

REGISTRATION

PRE-REGISTRATION:

Avoid long lines by pre-registering for your badges prior to the show.

The main contact (who signed the Exhibit Space Agreement) for each exhibiting company will receive a confirmation email, including the link to register and the company password, after Show Management receives the Exhibit Space contract.

Badges are the property of Show Management and are non-transferable. The lending/sharing of badges is prohibited and will result in confiscation.

Exhibitor badges do NOT automatically receive access to conference sessions. If exhibiting staff desire to attend conference sessions, this can be added to their registration for a fee at Exhibitor Registration.

All exhibitor personnel must have and visibly wear their Exhibitor badge while in the exhibit hall during move-in, move-out and official show hours.

[Register For Exhibitor and Staff Badges](#)

Select your company name from the dropdown list and enter your Customer ID. This is a six-digit number that can be found on any invoice you have received from NY NOW. If you do not have your Customer ID, please email NYNOWWinterExh@maritz.com and it will be sent to you.

Please allow two weeks after receiving booth confirmation for your company name to appear in the dropdown. Your password will be emailed to the main contact from your company, as stated on your Exhibit Space Agreement.

From your registration home page, you can:

- Update your staff list from the past show
- Print/download your list of registered booth staff
- Send confirmation emails to your registered staff

ADMISSION POLICY

Children

Children under 16 are not allowed on the floor during set-up and tear down. There will be no exceptions to this rule. Baby strollers are **not** allowed on the show floor.

Early Appointments

Exhibitors with proper badges and/or the appropriate daily wristband are permitted 24-hour access to the exhibit hall on exhibitor move-in days, show days, and exhibitor move-out days.

Attendees, speakers, press, and any other registration type other than Exhibitor will not be allowed access to the show floor at any time during move-in and move-out or prior to 9 am on show days.

Exhibitor Appointed Contractors (EAC)

All contracted personnel must pick up wristbands daily at the EAC Check-In areas before admission to the exhibit floor. Each individual person must sign in and present a photo I.D. each day to be issued a wristband. Wristbands cannot be picked up for others. A different wristband will be used each day and available after 1 pm the day prior.



Winter 2025 Market → February 2–4

Guests

All guests must have and visibly wear their Guest badge while in the exhibit hall, sessions, or any function held by NY NOW during move-in, move-out or show hours.