



February 5-8, 2023 - Javits Center, NYC

Marketing + Outreach & Buyers Expectation

I. What NY NOW does:

- Campaigns for direct mailings, emailing, social media and phone/calling.
- Communicates show reminders, updates and deadlines.
- Constantly growing buyer list and actively reaching out to invite buyers to market.
- Active on social media throughout every market to keep buyers and brands engaged
- Updates NY NOW website to keep buyers up to date on exhibiting brands.
- Offers resources for buyers to easily answer any questions they may have.

II. What you should do before the show:

- Send Postcards to existing and potential buyers.
- Send emails inviting existing and potential buyers to market.
- Social Media post about the show
- Call and or text to personally invite buyers to market.

*NOTE: Include a CTA (call to action) on your postcards and or emails to entice buyers to place orders with you at the show.

III. What you should do at the show:

- Have a booth that represents your brand - think of it as your brand store.
- Dress for your business success
- Be engaging with every buyer.
- Greet everyone!
- Learn all you can about the buyers even if they aren't ready to place an order.
- Know your lead times.
- Make sure your buyers know your terms and conditions.
- Have your line sheet or catalog available to send to the buyer and it's always a good idea to have a few hard copies for those buyers who want them.
- Post on social media and be sure to tag NY NOW.

Note: A time lapse of your booth set up and breakdown are always fun

- Don't leave the show early. Stay at the show until the end each day.

IV. What you should do after the show:

- Follow up! Email everyone you saw at the show.
 - Thank you email to all those who placed an order.
 - Thank you email to all those who stopped by your booth.

- Send a handwritten note if you really want to impress.
- Send “we missed you” emails to all of the buyers you didn't see at the show.
- Continue following up until your next show.
- Staying in contact with buyers is key to growing your business.

Note: You should plan call campaigns, postcard campaigns, email campaigns, text campaigns and social media campaigns throughout the year so you can stay top of mind with buyers.

Resource Links:

- <https://nynow.com/exhibitors/exhibitor-resources/>
- <https://winter2023.smallworldlabs.com/exhibitors>

[Contact us](#) if you have any questions.