NY NOW

Your NY NOW Online *Cheat Sheet*
POWERED BY BULLETIN

Bulletin makes getting your brand page up and running on *NY NOW Online* super easy! Follow these steps for instant exposure to our network of 40,000+ NY NOW attendees and Bulletin marketplace retailers. <u>Learn more here</u>.

MANDATORY INFORMATION

Once you've received email confirmation that your NY NOW Online account has been created, follow the instructions to <u>log in</u>. In order for your Brand Page to be live and visible to buyers, you'll need to provide the following:
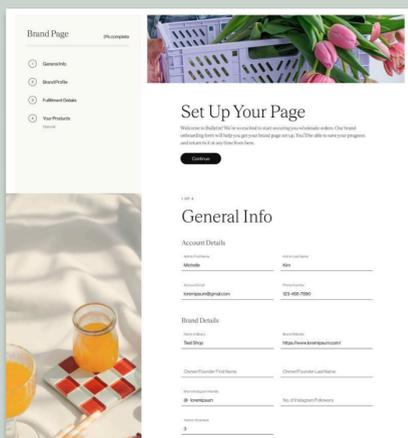
Step One →

GENERAL INFO
CONTACT, BRAND VALUES, CATEGORY, ETC.

TIP We'll feature one Brand Value on your booth signage at market, but you can add as many as you'd like to your NY NOW Online page.

Step Two →

BRAND PROFILE
PHOTOS, BIO, ETC.

TIP Here are some <u>Photography Guidelines</u> to optimize your page.
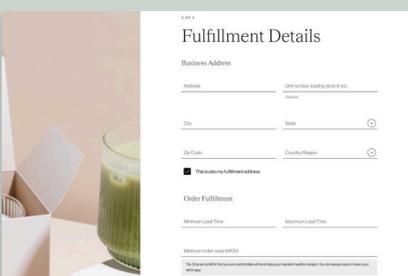
Step Three →

FULFILLMENT DETAILS
BUSINESS ADDRESS, ETC.

TIP For International brands with US/Canada distribution: update your fulfillment details to activate e-commerce features. For Int'l brands without: list your products, and buyers will be able to message you directly.

You can preview your NY NOW Online Brand Page at any time to see how it will appear to buyers. And <u>here</u> are some more tips on editing your Page.

DON'T STOP THERE!

NOT MANDATORY, BUT RECOMMENDED
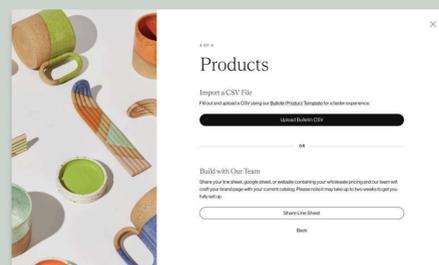
Upload Your Products

1. <u>Upload via a CSV file</u>, or
2. Integrate your Shopify store by installing the <u>Bulletin Wholesale App</u>, which will automatically import products into Bulletin.

TIP Currently, the Shopify integration works for US retail stores with consumer pricing. More about how to integrate Bulletin and Shopify <u>here</u>.

Or We'll Upload Them For You!

During Step 4 of onboarding, choose the option to "Build with Our Team". Share your linesheet and we'll build out your products for you!

NAME	TYPE
100 Circles Gold Hoop	Earrings
8th Light Indigo Dyed Tassel Earrings	Earrings
At the Top Long Dangle Earring	Earrings

TIP <u>Tag your products</u> and <u>assign them to categories</u> for optimal discovery.