

# Your **NY NOW** Online Retailer Cheat Sheet



NY NOW Online is our wholesale platform that’s fully integrated with the Market. You now have access to browse, message, and shop exhibiting brands before, during, and after the Market – because who doesn’t love simplified discovery, 24/7/365?!

“NY NOW Online is amazing! I reached out to literally 100 brands before I got to [Summer Market]. It saved me so much time.”

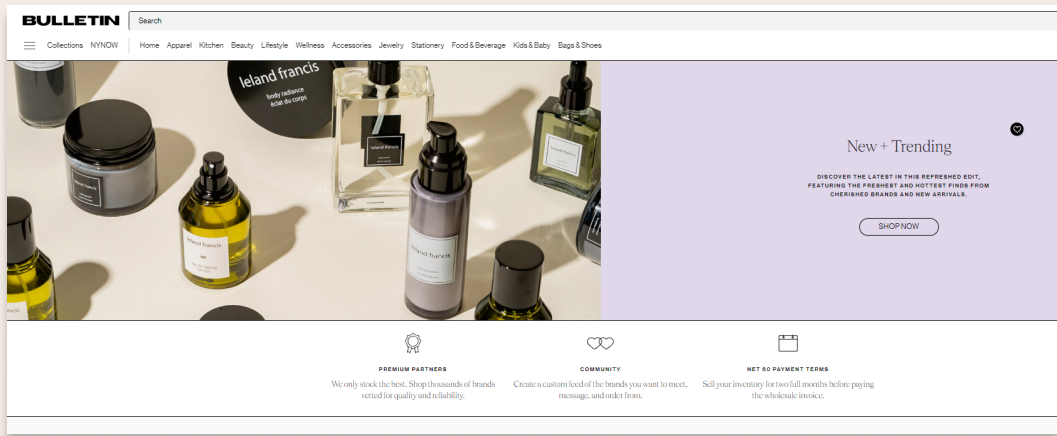
**RACHEL GERLI**  
(QVC)

## Getting Started

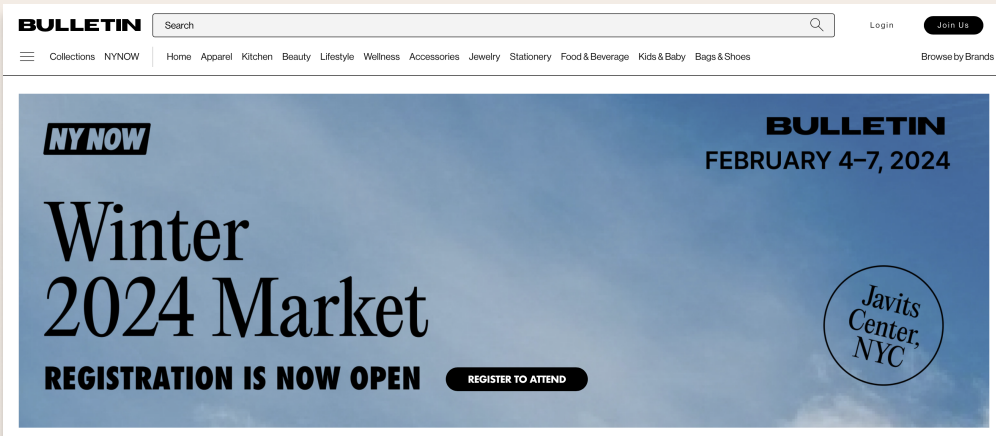
There are a few easy ways to access the platform. From the **Bulletin homepage** you can click NY NOW in the top left. From the NY NOW website, you can click SHOP in the top navigation menu, and then **NY NOW Online**. Or, you can type the following into any browser: <https://bulletin.co/nynow>.

However you get there, the result is the same: getting a taste of our incredible Winter 2024 market exhibitors. **Tip:** start jotting down booth numbers now and building your must-see list for Feb!

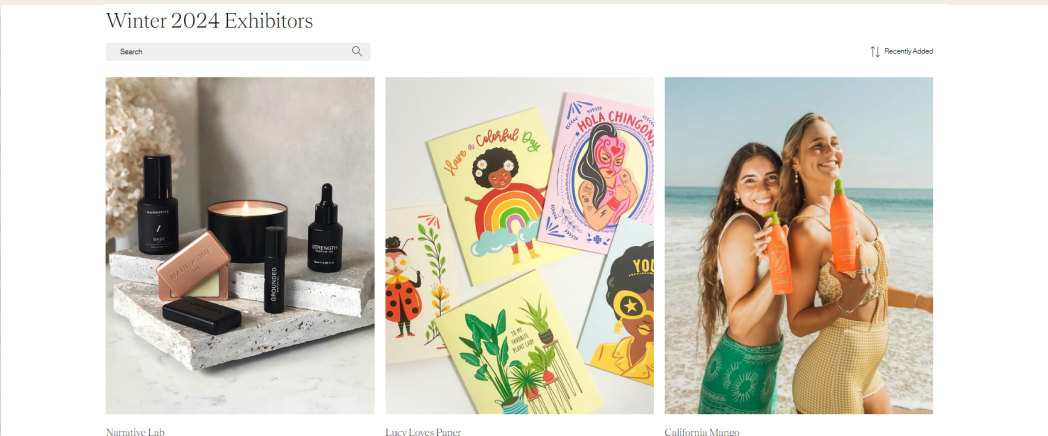
### 1 START HERE



### 2 TO GET HERE!



### 3 TO SHOP HERE!



## Pro Tips

1. Use the filters on the lefthand side of the Directory to refine your search by NY NOW core category section, brand values, minimum order value, and more.
2. Found a brand you love? Click **Follow** so you never lose track of 'em, and consider sending a **Message** before the show! Note: If you see a brand with a “cloud” image, check back later. Exhibitors are building their brand pages & uploading products daily (good things come to those who wait!).
3. Possibly the most important tip – register to attend Winter Market! We know that browsing our exhibitors may be what gets you to decide, “I MUST meet them in person!,” so we’ve placed a register button in the top header on the Market Directory, plus a sticker on every brand page with an easy link. **REGISTER NOW** and get ready to join us in the retail capital of the world this February.

