



**NYC'S PREMIER WHOLESALE  
EVENT & MARKETPLACE**

**AUGUST 4-7, 2024**

JAVITS CENTER, NYC

# Sponsorship Opportunities

**SUMMER MARKET 2024**

[NYNOW.COM](https://nynow.com)

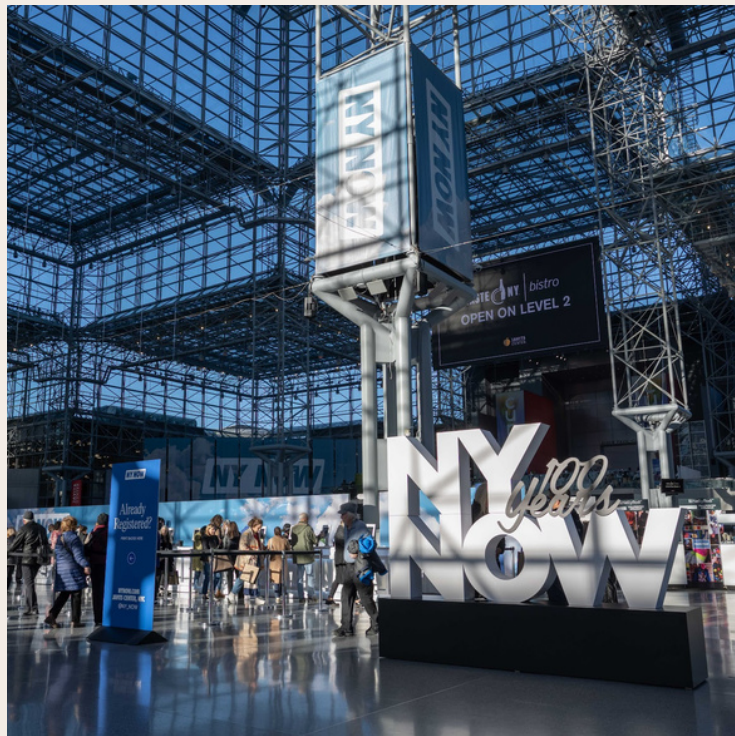
# Elevate Your Presence at NY NOW

As the premier gift, home, and accessories market, NY NOW serves as the epicenter for brands seeking game-changing connections that supercharge their businesses.

More than your average trade show, our dynamic platform unites prestigious buyers with emerging and legacy exhibitors, creating an environment where timeless bestsellers and the next big thing seamlessly coexist. With a legacy of trust, NY NOW has become the go-to destination for retailers in search of quality, diversity, and unparalleled networking opportunities.

**Now, imagine elevating your brand's presence in this incredible environment through strategic sponsorship.** By aligning your company with our esteemed event, you gain exclusive access to a premium audience of 50,000+ retailers and 5,000+ brands across the NY NOW and Bulletin communities.

For the upcoming Summer 2024 Market, we're thrilled to unveil a spectrum of sponsorship opportunities designed to amplify your company's visibility, outlined in this deck. Seize the chance to position your brand at the forefront, captivate the attention of engaged industry leaders, and maximize exposure in a way that resonates long after the event concludes.



# Email Opportunities

Stand out in a **BRAND SPOTLIGHT EMAIL** to our buyer community, featuring your bio, brand values and beautiful imagery from no more than four brands.

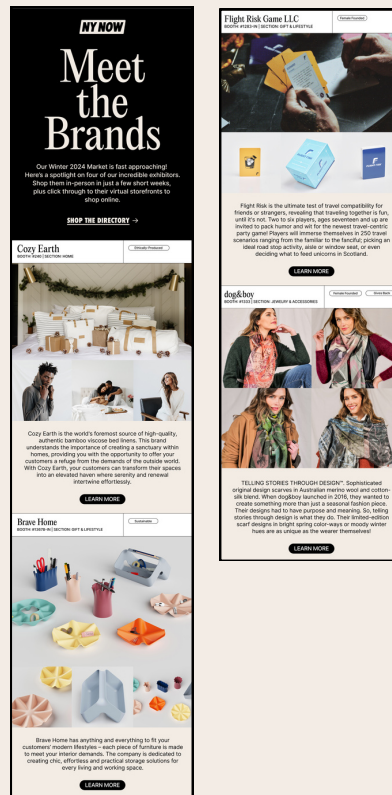
Embrace your solo feature moment in a **BRAND SPOTLIGHT FOOTER**, dedicated to one brand only.

If it's our brand community to which you're interested in speaking, promote your services in our **BRAND E-NEWSLETTER**, chock full of educational content for our small to medium business community.

**BROWSE THE SPONSORSHIP GALLERY**

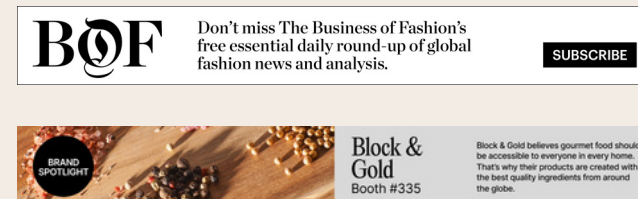
**\$315**

Brand  
Spotlight  
Email



**\$275**

Dedicated  
Email Footer



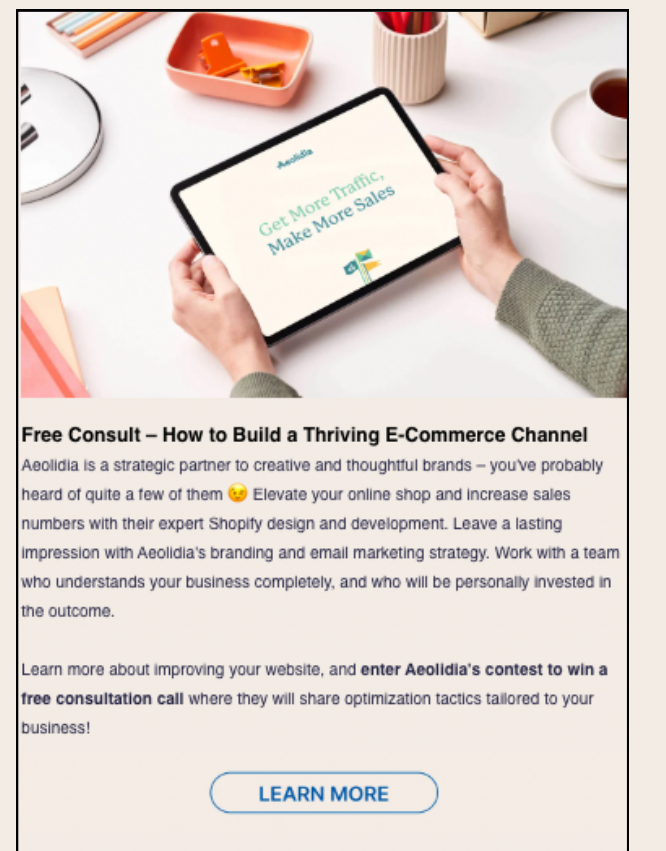
**\$400**

E-Newsletter  
Feature



**\$1575**

E-Newsletter  
Takeover



SPONSORED  
BY  
AEOLIDIA

# Web Opportunities: Featured Placements

Go big with a **WEBSITE HERO SLIDER** (1-week flight) on NY NOW’s homepage. This slider is the first set of imagery that website visitors will see!

Bask in the glory of a month-long **PRODUCT SPOTLIGHT FEATURE** on our homepage. This rotating section features 8 brands total, and links out to your page on NY NOW Online.

**BROWSE THE SPONSORSHIP GALLERY**

**\$775**  
Website Hero  
Slider



**\$315**  
Product Spotlight  
Feature



# Web Opportunities: Ad Banners

Different from our featured website placements, these banners are additional to the content that already lives on our website.

Put your best foot forward with one of these week-long banners.

- **STANDARD LEADERBOARD AD UNIT (bottom)**
- **SUPER LEADERBOARD AD UNIT (top)**
- **WEBSITE BILLBOARD AD UNIT**

Alternatively, consider a biweekly **JUMBOSTITIAL AD UNIT**, captivating visitors with a pop-up that commands attention.

**BROWSE THE SPONSORSHIP GALLERY**

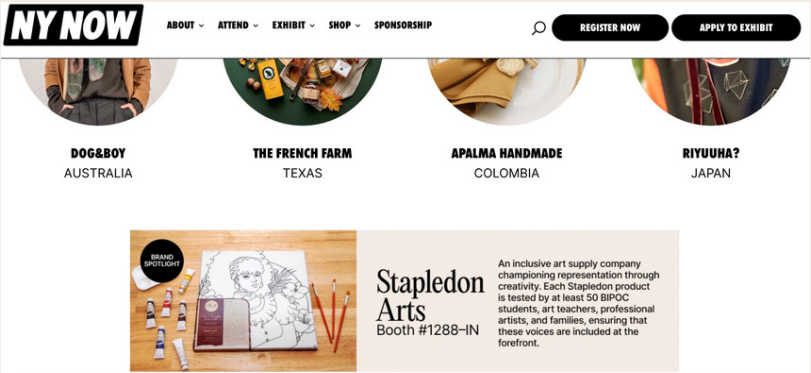
## \$275 Standard Leaderboard Ad Unit



## \$600 Super Leaderboard Ad Unit



## \$400 Billboard Ad Unit



## \$415 Jumbostitial Ad Unit



# Onsite Opportunities

Get your product in the hands of buyers with a **VIP ATTENDEE GIFT**. After perusing the display in our Gifting Suite, VIP buyers are able to curate their own tote bags, filled with your goodies.

Food & beverage brands, consider a **BUYER'S LOUNGE FOOD SAMPLING** (suggested quantity: 150-200 per day) as the best opportunity for you!

Showcase your products in high-volume traffic areas of Javits with a **DISPLAY KIOSK**. Each kiosk is well-lit and includes two shelves to display product.

Leave a lasting impression on attendees with a **SHOW BAG CO-SPONSORSHIP\***! You'll be featured as an official market co-sponsor, with your logo front & center on our tote.

[BROWSE THE SPONSORSHIP GALLERY](#)

**\$275**

VIP Attendee Gift



**\$275**

Buyer's Lounge  
Food Sampling



**\$1900**

Display Kiosk



**\*INQUIRE ABOUT PRICING**

Show Bag  
Co-Sponsorship



# Onsite Opportunities: Signage

Get your brand out there as a **DIGITAL SIGNAGE SPONSOR**, with prominently featured video (no sound) or graphics rotating on ~4 screens during market days.

Elevate your booth with a **PRINTED METERBOARD** (single or double-sided), where you can showcase more info about your brand.

Make a great, not-to-be-missed first impression with our 24x24 **FRONT DOOR DECALS**, displayed on the entrance doors.

[BROWSE THE SPONSORSHIP GALLERY](#)

**\$1250**

Single-Sided  
Meterboard

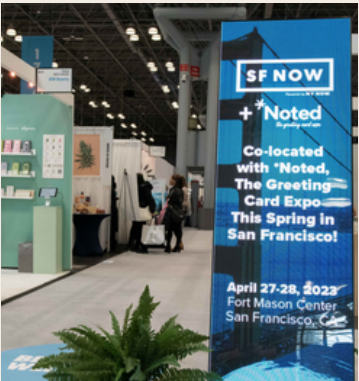
**\$1850**

Double-Sided  
Meterboard



**\$5250**

Digital Signage  
Sponsor



**\$5250**

Front Door  
Decals (15)



# Printed Directory Opportunities

Go big with one of our most coveted sponsored opportunities: a feature in our Printed Directory.

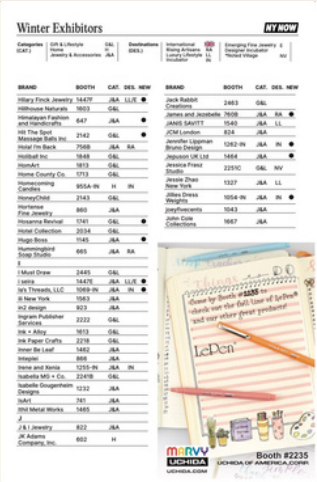
Opt for a **QUARTER-PAGE** or **HALF-PAGE AD** for major impact. Even in these smaller formats, every attendee will see your gorgeous brand imagery and booth number.

Make a bold statement with a **FULL-PAGE AD**, ensuring your brand commands attention.

Similarly, secure a prominent spot on the **FRONT OR BACK INSIDE COVER** for enhanced visibility and the ultimate lasting impression.

[BROWSE THE SPONSORSHIP GALLERY](#)

**\$350**  
1/4 Page Ad



**\$450**  
1/2 Page Ad



**\$750**  
Full Page Ad



**\$1450**  
Front or Back Inside Cover



# Traffic-Driving Activation

## PRICING BASED ON PACKAGE

Attract and engage potential new customers with a fun and memorable attendee experience. This activation will not only be front and center for all to enjoy, but will also serve to share your brand story and unique product offering right on our show floor. Customizations available.

## OPTIONS\*

01 Espresso Bar

02 Smoothie Cart

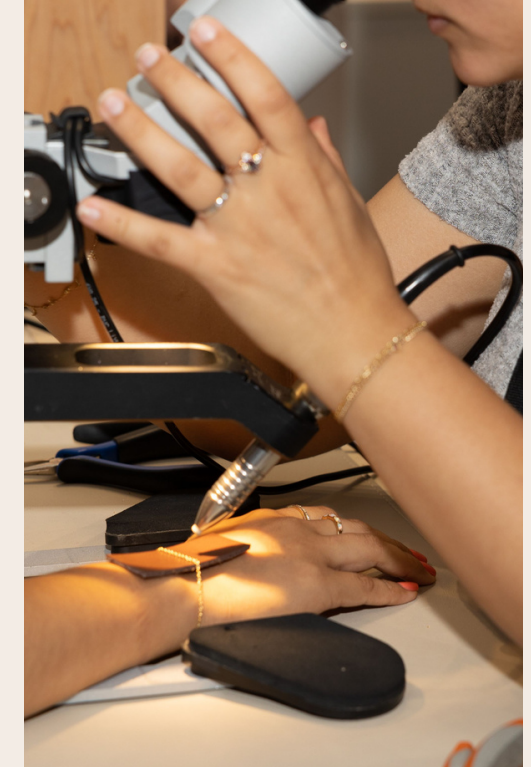
03 Popcorn Stand

04 Ice Cream Cafe

05 Digital Graffiti Wall

06 Permanent Jewelry

\*We can customize any sponsorship and activation to meet your brand's business needs



# Press & Buyer's Lounge

**BASE COST\*: \$42,000**

Position your company in front of key retailers and press by taking over our exclusive Buyer's Lounge. Featuring a modern, sleekly-designed space with an elevated food and beverage experience, the NY NOW Buyer's Lounge offers our 10,000+ attending retailers a key place to network, work, and rest, all while enjoying high-end amenities such as a full service espresso bar and artisanal snacks. Sponsorship includes signage and an opportunity to provide a takeaway or gift. Complete customization of the space and design is available.



# Happy Hour

**BASE COST\*: \$22,500**

Elevate energy and get attendees mingling directly with your brand by sponsoring a happy hour during NY NOW. These receptions can take place in any section of the show floor or in our Incubator. Wine and Beer, Champagne toast, or mixology options and lite bites available.

\*Option to bring co-sponsors on board for these networking opportunities.

**[BROWSE THE SPONSORSHIP GALLERY](#)**



# Sponsorship Packages

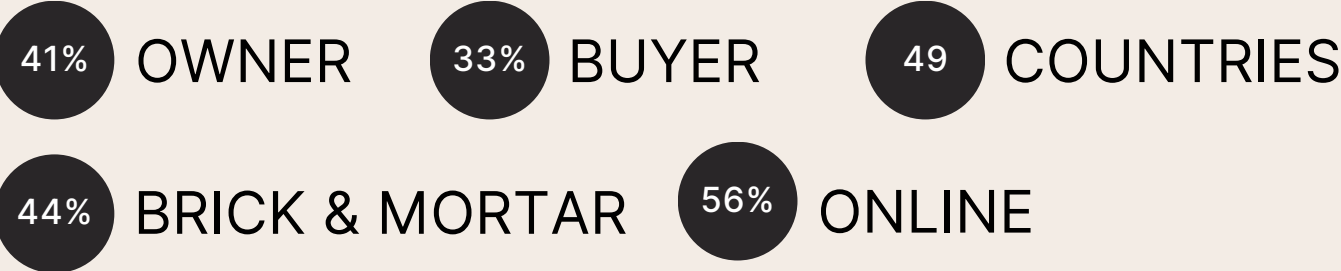
Select tiers\* of NY NOW Sponsorship includes a media package aimed at promoting your brand leading up to and during market dates. These marketing offerings provide direct exposure to your target audience, expanding your visibility and reach and increasing your connections.

Benefits	Park	Empire	Sky
POST SHOW TREND REPORT FEATURE		X	X
EXCLUSIVE CONTENT CREATION			X
DEDICATED EVENT SOCIAL COVERAGE		X	X
DEDICATED SPOTLIGHT EMAILS ACROSS NY NOW & BULLETIN PLATFORMS		X	X
ACCESS BADGES	X	X	X
WEBSITE ADVERTISING	X	X	X
SOCIAL MEDIA CONTENT ON NYNOW & BULLETIN ACCOUNTS	X	X	X
NEWSLETTER ADVERTISING	X	X	X

\*Tiers and eligibility are determined by total sponsorship spend.

# Who Attends: Demo Data

## WHO ARE THEY?



## WHY THEY ATTEND

- 77% ATTEND TO PURCHASE PRODUCTS FOR RETAIL SALE
- 8% ATTEND TO PURCHASE FOR WHOLESALE (E.G. IMPORTER, EXPORTER, DISTRIBUTOR)
- 8% ATTEND TO SPECIFY FOR A PROJECT/CUSTOMER'S PROJECT/USE IN PROJECT

## WHAT ARE THEY LOOKING FOR?

- 52% COME TO SHOP GIFT & LIFESTYLE
- 30% COME TO SHOP HOME
- 18% COME TO SHOP JEWELRY & ACCESSORIES

## MORE DATA

- 60% ARE MORE LIKELY TO PURCHASE PRODUCT AFTER SEEING IT AT NY NOW
- 35% ONLY ATTEND NY NOW, AND NO OTHER TRADESHOWS
- 96% ARE SEARCHING FOR NEW PRODUCT AT NY NOW

## HOW WE'RE ABLE TO REACH THEM

### Our NY NOW Influence

SOCIAL		EMAIL	
98K	INSTAGRAM FOLLOWERS	50K	EMAIL UNIVERSE BETWEEN NY NOW & BULLETIN RETAILERS
123K	AVERAGE INSTAGRAM ACCOUNTS REACHED DURING SHOW MONTHS	19.6%	AVERAGE OPEN RATE
28K	FACEBOOK FOLLOWERS	1.8K	AVERAGE CLICK RATE

# Who Attends: Winter 2024 Sampling

1.800. Flowers	Hard Rock Hotel & Casino	Ross Stores
Alibaba Group	Atlantic City	Sainsbury's
American Eagle / AE	Hudson Group	Scholastic Online Store
Ann Taylor- The Loft	I.Gorman	SF MoMA Museum Store
Anthropologie	JC Penny	Spencer Gifts
Babies R Us	Karen Kane. Inc	Starboard Cruise Services
Barnes & Noble	Kinokuniya Bookstore	Starbucks
Bath & Body Works	Landry's Inc	Sundance Catalog Company
Blick Art Materials	Liberty of London	Terrain
Bloomingdales	Lord And Taylor Ecomm	THE CONSERVATORY NYC
Burlington Stores	Macys	TJX - US, Canada, Europe
Buy Buy Baby	Magnolia Market	Tory Burch
Cracker Barrel	MGM Resorts and Casino	Uncommon Goods
Dormify	Moda Operandi	Urban Outfitters
Fab Fit Fun	MoMA	Vineyard Vines
Free People	NBC Universal	Von Maur
Garnet Hill	QVC	World Market

# 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.



H E A R S T

NY NOW IN THE NEWS HERE

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

[Click here](#) to select and purchase your sponsorship opportunity,  
or reach out to [sales@nynow.com](mailto:sales@nynow.com) with customization requests or  
questions.

## CONTACT

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