x 10 HARDWALL

Header

10 x 10 HARDWALL

No Header

5FT HARDWALL

No Header

FURNISHINGS

Included Offerings



| TURNKEY OPTIONS | 5 x 10 HARDWALL /NO HEADER/ |

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

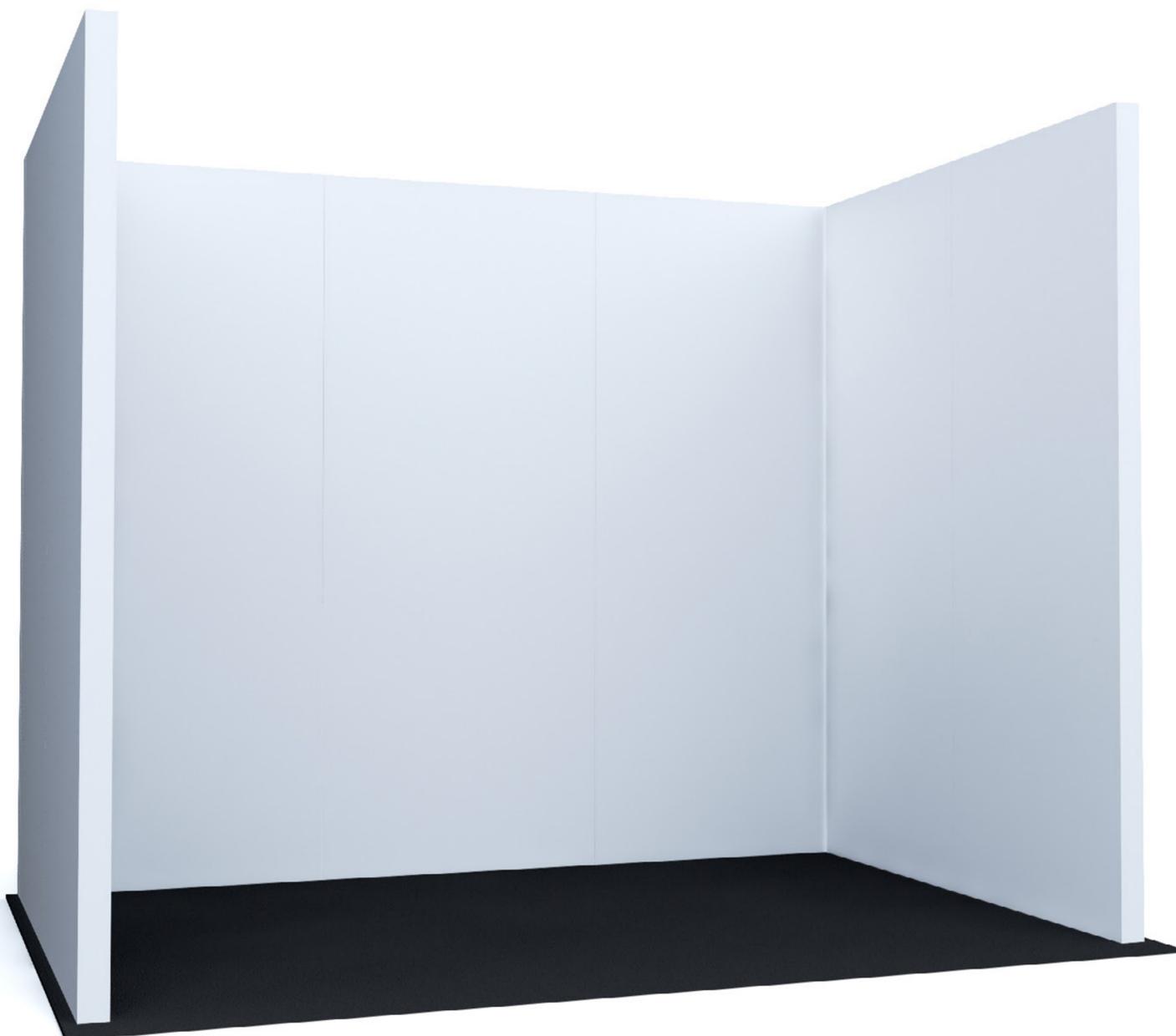
DRAYAGE

Showsite material handling for
palletized or crated shipments

STANDARD RATES START AT:

\$3,477.50

*Not available in the
Luxury Lifestyle section*



The New York Gift Show



10 x 10 HARDWALL
Header

10 x 10 HARDWALL
No Header

5FT HARDWALL
No Header

TURNKEY/ADVANCE
Package Options



| ADVANCE PACKAGE OPTIONS

Advance 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** - Shelf Unit - Double with (4) Shelves in white - 64" L x 65.5" H x 11.5" D
- 2. STORAGE** - White Cabinet, 1m x .5m x 1m
- 3. CHAT** - (1) 30" Round Bar Table
- 4. HEIGHT** - Shelf Unit - Double with (3) Shelves in white - 45" L x 85" H x 14" D

10X10 HARDWALL ADVANCE OPTION STARTING AT:

\$6,855.00

5X10 HARDWALL ADVANCE OPTION STARTING AT:

\$3,950.00



DISPLAY
Shelving Unit Freestanding
(2) Limerick Chairs



STORAGE
1 meter Counter
(1) Limerick Stool



CHAT
Round Bar Table
(1) Limerick Stool



The New York Gift Show

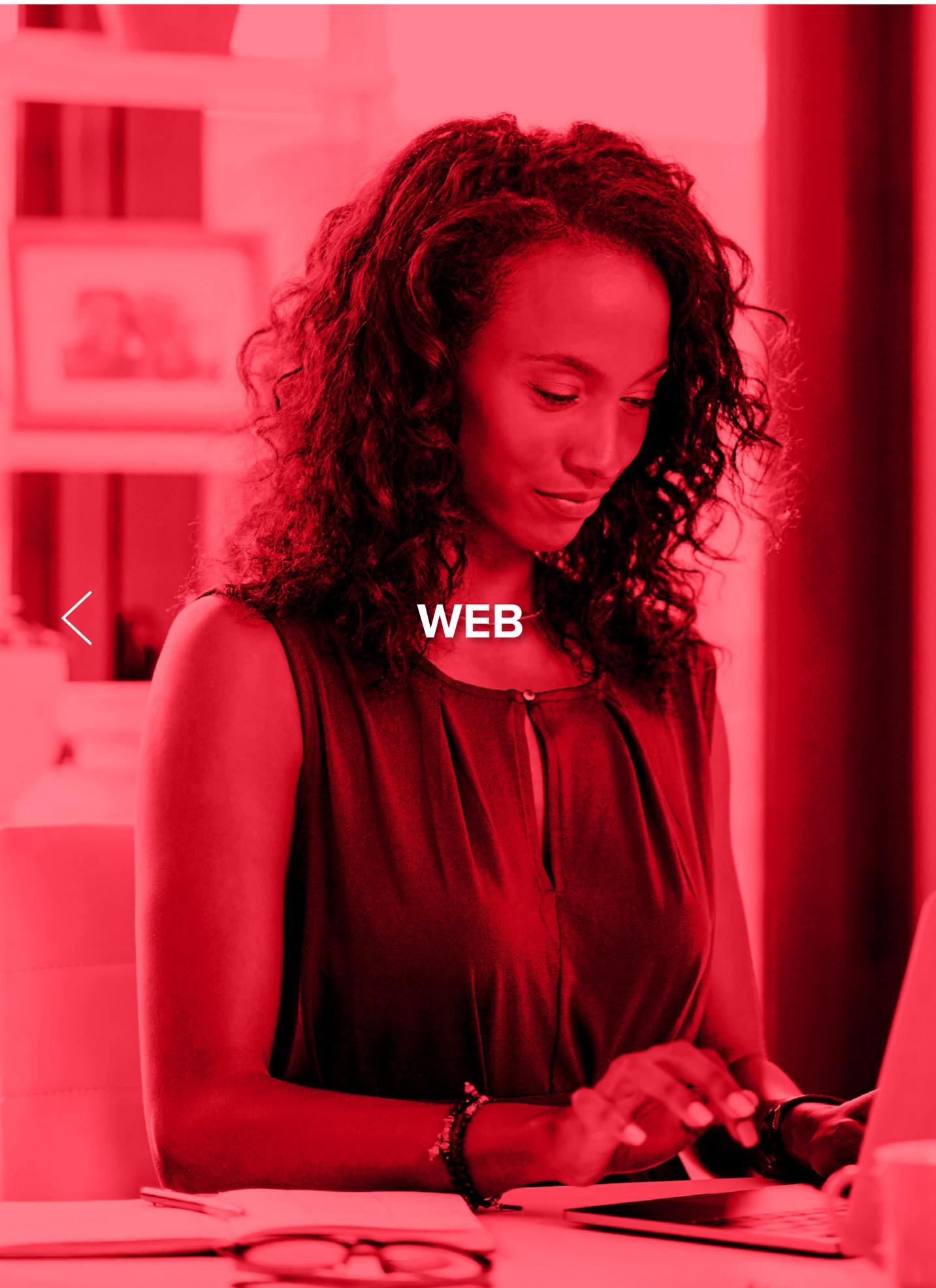


WEB

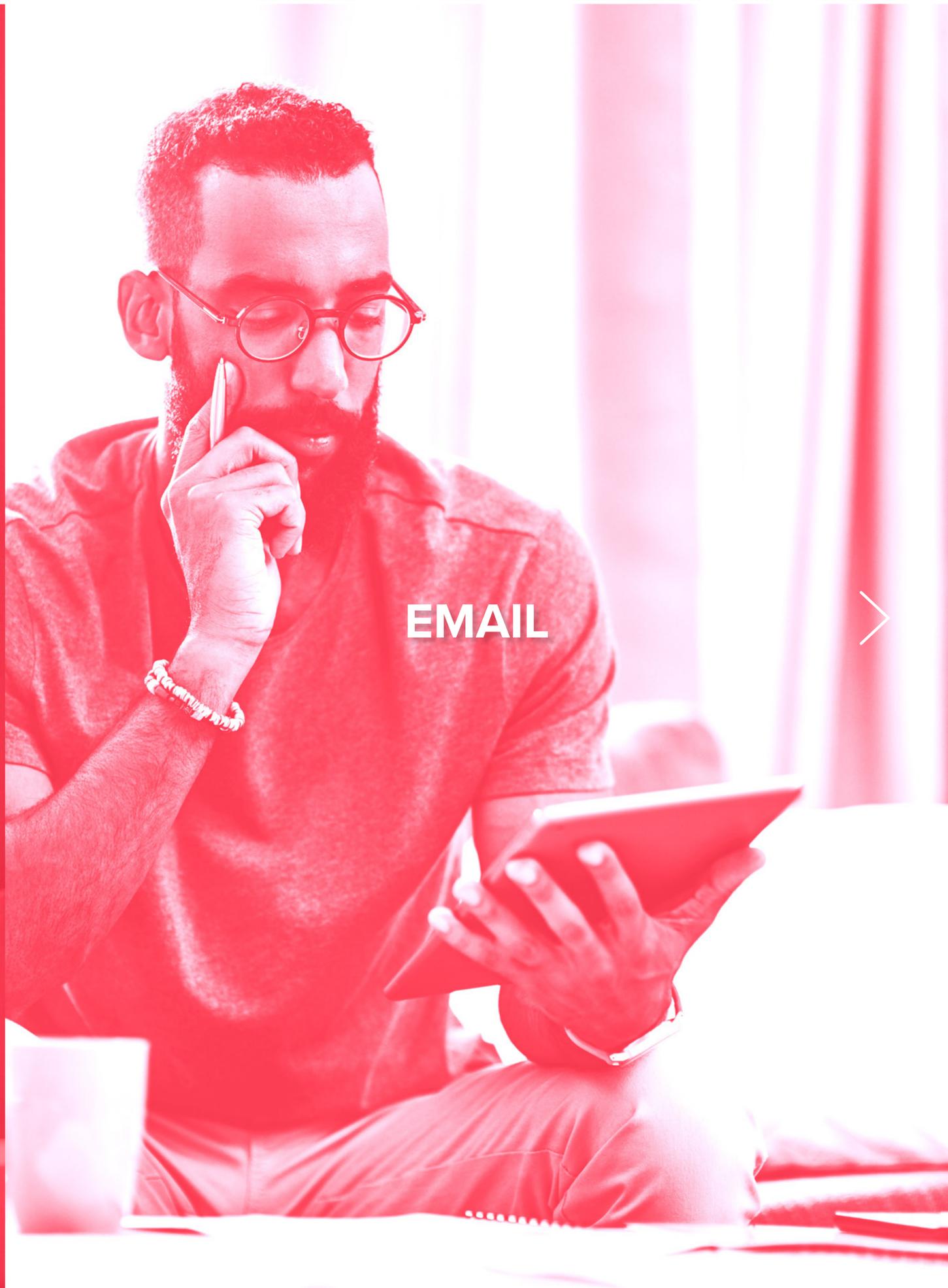
EMAIL



| DIGITAL OPTIONS |



WEB

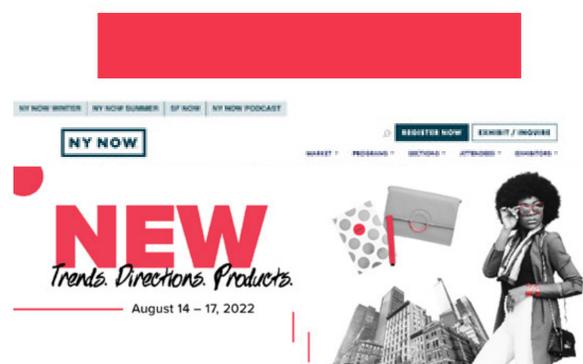


EMAIL

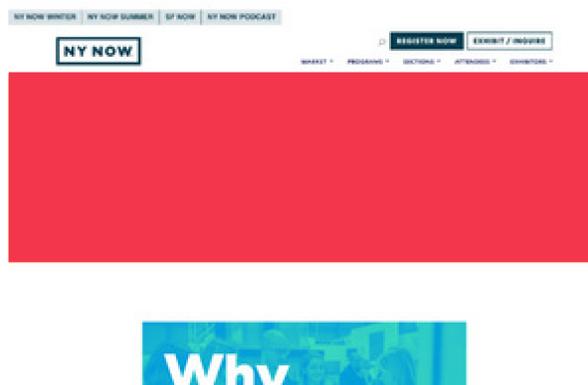


WEB ADVERTISING

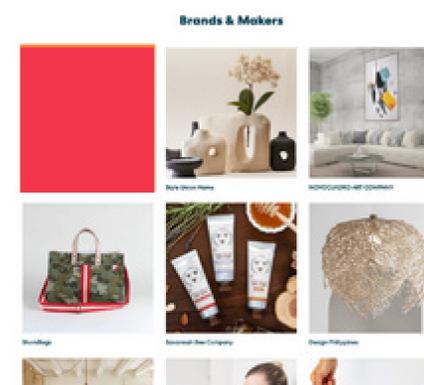
HOMEPAGE EXCLUSIVES



Top leaderboard ad
\$500 / week



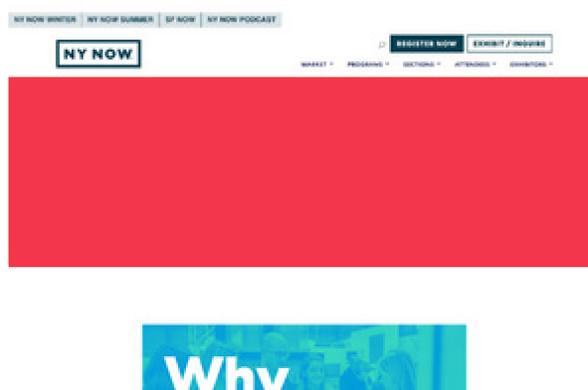
Brand Spotlight Hero Slider
\$750 / week



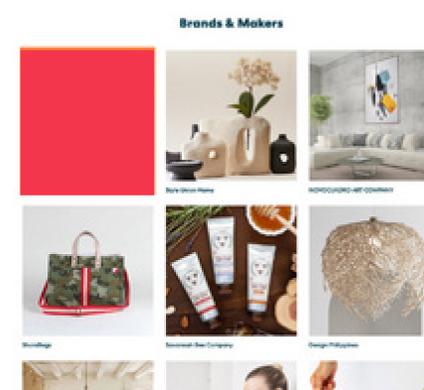
Product Spotlight feature
\$300 / month



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.

\$1,800 / 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



WINTER

FEBRUARY 5-8, 2023

(Sunday – Wednesday)

HOURS

February 5-7 | 9:00am to 6:00pm

February 8 | 9:00am to 3:00pm

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NEW

Partners. Ideas. Collaboration.

Learn more about exhibiting opportunities:

Ashley Ciofrone

Sales Manager

Handmade Global Design, Handmade
Designer Maker, Artisan Resource
914-421-3310

Desiree Weissgerber

Customer Success Manager

NY NOW
914-421-3289

Francine Rich

Sr. Business Development Manager

Luxury Lifestyle, Accessories and Fashion
917-608-4797

Indira Franca

Director International Business Development
949-324-7745

Joseph Woo

NY NOW International
323-817-2249

Kim Cook

Sales Manager

Beauty + Wellness
323-817-2225

Stephanie Gaspari

Sales Manager

Baby & Child, Gift + Stationery
914-421-3366

Zoe Maliszewski

Sales Manager

Accent on Design, Home Design, Tabletop
914-421-3210

We're here to help! Once you make plans to exhibit, you have a whole team at your service. We understand that exhibiting at Javits can be intimidating. That's where our dedicated Customer Success Manager and our stellar operations team come in, ready to walk you through the exhibit process and make your show a success.

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NY NOW[®]

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**Come experience all that NY NOW is—and all that “new”
can do for your business.**