



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

AUGUST 4-7, 2024

JAVITS CENTER, NYC

Sponsorship Opportunities

SUMMER MARKET 2024

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

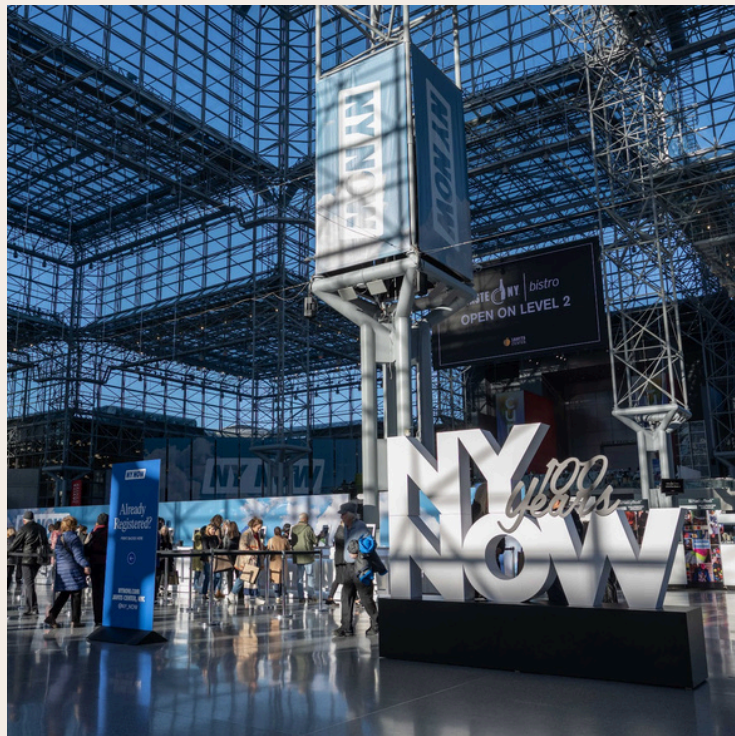
Elevate Your Presence at NY NOW

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

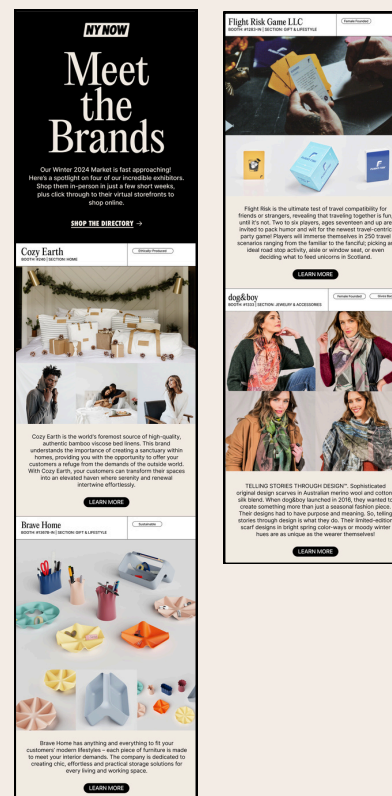
Stand out in a **BRAND SPOTLIGHT EMAIL** to our buyer community, featuring your bio, brand values and beautiful imagery from no more than four brands.

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

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
(to Buyers)



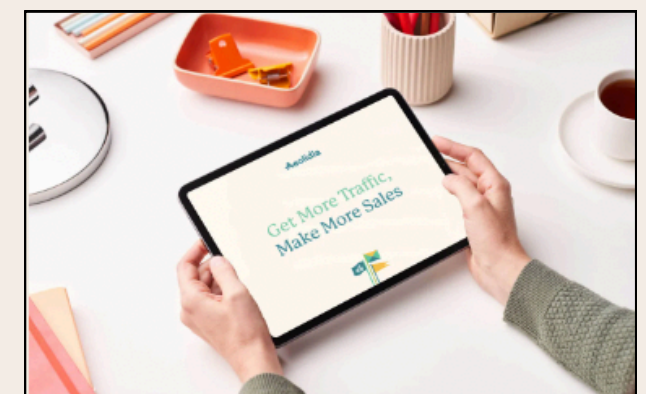
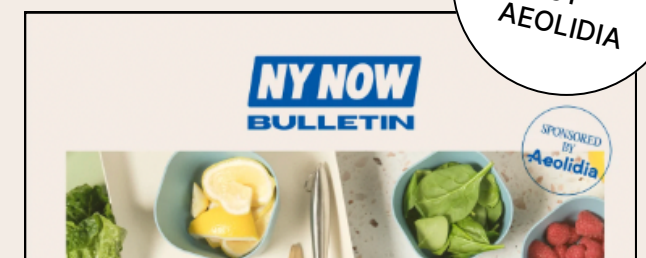
\$275
Dedicated
Email Footer
(to Buyers)



\$400
E-Newsletter
Feature
(to Brands)



\$1575
E-Newsletter
Takeover
(to Brands)



Free Consult – How to Build a Thriving E-Commerce Channel
Aeolia is a strategic partner to creative and thoughtful brands – you've probably heard of quite a few of them 🥳 Elevate your online shop and increase sales numbers with their expert Shopify design and development. Leave a lasting impression with Aeolia's branding and email marketing strategy. Work with a team who understands your business completely, and who will be personally invested in the outcome.

Learn more about improving your website, and enter Aeolia's contest to win a **free consultation call** where they will share optimization tactics tailored to your business!

[LEARN MORE](#)

SPONSORED
BY
AEOLIA

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.

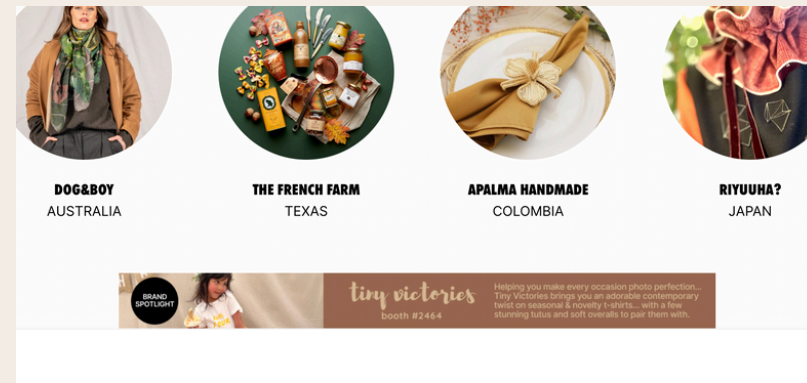
Put your best foot forward with one of these week-long banners.

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

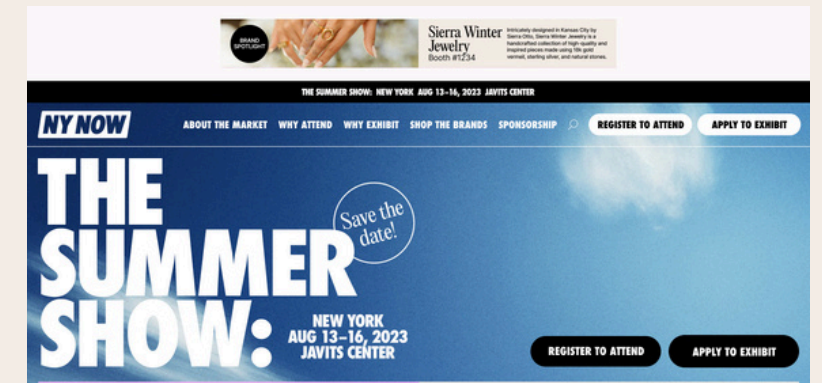
Alternatively, consider a biweekly **JUMBOSTITIAL AD UNIT**, captivating visitors with a pop-up that commands attention.

[BROWSE THE SPONSORSHIP GALLERY](#)

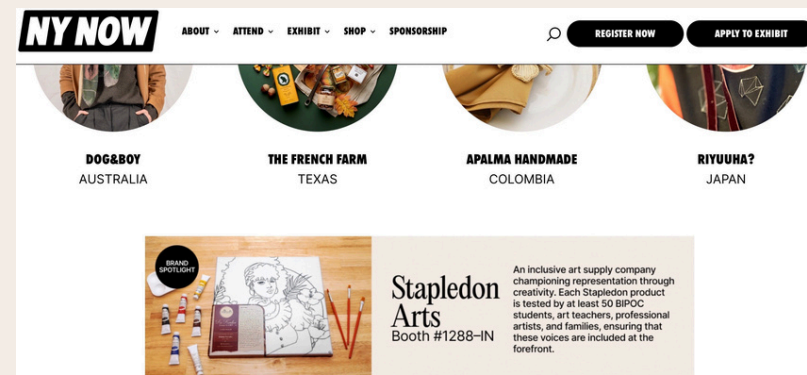
\$275 Standard Leaderboard Ad Unit



\$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!

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

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



\$5250
Front Door
Decals (15)



***INQUIRE ABOUT
PRICING**

Show Bag
Co-Sponsorship



Printed Directory Opportunities

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

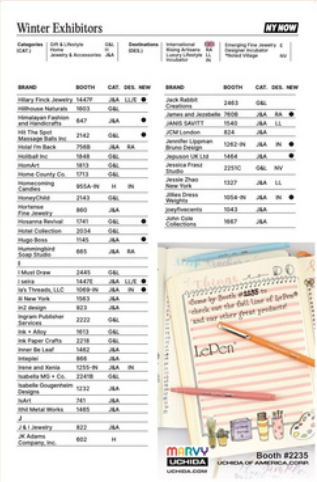
Opt for a **QUARTER-PAGE** or **HALF-PAGE AD** for major impact. Even in these smaller formats, every attendee will see your gorgeous brand imagery and booth number.

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](#)

\$375
1/4 Page Ad



\$475
1/2 Page Ad



\$800
Full Page Ad



\$1500
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

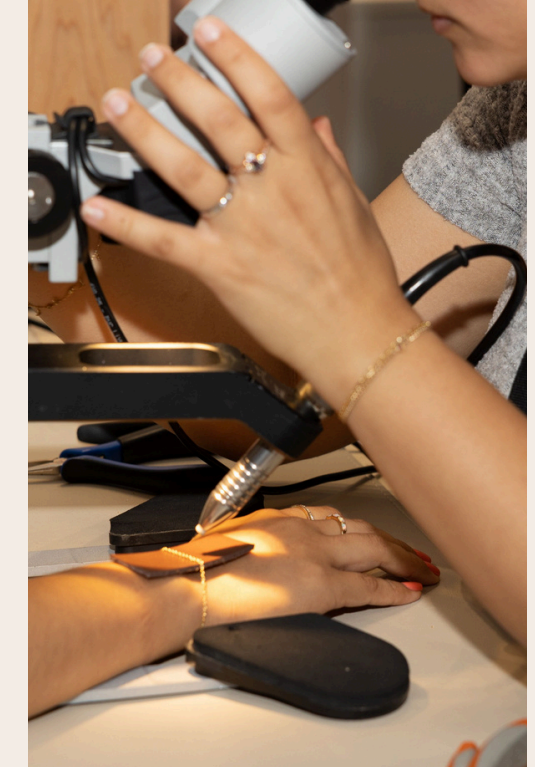
03 Popcorn Stand

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

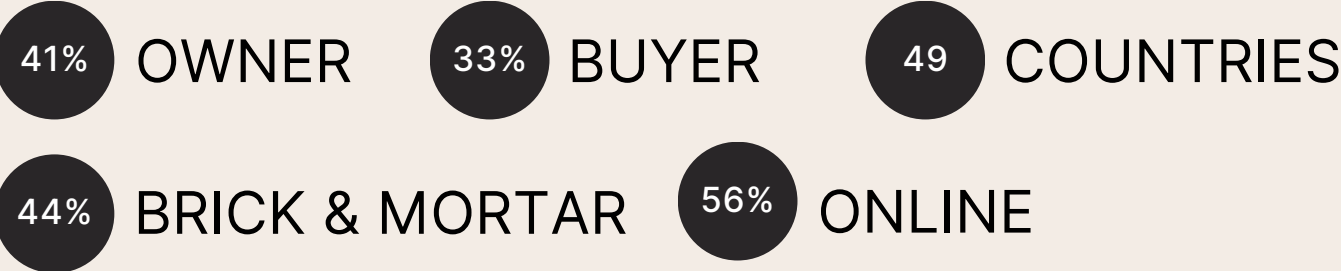
Select tiers* of NY NOW Sponsorship includes a media package aimed at promoting your brand leading up to and during market dates. These marketing offerings provide direct exposure to your target audience, expanding your visibility and reach and increasing your connections.

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

Alibaba Group

American Eagle / AE

Ann Taylor- The Loft

Anthropologie

Babies R Us

Barnes & Noble

Bath & Body Works

Blick Art Materials

Bloomingdales

Burlington Stores

Buy Buy Baby

Cracker Barrel

Dormify

Fab Fit Fun

Free People

Garnet Hill

Hard Rock Hotel & Casino

Atlantic City

Hudson Group

I.Gorman

JC Penny

Karen Kane. Inc

Kinokuniya Bookstore

Landry's Inc

Liberty of London

Lord And Taylor Ecomm

Macys

Magnolia Market

MGM Resorts and Casino

Moda Operandi

MoMA

NBC Universal

QVC

Ross Stores

Sainsbury's

Scholastic Online Store

SF MoMA Museum Store

Spencer Gifts

Starboard Cruise Services

Starbucks

Sundance Catalog Company

Terrain

THE CONSERVATORY NYC

TJX - US, Canada, Europe

Tory Burch

Uncommon Goods

Urban Outfitters

Vineyard Vines

Von Maur

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!

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

TECH & SOLUTION PROVIDERS: [Click here](#) to apply to sponsor.

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