

SUMMER MARKET: AUGUST 4-7, 2024

# 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 our partners. We aim to bring together buyers, brands, and event organizers in a community that benefits from the unique advantages of each platform, fostering innovation, growth, and success for all parties involved.

As a **NY NOW** brand partner, you're joining the future of wholesale commerce and becoming part of a thriving community of small businesses, empowered by the strength of their connections.

## MEMBERSHIP DETAILS →

Each booth package for Summer 2024 Market boasts an additional benefit: membership to **NY NOW ONLINE**, our integrated wholesale platform that's powered by Bulletin (\$425 fee).

## THIS DIGITAL MEMBERSHIP HELPS BRANDS TO:

### Connect with More Buyers

Our commerce-enabled **MARKET DIRECTORY** allows NY NOW buyers to discover your products before, during and after the show. Hello, added exposure!

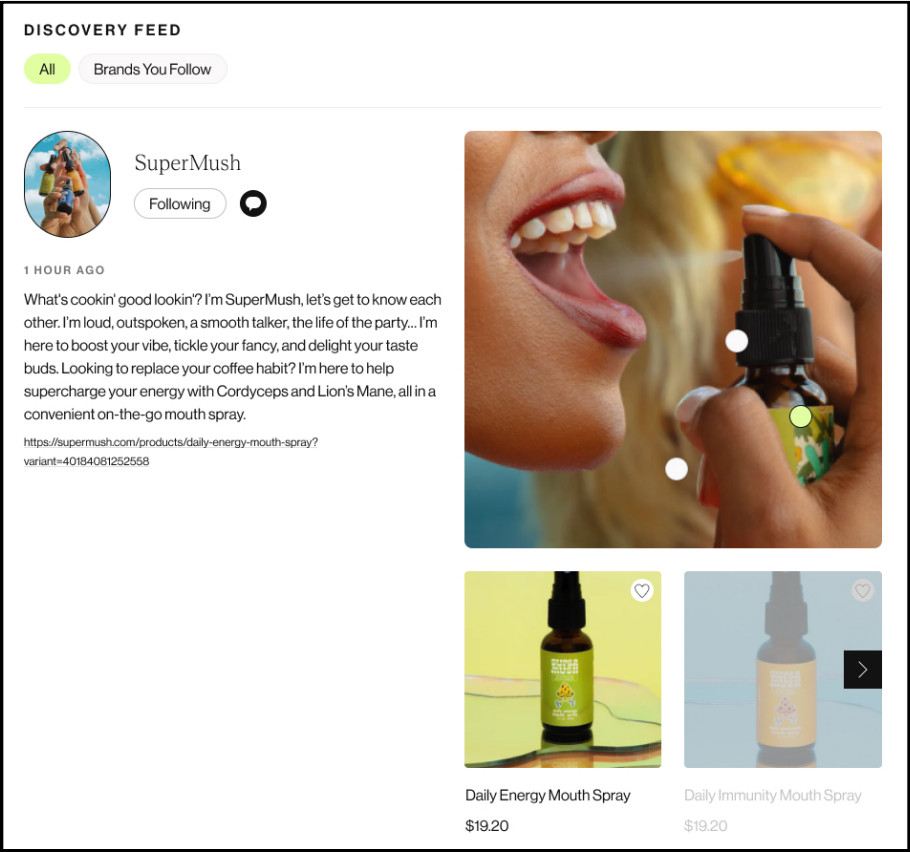
Exhibitors receive a content-rich **BRAND PROFILE**, allowing buyers to get to know your brand and explore your full product catalog with ease.



Bulletin's **RECOMMENDATIONS** functionality matches you with retail partners based on price point and category.

### Build Relationships, Stay in Touch

Bulletin's **MESSAGING** functionality allows you to contact buyers who have placed an order with you or have sent you a message. Chat about orders or make a plan to meet up at the event!



Bulletin's **DISCOVERY FEED** is a live social feed where buyers can see any new products you've launched or promos you're running.

### Increase Your Orders, Get Paid Quickly

Bulletin's wholesale marketplace is fully commerce-enabled, meaning buyers can easily fill their carts and check out.

**NET-15 PAYMENT TERMS** means that Bulletin pays brands directly within 15 days of order fulfillment.

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!

Bulletin encourages **LARGER ORDERS** through extending Net Terms and generous credit limits to qualified buyers.

