



# NYC's Premier Wholesale Event & Marketplace

Summer Market  
**AUGUST 4-7, 2024**

**JAVITS CENTER, NYC**

# Welcome to the Future of NY NOW



Welcome to NY NOW®, the wholesale event where brands come to make the game-changing connections that supercharge their businesses.

Boasting best-in-class buyers and exhibitors, NY NOW is the leading gift, home, and accessories market that retailers trust to source timeless bestsellers and the next big thing.

The market prides itself on **quality programming** and **networking opportunities** that feature **influential industry leaders**, and our new **online wholesale platform**, NY NOW Online (powered by Bulletin), is seamlessly integrated to also help brands and buyers connect and grow, all year round.

We're on this journey together, and we can't wait to continue helping grow your wholesale businesses—both in person, and online.



# Building Community Across Categories

We've leaned into smart merchandising with our new supply strategy, creating unique product neighborhoods on the show floor. Our thoughtful curation will streamline the discovery process for attendees, ensuring that your booth gets the attention it deserves. Get ready to showcase your products in an environment that fosters engagement, collaboration, and unparalleled exposure.



## **JEWELRY + ACCESSORIES**

This section features categories including Accessories, Apparel, Fashion Jewelry, Fine Jewelry, Semi-Fine Jewelry, and Luxury Lifestyle, and is all about giving customers the touches of luxury and sophistication that they crave.

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## **GIFT + LIFESTYLE**

This section features categories including Baby & Child, Beauty & Wellness, Games, Gift & Stationery, Hobby Essentials, Publishing, and Toys. It's all about helping folks feel good and have fun while doing it.

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## **HOME**

This section features categories including Food & Beverage, Home Décor, Home Design, Tabletop, and Garden & Outdoor Living and is centered around helping customers create the living spaces of their dreams.

# Who Attends

ABC HOME FURNISHING  
ABERSONS  
**ALTAR'D STATE**  
AMERICAN EAGLE OUTFITTERS  
**ANTHROPOLOGIE**  
ARRAY HOME  
**ARUBA MARRIOTT**  
**AUGUSTA TWENTY**  
BABIES R US – AMERICAN DREAM  
**BALSAM HILL**  
**BANDOS**  
**BARNES & NOBLE**  
BELLACARA  
BLICK ART MATERIALS  
**BLOOMINGDALE'S**  
BOCA RATON MUSEUM OF ART  
BOSTON MUSEUM OF FINE ARTS  
BROOKLYN ZOO NY  
**BRYANT PARK CORPORATION**  
BURLINGTON COAT FACTORY  
BUTTERFIELD MARKET  
CAILINI COASTAL  
**CAMP**  
**CANVAS HOME**  
CARNEGIE MUSEUM OF ART  
CASABLANCA  
**CATBIRD NYC**  
**CELADON HOME**  
COPLON'S  
**CRATE & BARREL**  
DIVING CAT STUDIO/GALLERY  
DOMOV ID  
DRUG MART  
**DYLAN'S CANDY BAR**  
DYPHOR LLC  
ECHO NEW YORK  
ELIS MANHATTAN  
ELIZABETH STUART DESIGN

**ESTEE LAUDER**  
**EVENT NETWORK INC.**  
EXIT9 GIFT EMPORIUM  
**FAHERTY BRAND**  
FANATICS  
FAO SCHWARZ  
**FIVE BELOW**  
**FOOD52**  
FOTOGRAFISKA  
FRAGRANCENET.COM  
**FRED SEGAL**  
**FREE PEOPLE**  
**GALLERY Z**  
GOGOTECH, INC.  
GOOD NEIGHBOUR  
GRAYSON STYLE & HOME  
HAMILTON JEWELERS  
**HOMENATURE**  
**HUMBOLDT HOUSE**  
ICE CREAM & SHOP(PE)  
**INDIGO BOOKS US**  
ISASBELLA  
**IT'SUGAR**  
JAO BRAND  
JAYSON HOME  
JAZZ AT LINCOLN CENTER  
**JUNG LEE NY**  
KARN KANE  
KINOKUNIYA BOOKSTORE  
**L'OREAL USA**  
**LANDRY'S INC.**  
LESTERS  
**LIBERTY OF LONDON**  
LIBRAIRIE RENAUD-BRAY INC.  
LOCKWOOD  
LOFT  
LONDON JEWELERS  
**LORD & TAYLOR**

**M&M DESIGN INT'L**  
MAARIBU  
**MACY'S INC.**  
**MADE TRADE**  
**MAGNOLIA MARKET**  
MANGIA NYC  
MCNALLY JACKSON BOOKS  
**MICHAEL'S STORES INC.**  
**MOCHI KIDS**  
MODA OPERANDI  
MODERN STATE  
**MOMA DESIGN STORE**  
**MUSEUM OF ARTS AND DESIGN**  
MUSEUM OF NATURAL HISTORY  
NBC UNIVERSAL  
**NEWTW!ST**  
**NIC+ZOE**  
OCCASIONETTE  
OH! NUTS  
OK  
**OMNI HOTELS & RESORTS**  
PIQ  
**PAPER SOURCE**  
PAPER TWIST  
PAPERLESS POST  
**PARTY CITY**  
PINK CHICKEN  
PINK OLIVE  
POSMAN BOOKS  
**QVC**  
ROCK AND ROLL HALL OF FAME  
ROSS STORES, INC.  
**SAKS FIFTH AVENUE**  
SALT & SUNDRY  
SAN DIEGO MUSEUM OF ART  
SCULLY & SCULLY  
SEDONI GALLERY  
**SEED PEOPLE'S MARKET**

**SF MOMA MUSEUM STORE**  
**SHISEIDO COSMETICS AMERICA**  
**SILVERADOJEWELRY GALLERY**  
SKIN SPA NEW YORK  
SLOANS  
**SPENCER GIFTS**  
**ST. FRANK**  
**STAPLES**  
**STARBOARD CRUISE SERVICES**  
**STARBUCKS COFFEE COMPANY**  
**STARR RESTAURANTS**  
**TAKASHIMAYA**  
**TARGET CORPORATION**  
**TERRAIN**  
**THE ARTISANS**  
**THE BREAKERS HOTEL**  
**THE CITIZENRY**  
**THE CONSERVATORY NYC**  
**THE CONTAINER STORE**  
**THE JILLY BOX**  
**THE NATL GEOGRAPHIC SOC.**  
THE NEW STAND  
**THE WALT DISNEY COMPANY**  
THERAPY STORES  
THREADWELL  
**TJX COMPANIES**  
**TWIST**  
**UNCOMMON GOODS**  
**URBAN OUTFITTERS**  
**VINEYARD VINES**  
**WALMART**  
**WEST ELM**  
**WHOLE FOODS MARKET**  
**WILLIAMS SONOMA**  
WOO SKINCARE AND COSMETICS  
**WORLD MARKET**  
ZITOMER  
ZOLA

## HOSTED BUYER PROGRAM

This Summer, we'll invite 100 buyers from top retail institutions to join us at NY NOW. Participants will receive a free stay, plus plenty of exclusive perks and amenities throughout the market. In return, our Hosted Buyers will commit to deeper engagement onsite through facilitated meetings, section tours, and networking events



# What Our Partners Are Saying

## EXHIBITOR

"What we need is the variety of buyers—the specialty toy boutiques, the museum buyer, and the gift shops—and the beauty of NY NOW is getting to connect with all three in the same place!"

OWNER, UNICHE COLLECTIVE

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## INCUBATOR EXHIBITOR

"As a small brand, we felt like the Bulletin Incubator was exactly where we needed to be. It's priced in a way we can handle, and having the extra support from the Bulletin staff was really necessary for us!"

FOUNDER, ORDINARY HABIT

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## ATTENDEE

"This is my third day here and I still haven't been able to see everything... If you're a buyer that's just looking for jewelry, there's so much here to choose from. If you're looking for gifts or accessories, you can find anything that you ever needed."

OWNER, GO EASY SHOP

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## PRESS

"Any and every fashionista, influencer and trendsetter knows that NY NOW is both next level and cutting edge. It's your vital resource for spotting trends of what's new and next! It's truly your go-to for new and emerging brands."

FLOSS MAGAZINE

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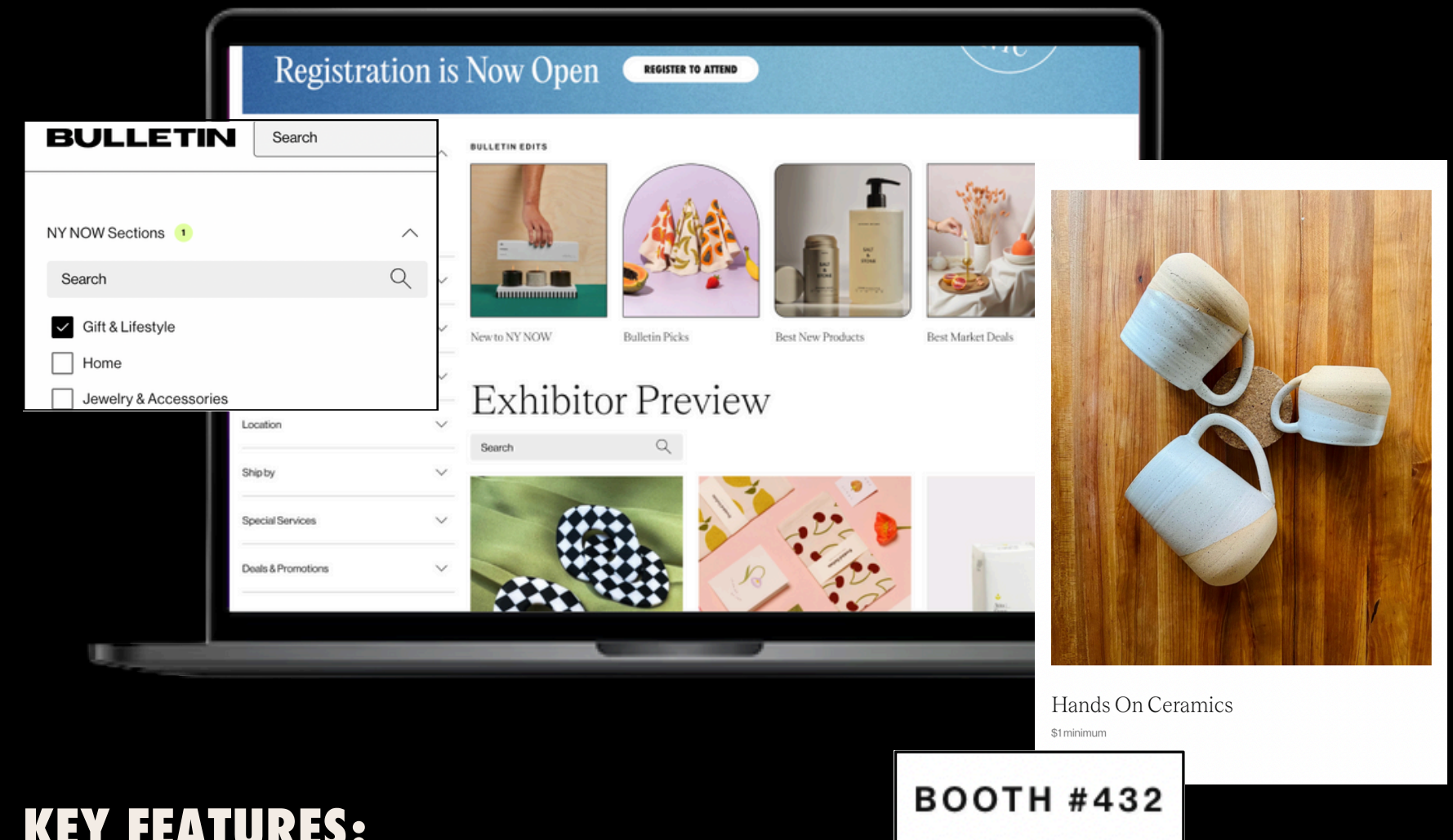
# **NY NOW** Online

Our mission is to revolutionize the wholesale industry by combining the strengths of in-person events with an online marketplace to provide a seamless hybrid experience for buyers and brands.

Included in every booth package is a \$425 membership for NY NOW Online, our dedicated online directory and wholesale marketplace.

NY NOW Online provides exhibitors with a virtual storefront with e-commerce functionality, a dedicated market directory, plus tools to increase connections with buyers year-round.

Since NY NOW Online is built directly into Bulletin's marketplace, exhibitors benefit from added exposure in front of 40,000+ retailers shopping online. All parties gain unique advantages from our hybrid experience, fostering innovation and growth across the board.



## **KEY FEATURES:**

**Market Directory:** A comprehensive commerce-enabled directory of our exhibitors, providing buyers with information about brands, their products and price points and NY NOW booth number. [Click here to view.](#)

**Commission:** We offer REDUCED COMMISSION RATES for all orders placed from contract signing through 8/31/24 for the Summer 2024 Market: 12% on new orders, 8% on reorders, and 0% on referrals AND 0% during market days, 8/4-8/7. Plus, we handle all invoices!

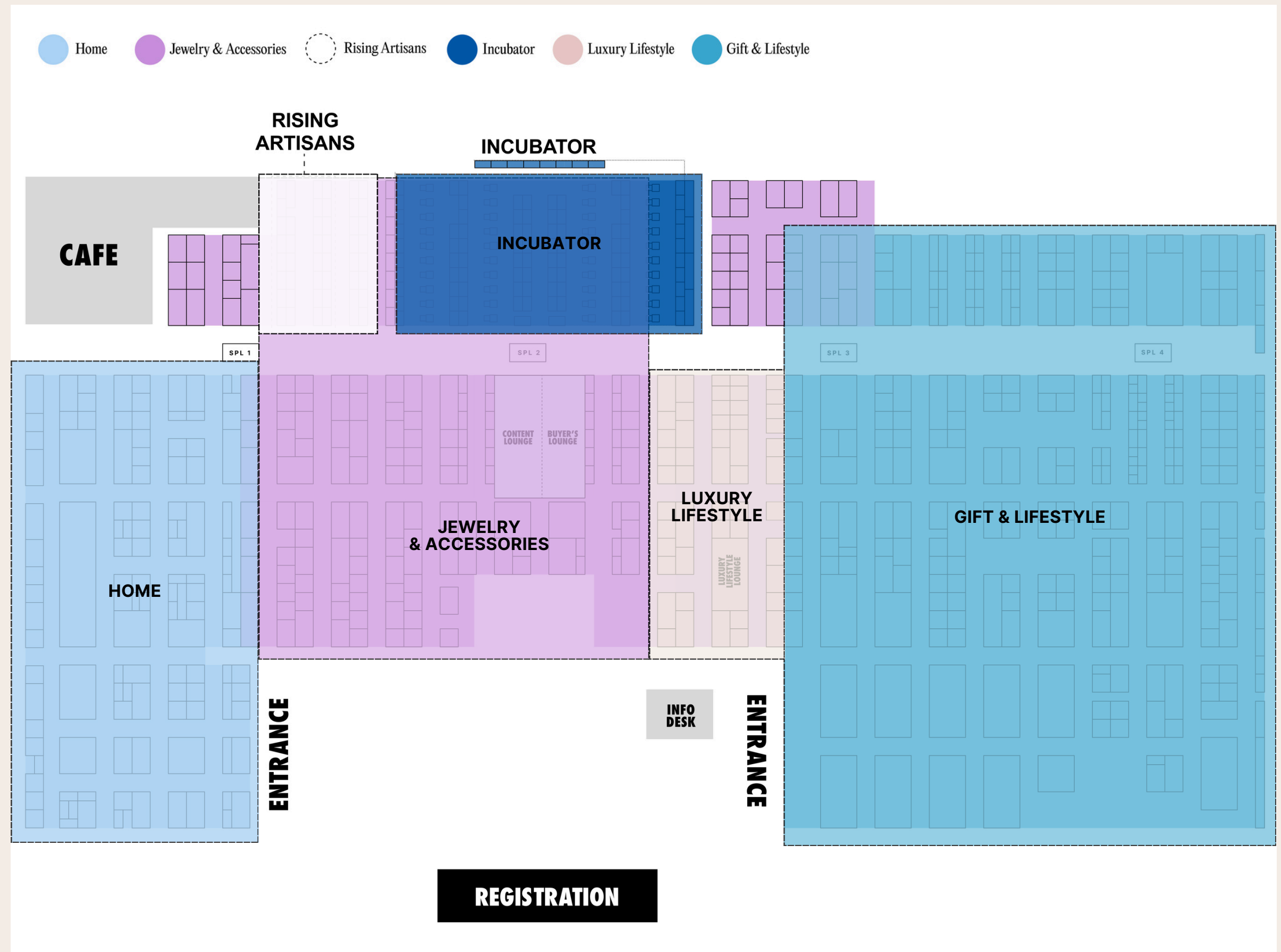
**FOR MORE INFORMATION, [CLICK HERE](#)**



# Market Destinations

In addition to our three core categories, NY NOW has built “Market Destinations” that cater to your aspirations and allow you to build even stronger connections within our close-knit community. Think of these as smaller communities within our main expos. Participation for each program is based on application only.

Here’s a taste of how Destinations fit into our show floor. More info on the next slide.



# Market Destinations

## 01 NY NOW Incubator

This program helps emerging designers and makers (<5 years old) launch and grow their wholesale businesses by providing a more hands-on market experience, as well as more accessible booth package rates. **CLICK HERE to learn more and apply.**

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## 02 Rising Artisans

This program is dedicated to showcasing the newest sustainable designers and global artisans, providing exclusive 1x1 coaching by an industry expert to help maximize market success. Through webinars, guidance, and more, participants gain an understanding into how to shape their product collections, marketing materials and booth displays to attract buyers and get orders. **CLICK HERE to learn more and apply.**

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## 03 Luxury Lifestyle

Offering an elevated aesthetic and a visual landscape of curated designers, the Luxury Lifestyle neighborhood at NY NOW has always been an event standout. Attendees praise the timeless elegance of exhibitors' exquisite drop earrings, intricate statement pieces, precious gems in vibrant colors, textured mixed metal, and so much more. **CLICK HERE to learn more and apply.**

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## 04 International Pavilions

By visiting our International Pavilions, buyers are able to step into a global marketplace of creativity and culture. Through this program, artisans from every corner of the world converge to showcase their exquisite crafts, unique designs, and traditional treasures within these dedicated country-specific pavilions. **CONTACT INDIRA FRANCA to apply.**



# Event Content

## DELIBERATE PROGRAMMING TO EDUCATE AND INSPIRE



### 01 Panels & Workshops

Each market, we put together a series of thought-provoking panels featuring industry experts, trendsetters, and visionaries, providing you with a deeper understanding of the ever-evolving market landscape.

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### 02 Activations

Listening and learning at panels and workshops is crucial, but what about learning how some of our incredible brands make their products, or celebrating together with a toast?! Participate in interactive showcases and live demos led by skilled artisans, raise a glass with your fellow exhibitors at our happy hours, and more.

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### 03 Tours & Presentations

Led by industry insiders, our tours provide expert commentary and context, revealing the stories behind the products and the inspirations that drive their creators.

# Press & Media Coverage

Prepare to create lasting buzz for your brand at NY NOW, where esteemed members of the press converge to witness industry innovation firsthand. With over 400 top-tier media and press representatives from a diverse array of publications, including trade, business, fashion, design, wellness, and mainstream media outlets, your product debut is destined to be the talk of the town.



BUSINESS OF HOME



REAL SIMPLE



Earnshaw's



THE INDEPENDENT HANDBAG DESIGNER AWARDS

Forbes



The New York Times



ADWEEK



HFN



gossamer

THRIVE GLOBAL

cheddar news

WWD

INTERIOR DESIGN

Better Homes & Gardens



HEARST

NY NOW IN THE NEWS HERE



# Summer 2024 Market Packages & Pricing



# Recommendations from Our Team

Before we get to the package breakdown, here are some suggestions for consideration when making your selection.

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- All packages are not available in all show floor sections.
  - Corner Premiums are available for \$615 per corner. Requests are based on a first come, first served basis due to limited availability.
  - Availability for 5x10's is extremely limited.
  - Larger booth sizes are available. Please inquire for pricing.
  - We do not permit substitutions for any booth package.
  - Due to our specialized curation and merchandising efforts to ensure you the best possible position on our show floor, booth numbers are subject to change.
  - Featured in every booth package is a \$425 membership fee for NY NOW Online, our dedicated online directory and wholesale marketplace. Rates are included in package cost.
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## **PACKAGE TYPE OPTIONS (BROKEN DOWN ON NEXT SLIDES)**

- Raw
  - Pipe & Drape
  - SMT
  - Veloce Basic
  - Veloce Advance
-



# Raw Space and Pipe & Drape Packages

These simple packages\* offer a streamlined and budget-friendly option, ideal for exhibitors seeking a clean, minimalist setup. Perfect for those just starting out, anyone prioritizing a cost-effective solution, and/or brands who have a custom booth setup, these packages provide a blank canvas for your creativity.

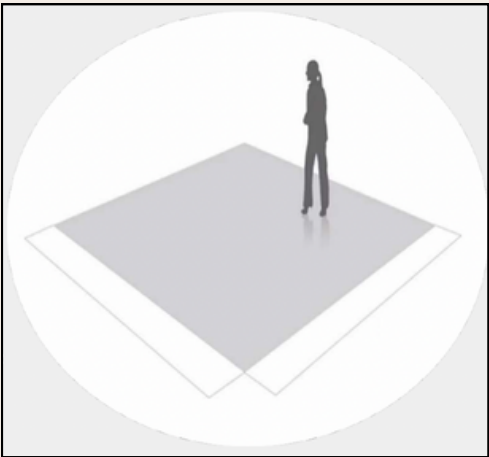
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## Raw Space 10x10

**Late: \$5,675**

Does not include any carpet, identification sign, or furniture.

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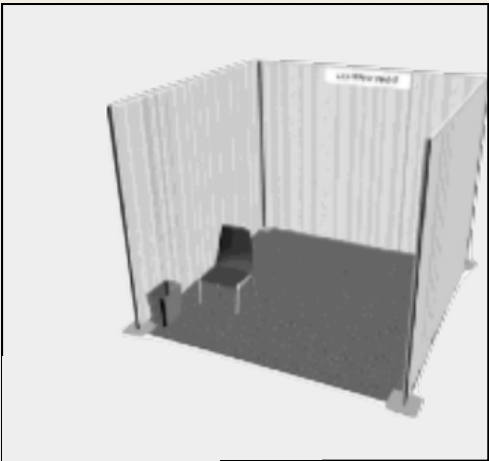
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## Pipe & Drape 10x10

**Late: \$6,025**

Includes 8' high white drape along all back and side walls.

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\*Please note that these packages have limited availability and locations on the show floor.

# SMT Packages

Big news – we're introducing this brand new Stretch Fabric Booth Package offering at Summer 2024 Market for the first time! A major advantage is that **exhibitors are able to CUSTOM PRINT the backdrop wall** – and it's reusable, too.

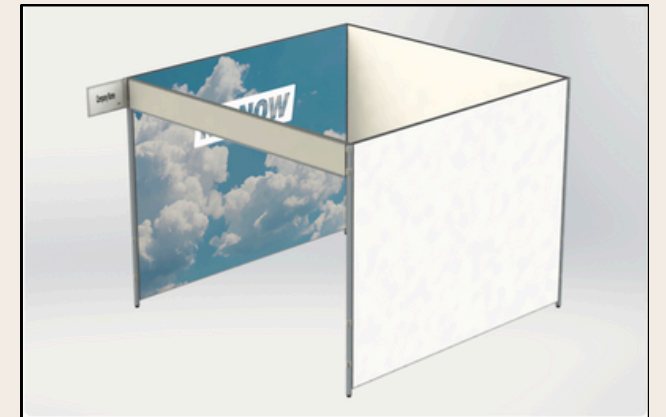
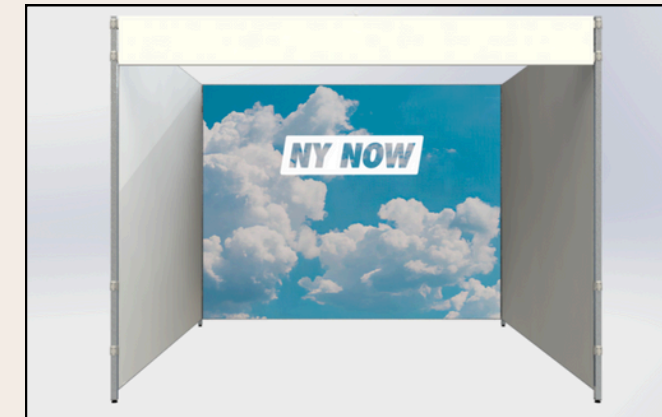
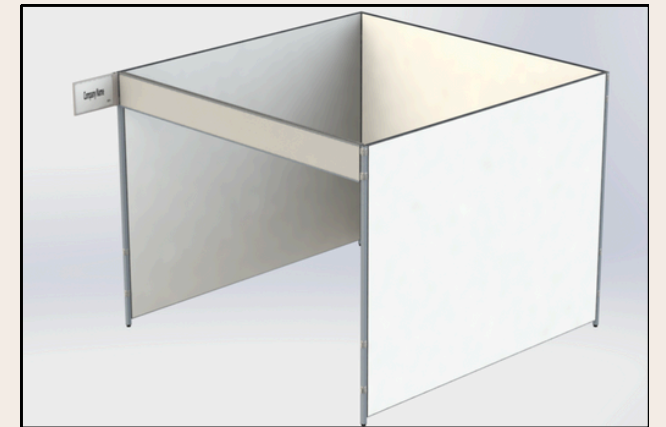
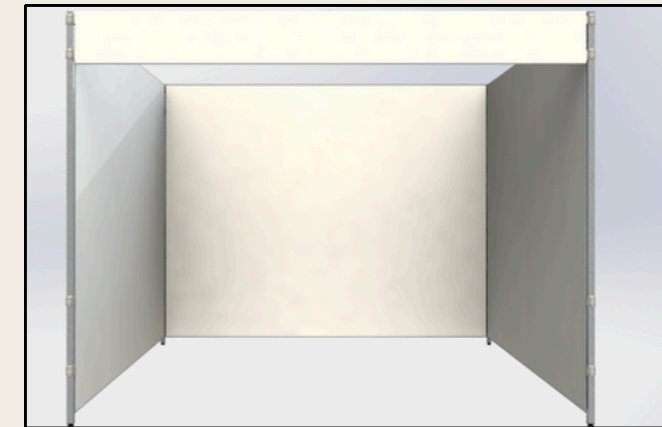
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## Inline Fabric Booth 10x10

**Late: \$6,525**

Custom Print Your Wall(s):

- Available for each Fabric 10×10 space
- Freeman Printing Price includes labor to install and dismantle
- Graphics printed directly to Stretch Fabric material



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\*Please note that these packages do not include carpet.

# Veloce Basic Packages

Veloce Fascia exhibitors are provided with a Veloce hard wall with fascia system, consisting of poplar plywood (painted white) panels white wooden framework including a front crossbar, and a double-sided street sign with company name and booth number. Booth configurations vary for this type of booth package.

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## Veloce Basic Hard Wall 10x10

- Fascia / Track Lighting

**Late: \$7,925**

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Please note that this is a corner booth rendering. Corner booths are limited, and have a \$615 fee.

Inline booths have 3 walls.

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## Veloce Basic Hard Wall 5x10

- No Fascia / No Track Lighting
- Parcan Lighting

**Late: \$4,475**

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# Veloce Basic Packages Cont'd

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## Veloce Advance\* Hard Wall 10x10 and 5x10

**Late 10x10: \$8,425**

**Late 5x10: \$4,975**

OUR ADVANCE\* HARD WALL PACKAGES include the option to select one of following upgrade options:

- **DISPLAY:** Shelf Unit - Double with (4) Shelves in white; 64" W x 11.5" D x 65.6" H; (2) Limerick Chairs
- **HEIGHT:** Shelf Unit - Double with (3) Shelves in white - 45" W x 14" D x 85" H; (2) Limerick Chairs
- **STORAGE:** White Cabinet, 1m x .5m x 1m; (1) Limerick Stool
- **CHAT:** (1) 30" Round Bar Table; (1) Limerick Stool

**DISPLAY**



**HEIGHT**



**CHAT**



**STORAGE**



Please note that 5' depth booth packages will have 1 parcan instead of track.

# What's Included in Our Packages





	VELOCE HARD WALL (10x10) \$7,925	VELOCE HARD WALL (5x10) \$4,475	VELOCE ADVANCED HARD WALL( 10x10) \$8,425	VELOCE ADVANCED HARD WALL (5x10) \$4,975	SMT (10x10) \$6,525	PIPE & DRAPE (10x10) \$6,025	RAW SPACE (10x10) \$5,675
BOOTH STRUCTURE	(3) Walls, white wooden panels 10' W x 10' D x 8' H	(3) Walls, white wooden panels 10' W x 5' D x 8' H	(3) Walls, white wooden panels 10' W x 10' D x 8' H	(3) Walls, white wooden panels 10' W x 5' D x 8' H	(3)Walls, white fabric panels 10' W x 10' D x 8' H	(3)Walls, white drape panels 10' W x 10' D x 8' H	X
FURNITURE	(1) Chair (1) Waste Basket	(1) Chair (1) Waste Basket	(1) Chair (1) Waste Basket (Includes 1 of 4 available furniture upgrades)	(1) Chair (1) Waste Basket (Includes 1 of 4 available furniture upgrades)	(1) Chair (1) Waste Basket	(1) Chair (1) Waste Basket	X
ID SIGN	Double-sided with name and booth number [17" W x 11" H]	Double-sided with name and booth number [17" W x 11" H]	Double-sided with name and booth number [17" W x 11" H]	Double-sided with name and booth number [17" W x 11" H]	Double-sided with name and booth number [17" W x 11" H]	Basic booth sign	X
LIGHTING	Track lighting with 4 LED bulbs & electricity to power lights	1 ParCan & electricity to power lights	Track lighting with 4 LED bulbs & electricity to power lights	1 ParCan & electricity to power lights	Track lighting with 4 LED bulbs & electricity to power lights	X	X
CARPET	Included	Included	Included	Included	X	X	X
FASCIA	Included	X	Included	X	Included	X	X
DRAYAGE	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments



# The NY NOW Incubator

The **NY NOW Incubator** helps **emerging brands (under 5 years old)** launch and grow their wholesale businesses by providing a more hands-on market experience, as well as more accessible booth package rates.

We also launched our inaugural **Emerging Fine Jewelry Designer Incubator** at Winter 2024 Market (which we've rebranded as **CURATED at Luxury Lifestyle** for Summer 2024): an initiative poised to elevate emerging talent in the realm of luxury.

The goal of these programs is to infuse NY NOW's already diverse offering with newness and to nurture exceptional talent, ushering in the next generation of exhibitors.

**Our 2023 markets hosted a total of 430 Incubator brands across our three core categories.**



## EXHIBITOR REQUIREMENTS

- 01 1–5 years in business: ideally new-to-market with innovation as the focus of the brand
- 02 Have never exhibited at NY NOW

**APPLY TO JOIN OUR INCUBATOR**

# Incubator Package Options

	HARD WALL BOOTH LATE	LARGE TABLE LATE	SMALL TABLE LATE
BOOTH SPACE OR TABLE STRUCTURE	5' x 8' (Wall Dimensions: 3.2' x 8')	WHITE WOODEN BASE 47.2" W x 47.2" D x 31.5" H	WHITE WOODEN BASE 39.4" W x 19.7" D x 31.5" H
FURNITURE	(1) SHELF: 45" W x 14" D x 85" H* (1) TABLE: 39.7" W x 23.6" D x 28.7" H (1) WHITE CONTOURED CHAIR	(1) STOOL	(1) STOOL
ID SIGN	DOUBLE-SIDED WITH NAME & BOOTH NUMBER	ONE-SIDED WITH NAME & BOOTH NUMBER	ONE-SIDED WITH NAME & BOOTH NUMBER
DRAYAGE	SHOWSITE MATERIAL HANDLING FOR PALLETIZED OR CRATED SHIPMENTS	SHOWSITE MATERIAL HANDLING FOR PALLETIZED OR CRATED SHIPMENTS	SHOWSITE MATERIAL HANDLING FOR PALLETIZED OR CRATED SHIPMENTS
CARPET	✓	✓	✓
LIGHTING	(3) TRACK LIGHTS: HALOGEN FIXTURE	X	X

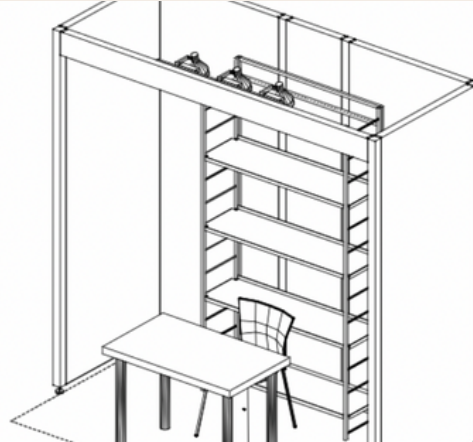
LATE PRICE

\$3,525

\$3,000

\$2,150

HARD WALL



LARGE TABLE



SMALL TABLE



- Things to note for TABLES:
- Product display is limited to only the table surface
  - You may include a removable decal on the the front or sides of the table
  - You cannot paint the table

# FAQ

## IMPORTANT DATES

Summer 2024 Market Dates:  
Sunday, August 4 – Wednesday, August 7

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**June 29, 2024**  
NY NOW Late Entry Pricing activates

**July 19, 2024**  
Contract Deadline

## USEFUL RESOURCES

- [Exhibitor Services Manual](#)
- [Incubator Exhibitor Services Manual](#)
- Please visit our Exhibitor [Help Center](#) for all event related information.
- Explore options for booth furnishings and accessories [here](#).
- Browse our [Exhibitor Tools page](#) for everything you could possibly need to feel ready to sell, learn, connect, and have your best market.

## Service Provider Discount Deadlines

**July 3, 2024**  
Increase on advanced rate ordering through Freeman

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**July 3, 2024**  
Increase on advanced rate ordering through Javits



# Sponsored Feature Opportunities

Sponsorship provides a unique opportunity to position your brand in front of 50,000+ premium, qualified retailers and 5,000+ fellow brands across our NY NOW and Bulletin communities.

For our Summer 2024 Market, we're proud to offer a wide variety of opportunities to promote your brand, engage attendees, and maximize exposure at the market. Options range from **FREE FEATURES** to investing in premium placements bag inserts, digital ads, large format signage, a dedicated brand spotlight email, and so much more. Submit your images to our [Feature Request Form](#) for FREE marketing opportunities, and browse our Summer 2024 sponsorship options [here](#).

\$275

Dedicated email footer, featuring 1 brand





BRAND SPOTLIGHT

This brand has been designing beautiful, ethically-sourced home goods from around the world for over 15 years. Each of their products was crafted by a pair of hands before finding itself in yours.

\$315

Brand spotlight email, featuring no more than 4 brands

NY NOW

Meet the Brands

Our Winter 2024 Market is fast approaching! Here's a spotlight on three of our incredible confirmed exhibitors. Register now to shop them in-person in February, plus click through to their virtual storefronts to shop online.

REGISTER NOW →

ShoreBags  
CHESTERTON

Female Founded Sustainable Ethically Produced AAPI Owned Minority-Owned



Made from sustainable raw materials in our family factory, ShoreBags's mission is to help reduce the amount of single-use plastic in the environment and empower local communities. They believe in ethical and fair manufacturing practices, transparent supply chains and creating bags that reflect the best in functionality and eco-fashion..

LEARN MORE

Nuebiome  
LANDSDOWNE

Clean Ingredients Sustainable Black Owned Made in the US Gives Back LGBTQ+ Owned



Nuebiome is a microbiome-inspired skincare brand that harnesses the power of bioferments to create clean, scientifically-formulated products. Their revolutionary triple bioferment blend is designed to promote long-term skin balance and well-being. By prioritizing the skin's microbiome, Nuebiome aims to develop products that optimize your skin's natural harmony and health.

LEARN MORE

See you on the  
show floor for our  
Summer 2024 Market!

CONTACT

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[@NY\\_NOW](#) | [@BULLETIN.CO](#)

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