



**NY NOW<sup>®</sup>**



*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](mailto: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.**

**914-421-3200 • [sales@nynow.com](mailto:sales@nynow.com)**

# 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

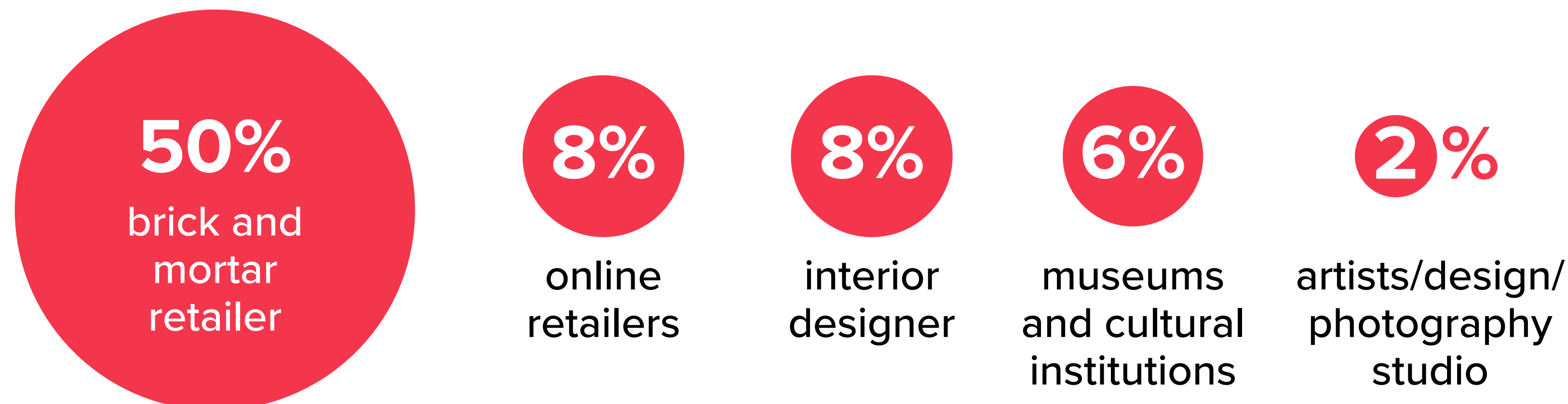
**91%** of buyers are searching for new products at NY NOW

**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** .....

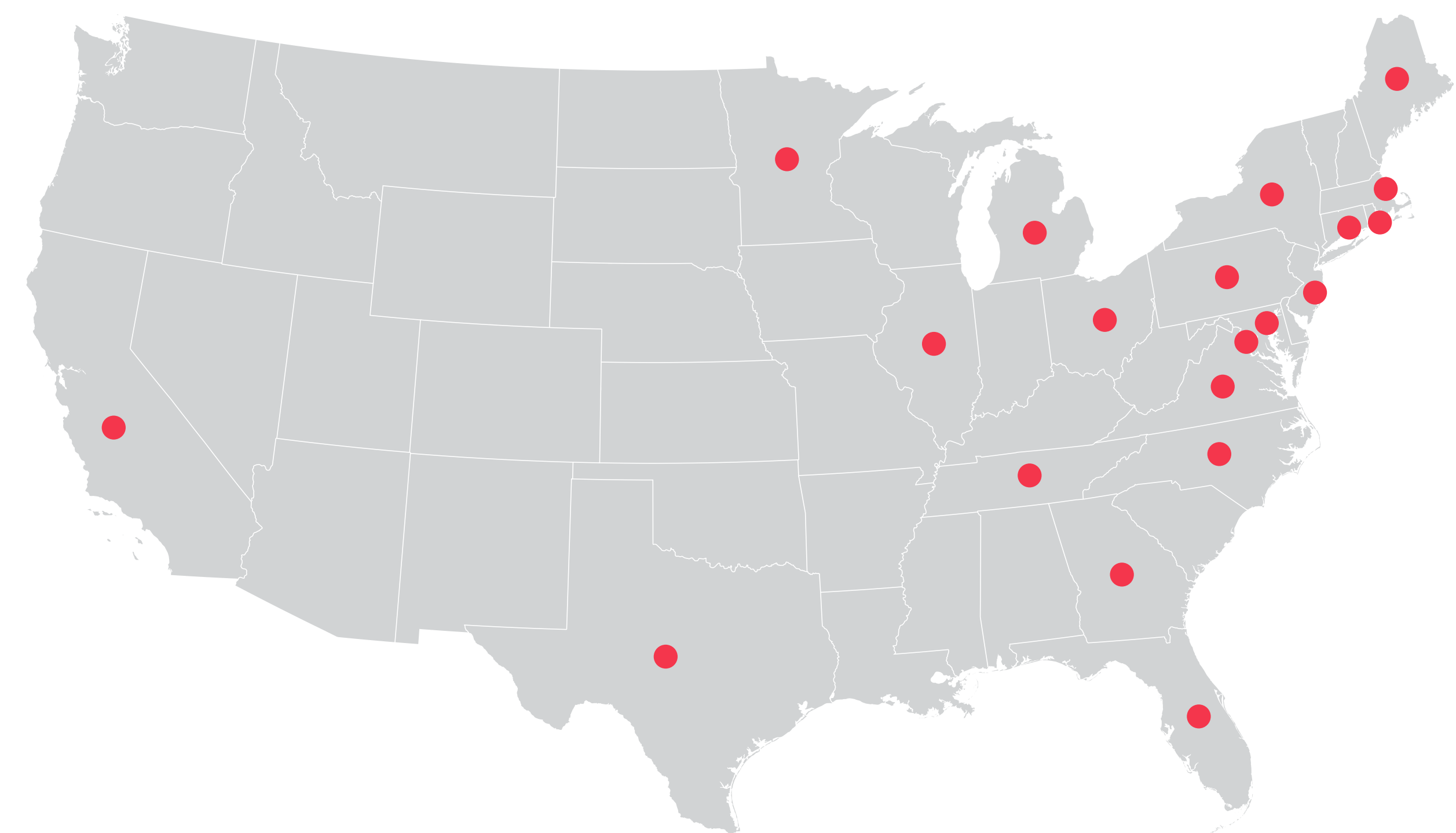


## INTERNATIONAL BRANDS REPRESENTING 49 COUNTRIES FROM ACROSS THE GLOBE INCLUDING 9 INTERNATIONAL PAVILIONS:

- |         |             |         |
|---------|-------------|---------|
| 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 |

## NY NOW

**NY NOW** offers a diverse market layout to allow you to showcase your products within a section that best suits your brand.



## 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



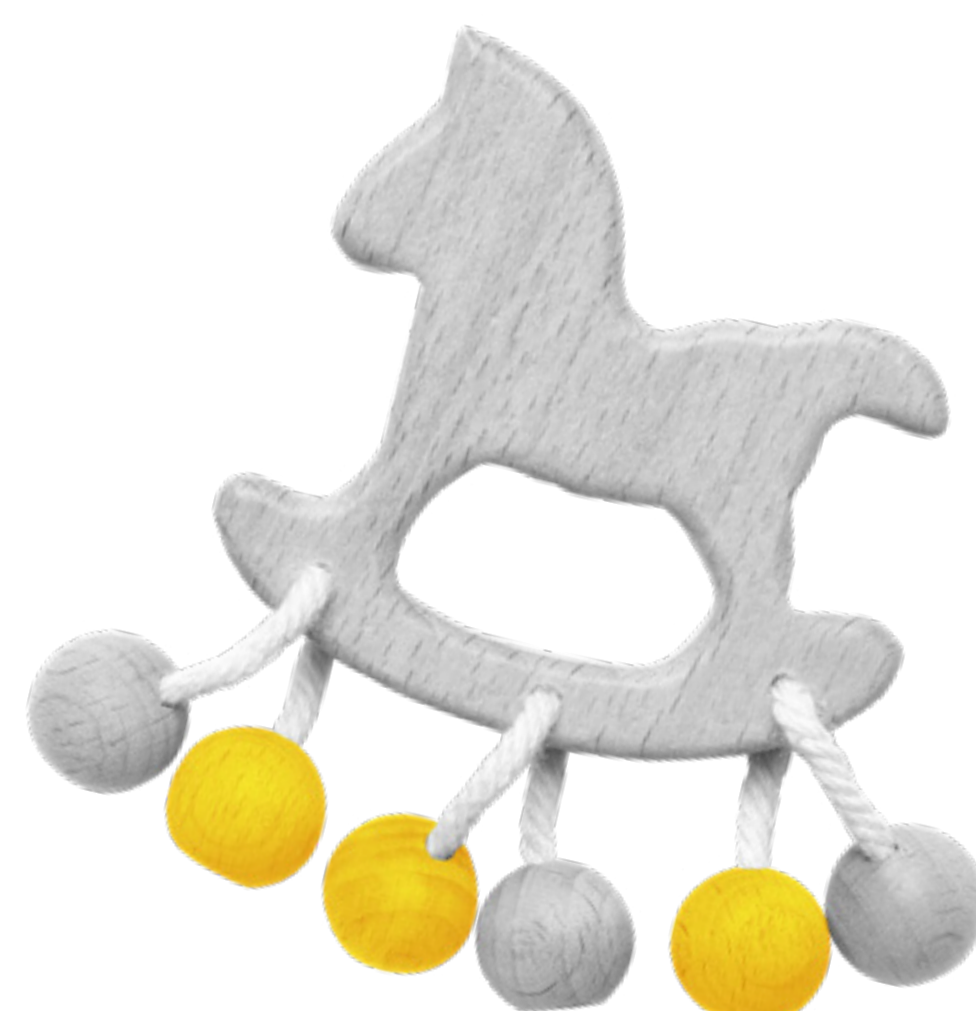


# NEW Expressions.

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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CURATE

DINE

DWELL

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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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  
Claudia Vallejo Jewelry

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

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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

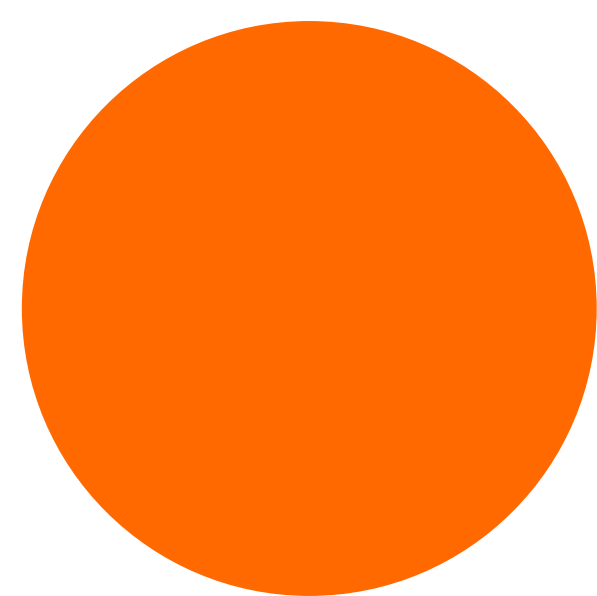
Candy Relics

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

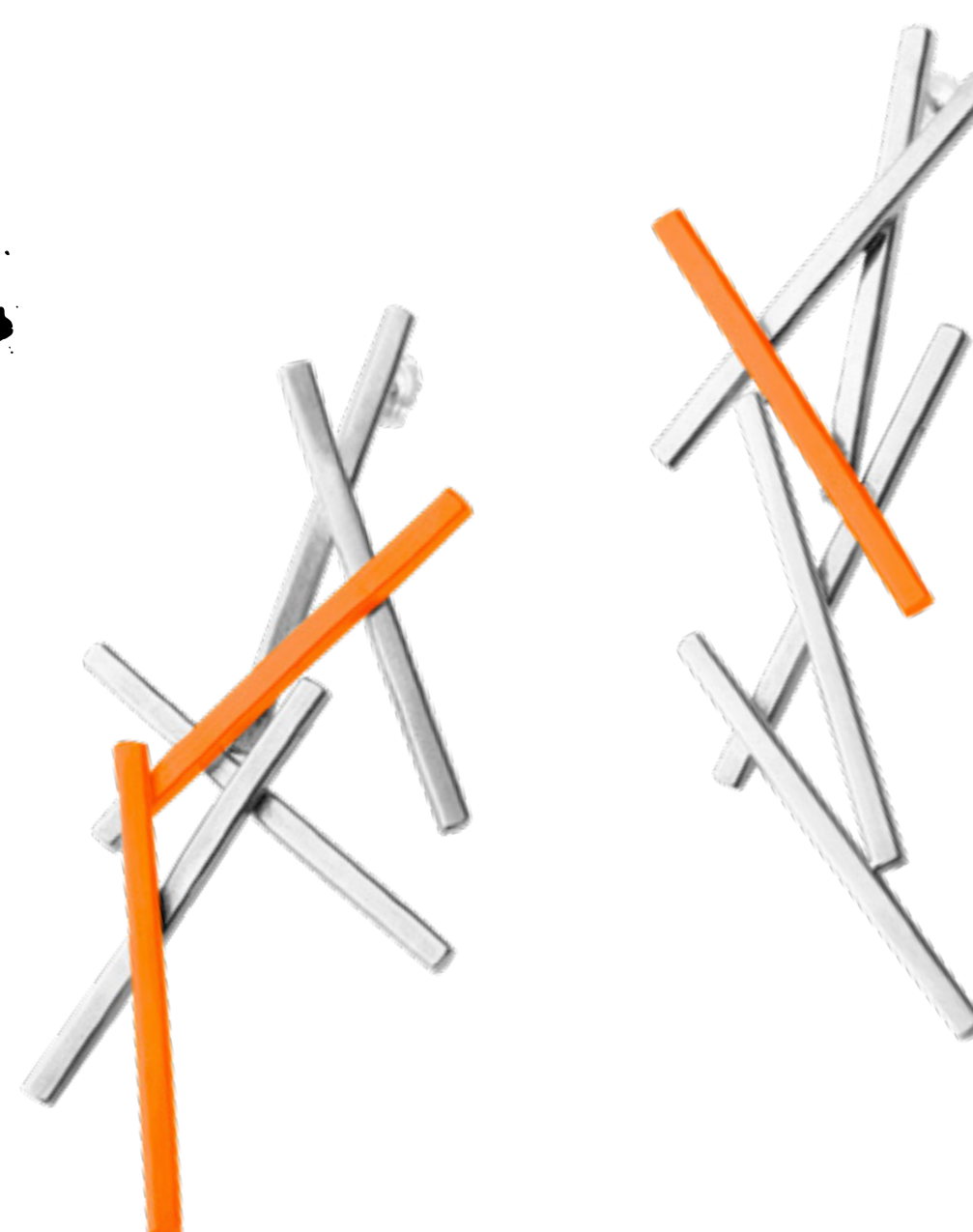
Nikki Nation Jewelry

Olivia Shih

Petite Baleine Jewelry

Pyrrha 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 |

## 10 x 10 HARDWALL

Header Included

## 10 x 10 HARDWALL

No Header

Only available in  
Luxury Lifestyle

## 5 x 10 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**

Gray

**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

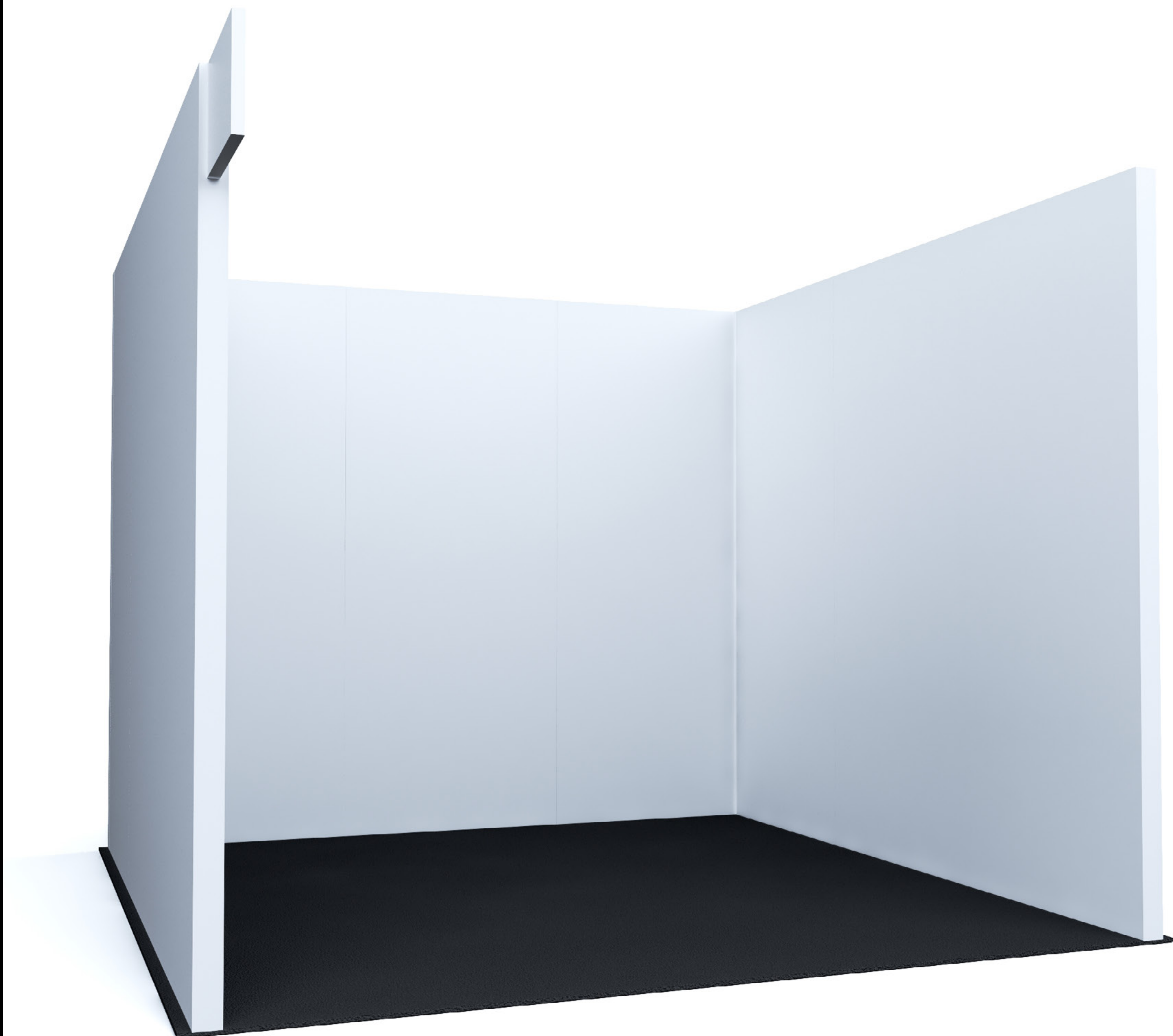
**DRAYAGE**

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**

Gray

**ID SIGN**

Double-sided with name and booth  
number  
17" wide x 11" high

**LIGHTING**

(1) Parcan

**FURNITURE**

(1) Chair and (1) waste basket

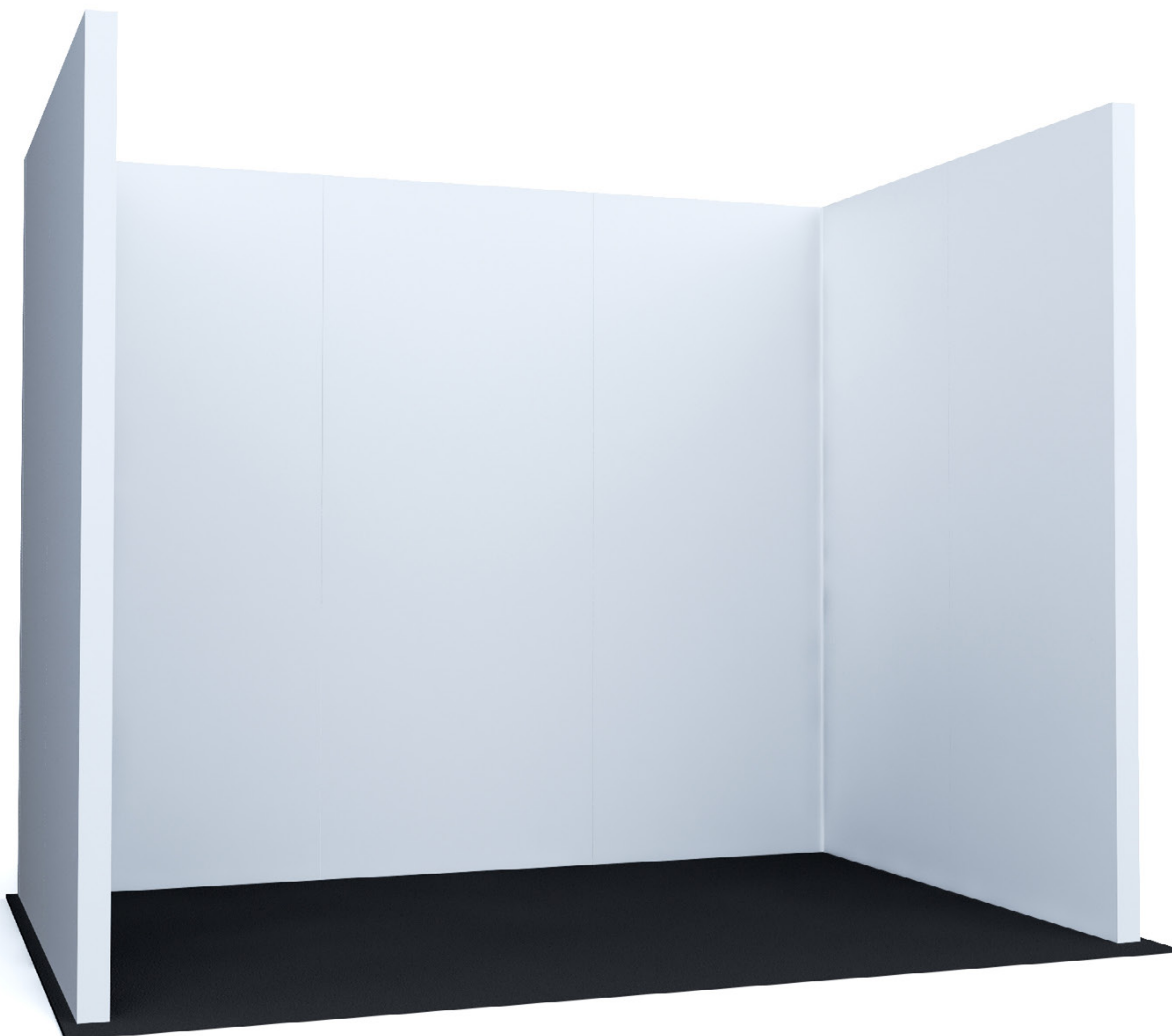
**DRAYAGE**

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:**

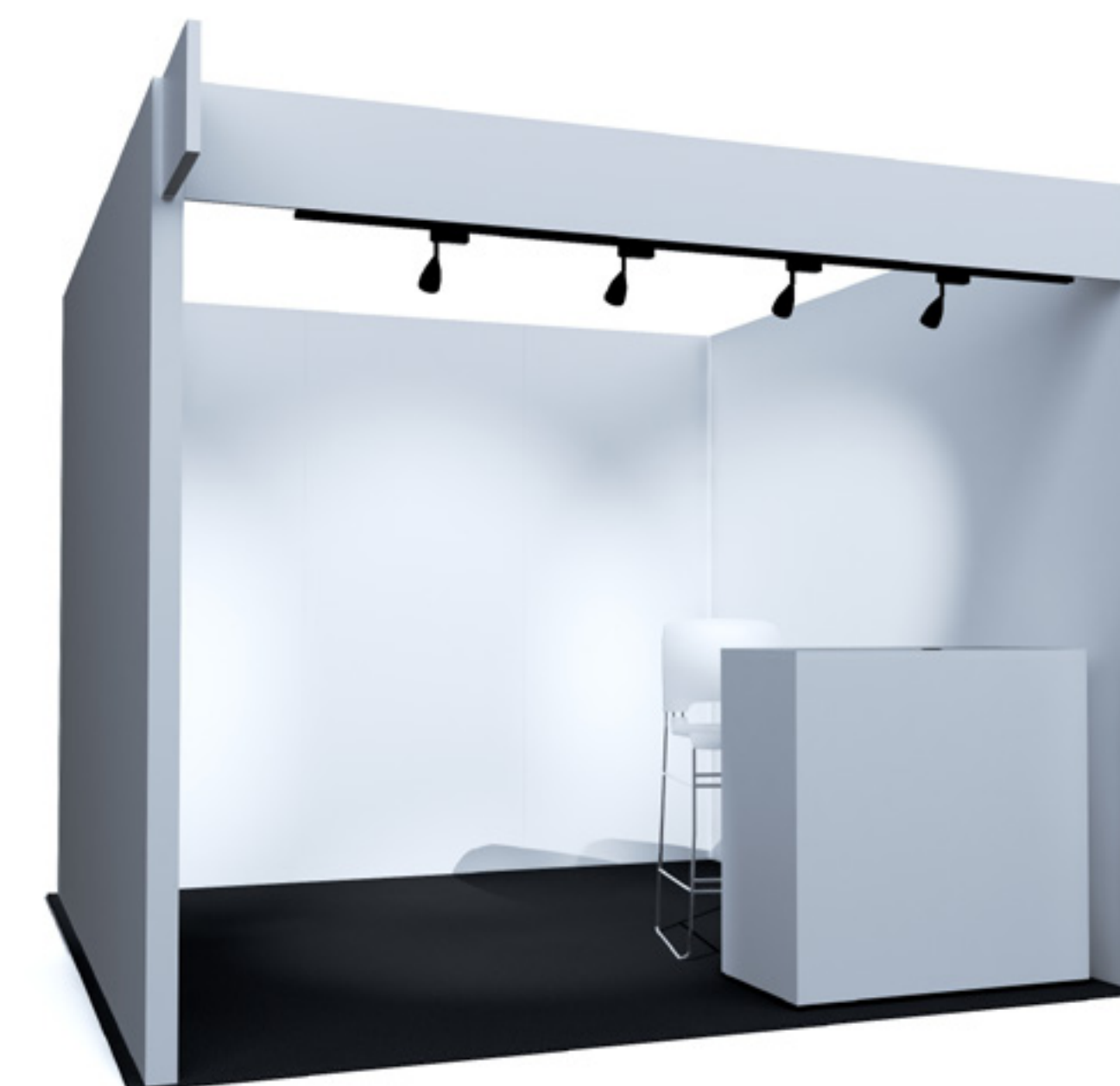
**\$6,855.00**

**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



**HEIGHT**  
Shelving Unit Wall Supported  
(2) Limerick Chairs



The New York Gift Show



WEB

EMAIL

PRINT



| ADVERTISING OPTIONS |



WEB

EMAIL

PRINT





WEB

EMAIL

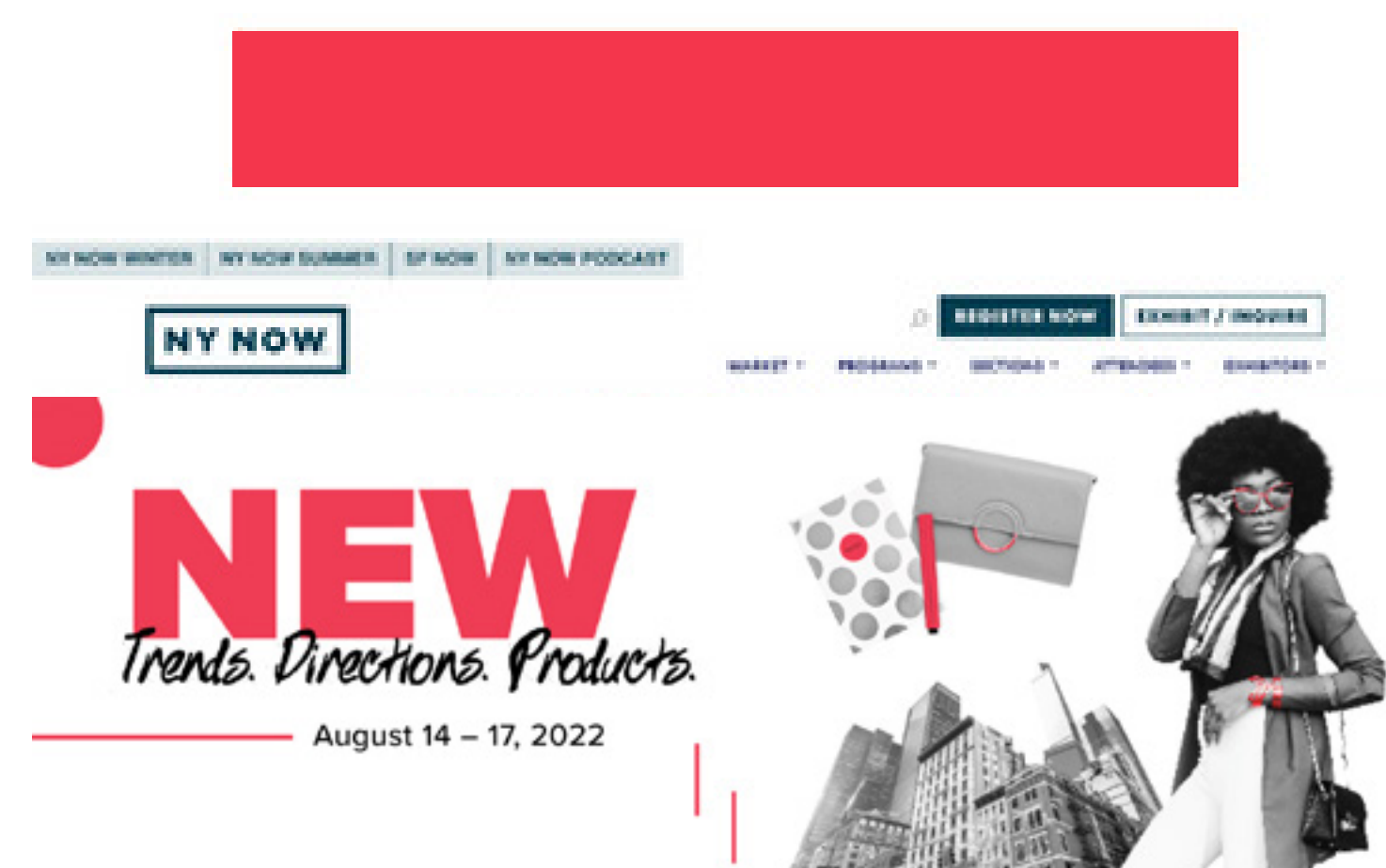
PRINT



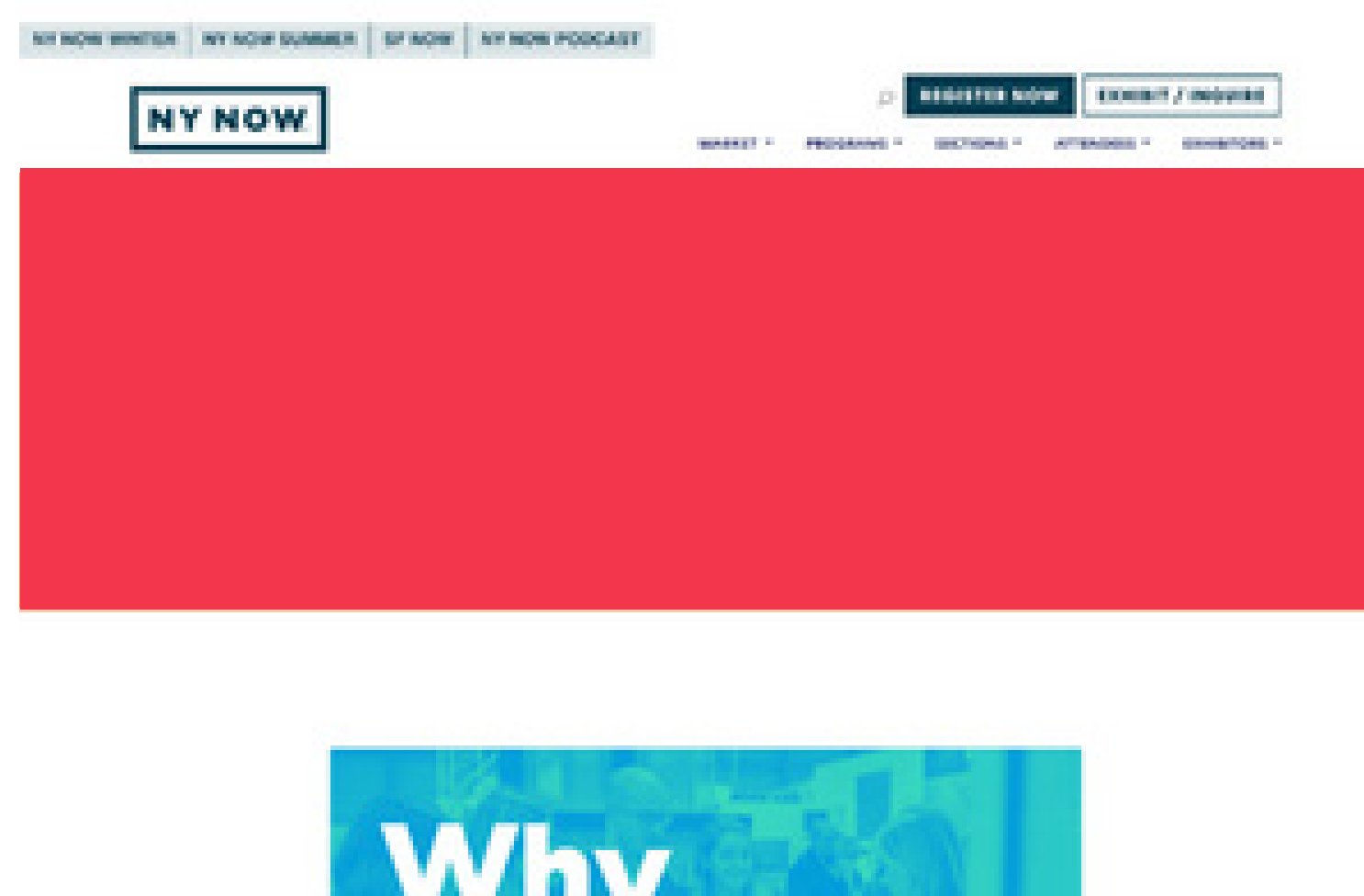
| MAIN PAGE BANNER OPTIONS | EXCLUSIVE FEATURES | BOTTOM LEADER BOARD |

# WEB ADVERTISING

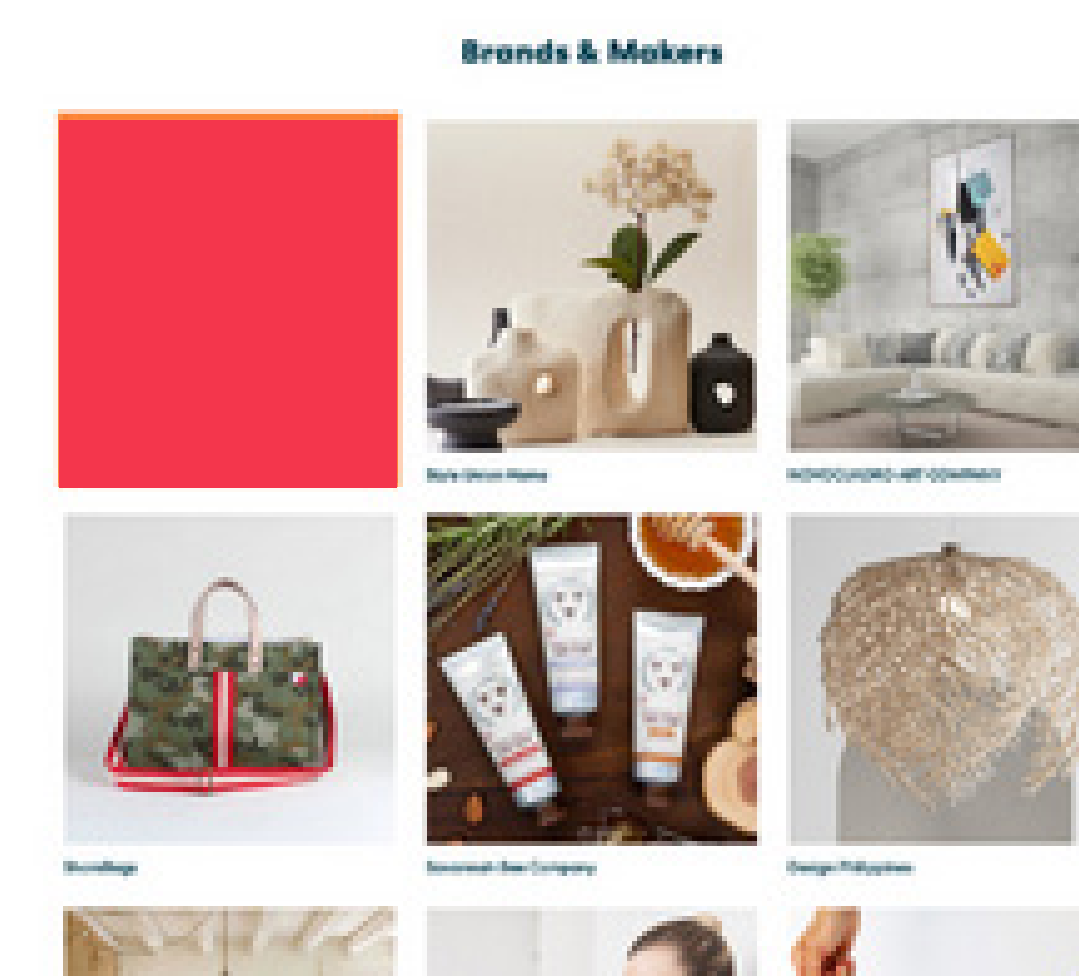
## HOMEPAGE EXCLUSIVES



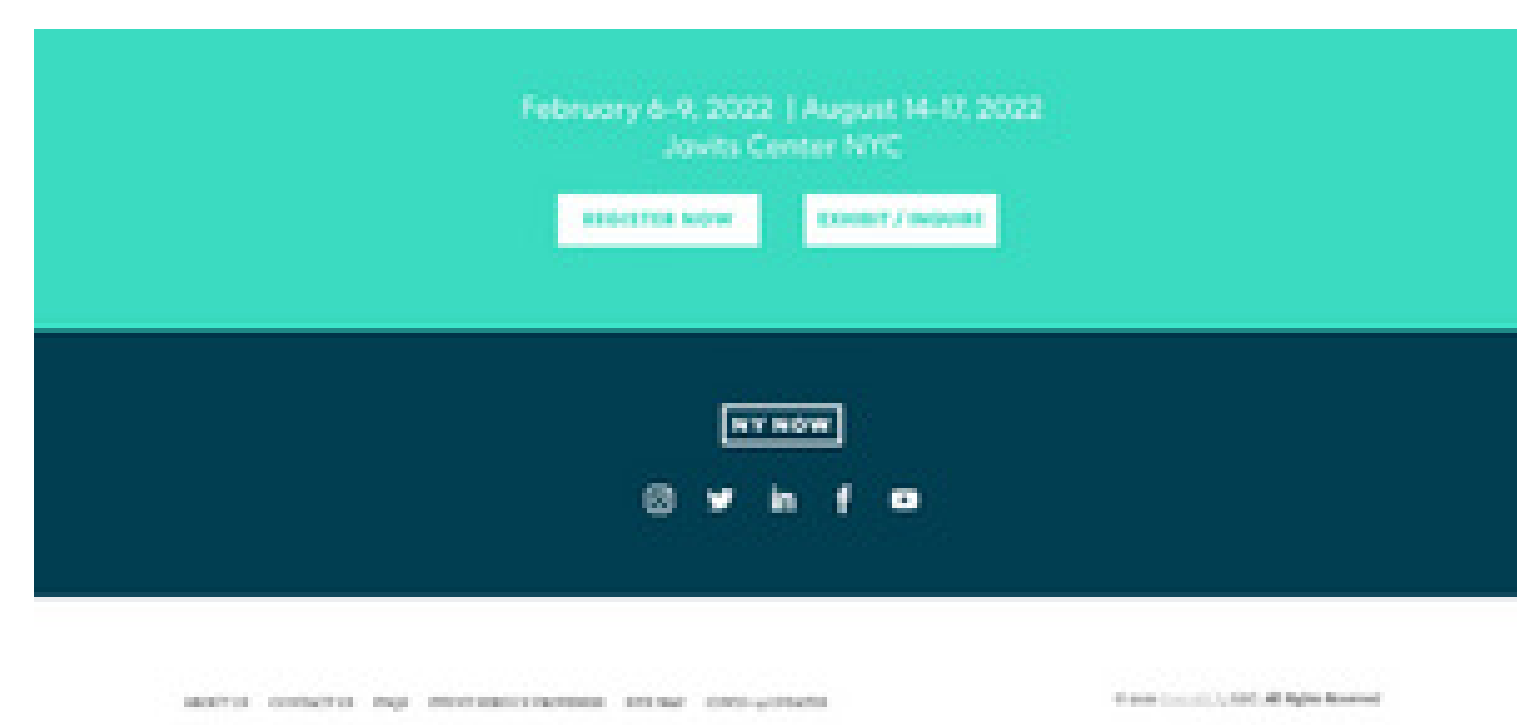
**Top leaderboard ad**  
\$500 / week



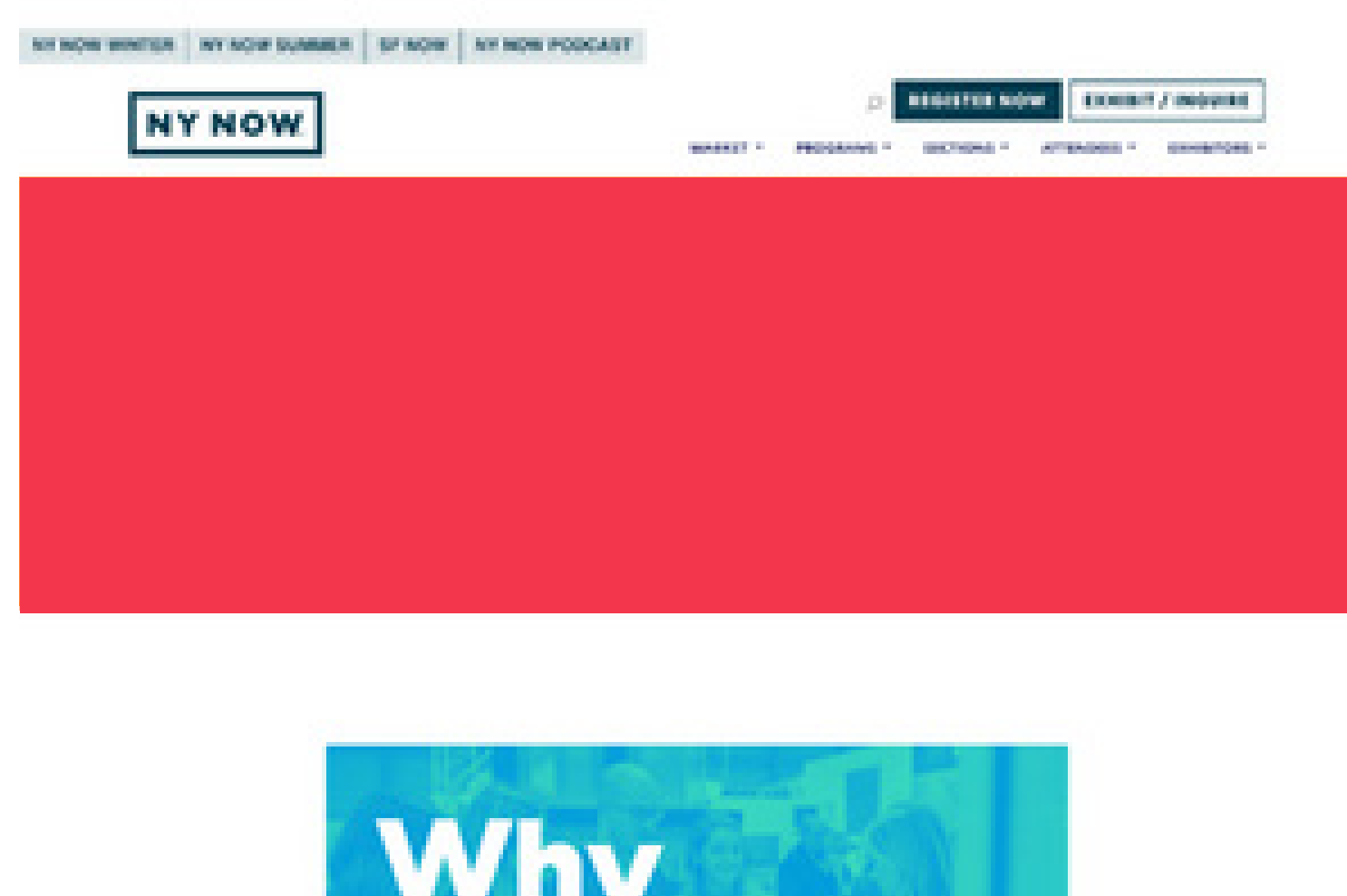
**Brand Spotlight Hero Slider**  
\$750 / month



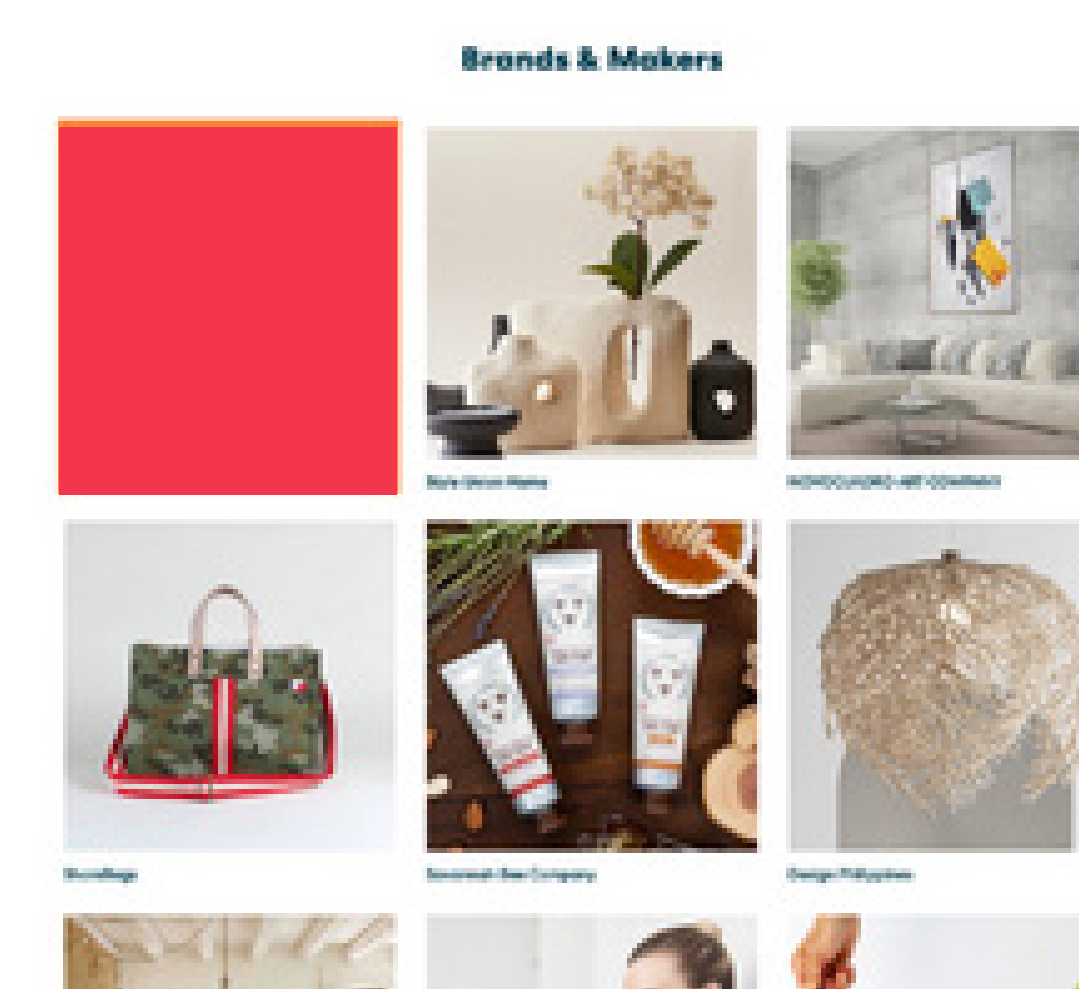
**Product Spotlight feature**  
\$300 / month



**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](http://nynow.com).



\$500 / week

### Product Spotlight

Product ad spotlight on the home page at [nynow.com](http://nynow.com).

\$300 / month

### Interstitial

Interstitial banner ad on [nynow.com](http://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](http://nynow.com).

\$750 / week

### Bottom Leaderboard

Bottom leaderboard banner ad on the home page at [nynow.com](http://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](http://nynow.com).

\$850 / week

### Prestitial

Prestitial ad position running on the home page at [nynow.com](http://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](http://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





WEB

EMAIL

PRINT



## 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



WEB

EMAIL

PRINT



| PRODUCT GUIDE | DIRECTORY |

## Product Preview Print Guide

The NY NOW Winter 2023 Product Preview Guide will be mailed to 25,000 qualified buyers in advance of the Winter 2023 market. Don't miss out on this great opportunity for pre-show exposure and increased sales.

### Front Inside Cover

\$1200

### Back Inside Cover

\$1200

### Full Page Ad

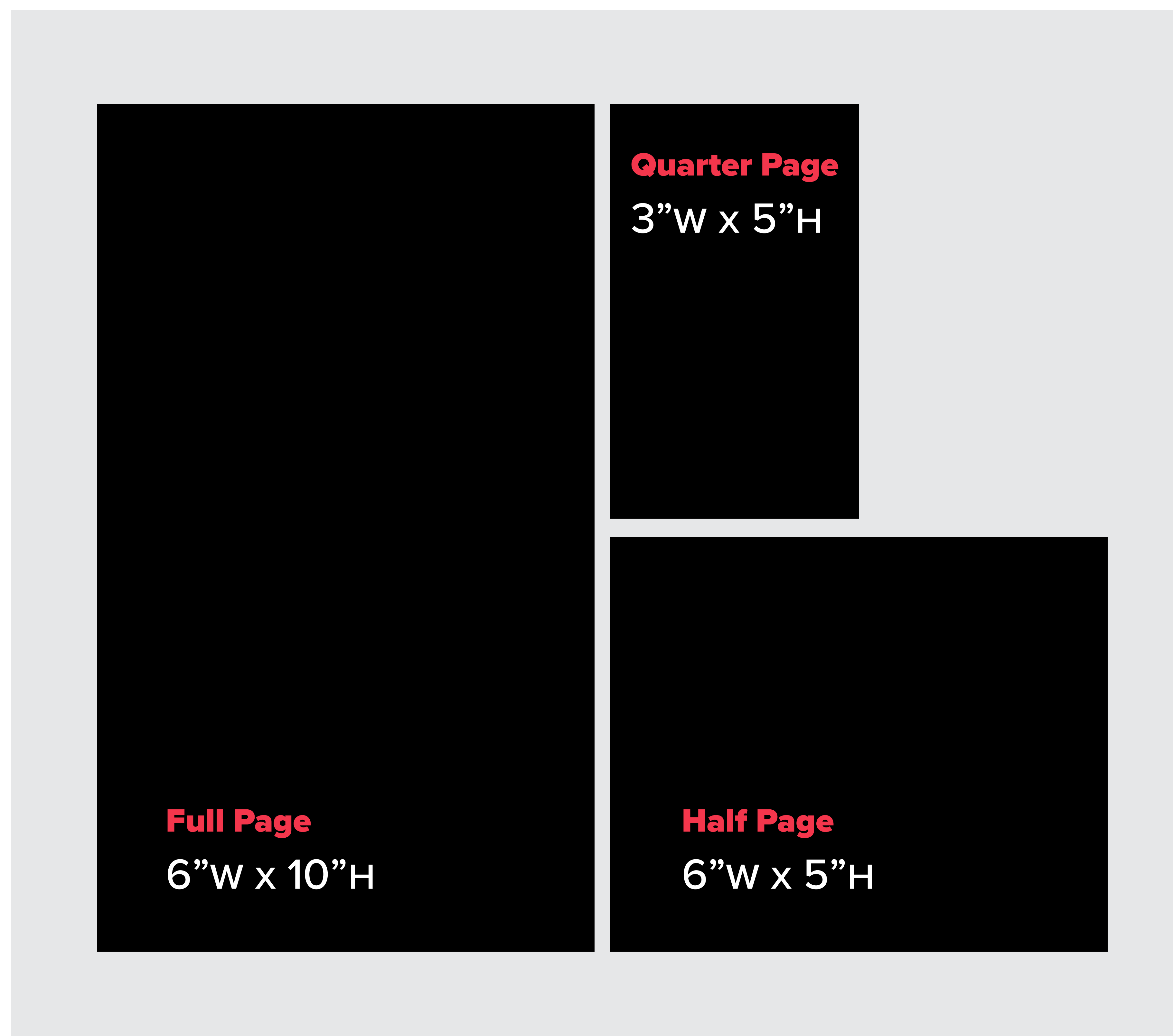
\$699

### Half Page Ad

\$599

### Quarter Page Ad

\$399



Materials Due:  
October 30, 2022





WEB

EMAIL

PRINT



| PRODUCT GUIDE | DIRECTORY |

## Show Directory

The Show Directory helps buyers find you at the show and serves as a year-round resource for their product needs. Secure your ad spot today!

### Front Inside Cover

\$1200

### Back Inside Cover

\$1200

### Full Page Ad

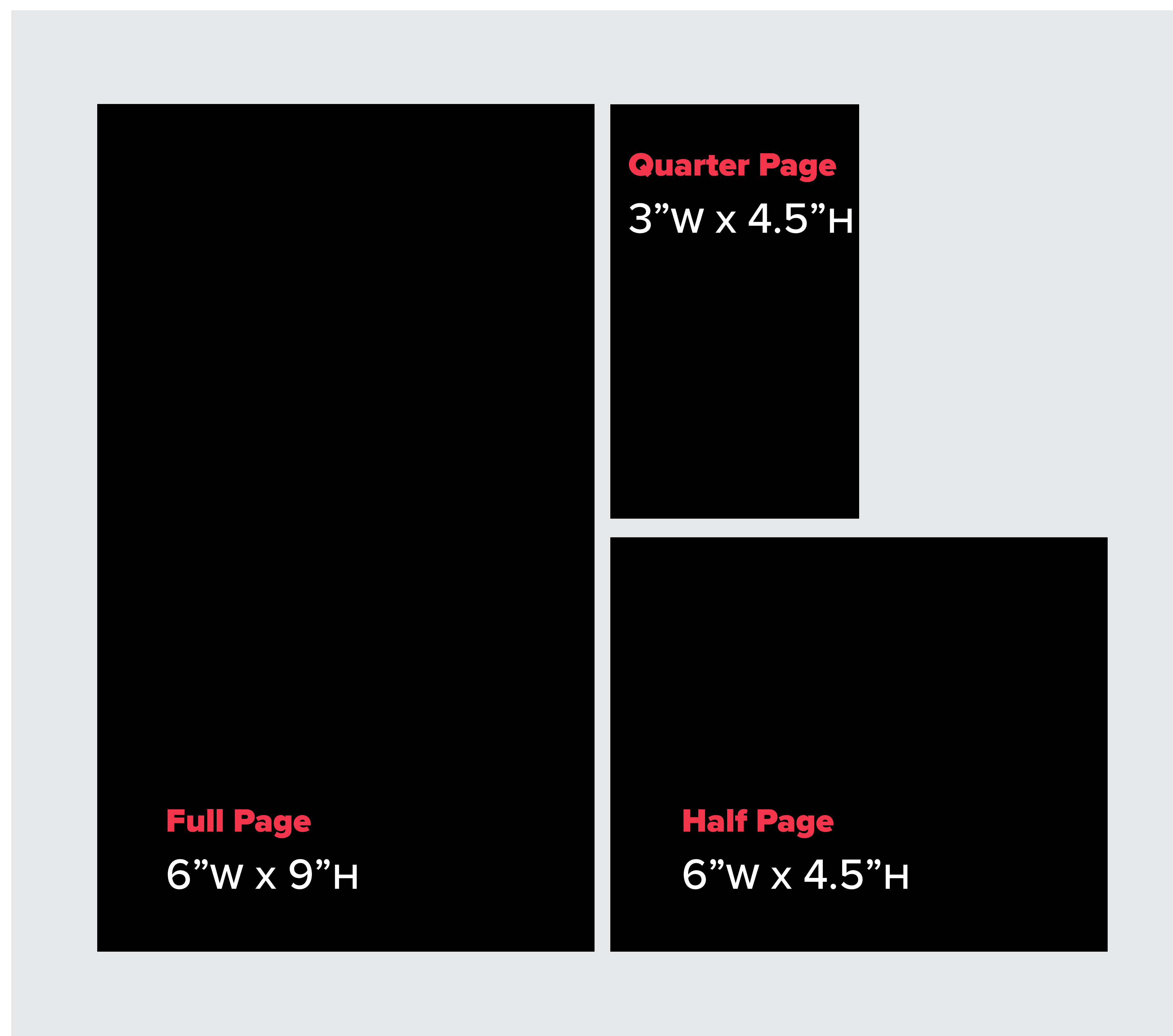
\$649

### Half Page Ad

\$399

### Quarter Page Ad

\$299



Materials Due:  
December 3, 2022



## ONSITE OPPORTUNITIES

### 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

### 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

### 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

# WINTER

**FEBRUARY 5-8, 2023**

(Sunday – Wednesday)

## **HOURS**

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

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

914-421-3200 • [sales@nynow.com](mailto:sales@nynow.com)

# 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**

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