



**NY NOW**

NYC's Premier Wholesale  
Event & Marketplace

# Sponsorship Opportunities

SUMMER MARKET 2025

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

AUGUST 3–5, 2025





# Elevate Your Brand 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 tens of 1,000's of qualified retailers and brands across the NY NOW and Bulletin communities.

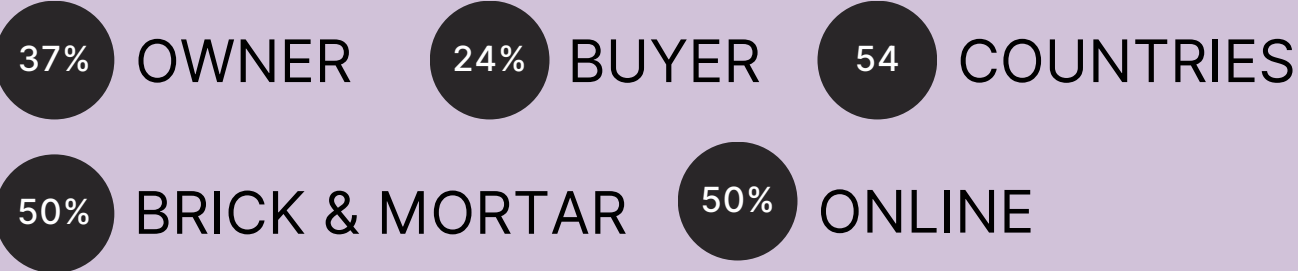
For the upcoming **Summer 2025 Market**, we're thrilled to unveil a spectrum of sponsorship opportunities designed to amplify your company's visibility, outlined in this deck. Seize the chance to position your brand at the forefront, captivate the attention of engaged industry leaders, and maximize exposure in a way that resonates long after the event concludes.





# Who Attends: Demo Data

## WHO ARE THEY?



## WHY THEY ATTEND

- 79% 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?

- 55% COME TO SHOP GIFT & LIFESTYLE
- 22% COME TO SHOP HOME
- 17% COME TO SHOP JEWELRY & ACCESSORIES

## MORE DATA Our Influence

- 98% OF ATTENDEES ARE INVOLVED IN MAKING PURCHASE DECISIONS
- 90% ARE SEARCHING FOR NEW PRODUCT AT NY NOW
- 73% OF ATTENDEES FOUND NEW PRODUCTS FOR THEIR BUSINESS

## HOW WE'RE ABLE TO REACH THEM

### Our NY NOW Influence

SOCIAL		EMAIL	
101K	INSTAGRAM FOLLOWERS	40K	EMAIL UNIVERSE
266K	AVERAGE INSTAGRAM ACCOUNTS REACHED DURING SHOW MONTHS	47%	AVERAGE OPEN RATE
30K	FACEBOOK FOLLOWERS	2%	AVERAGE CLICK RATE

# Web Opportunities: Ad Banners

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

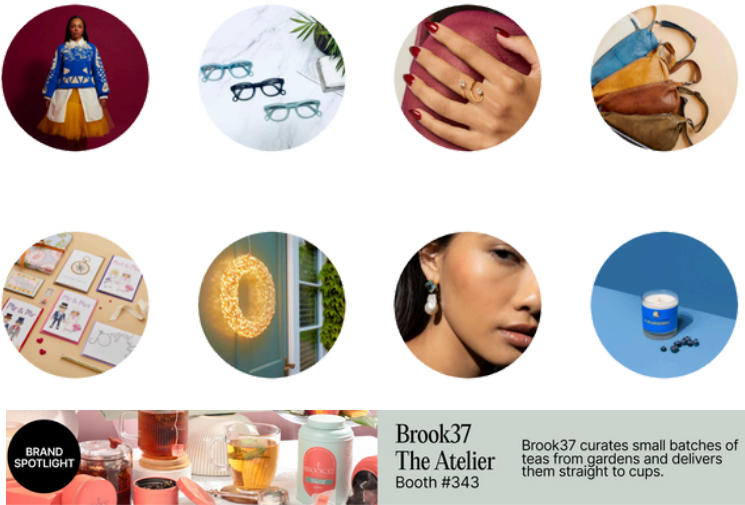
Put your best foot forward with one of these week-long banners.

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

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

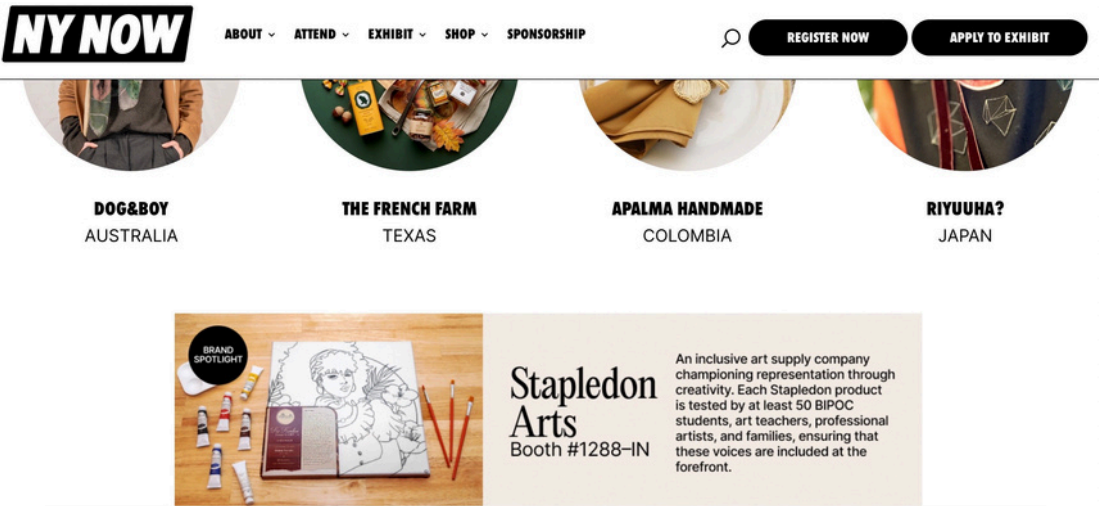
**BROWSE THE SPONSORSHIP GALLERY**

## Standard Leaderboard Ad Unit \$300

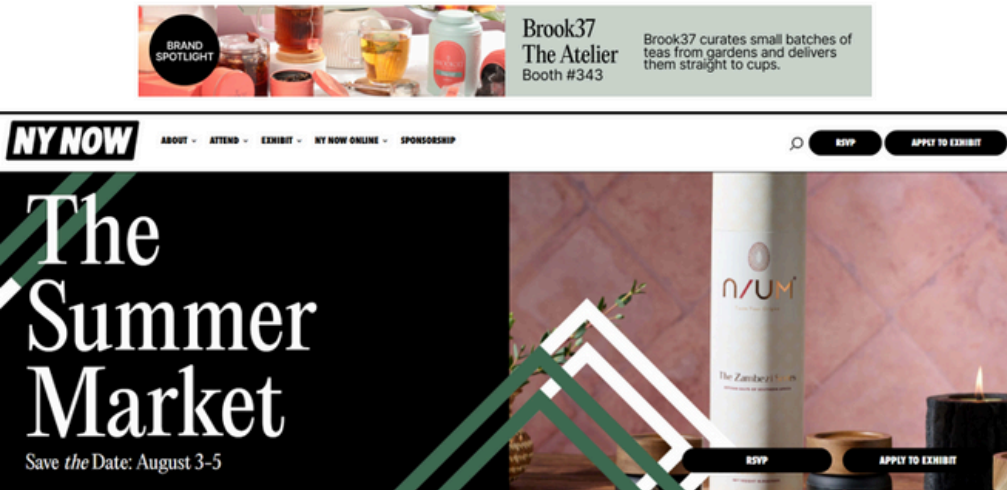


\$780

## Billboard Ad Unit

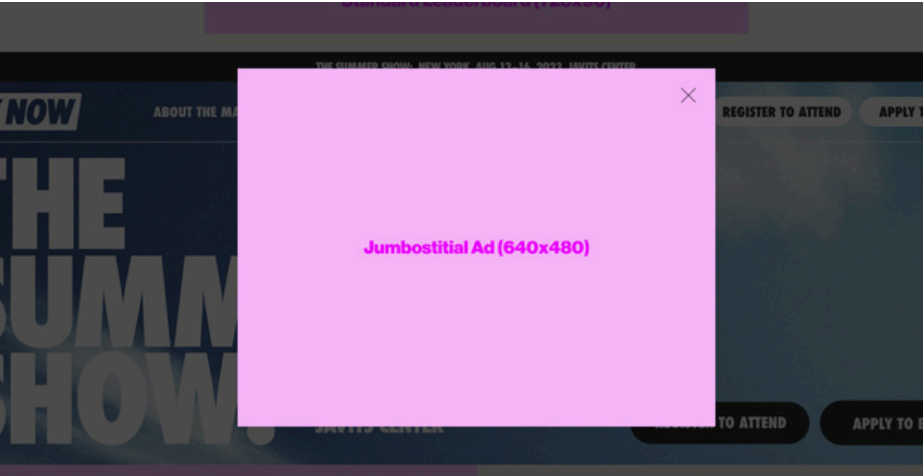


## Super Leaderboard Ad Unit \$690



\$480

## Pop-Up Ad Unit





# Web Opportunities: Featured Placements

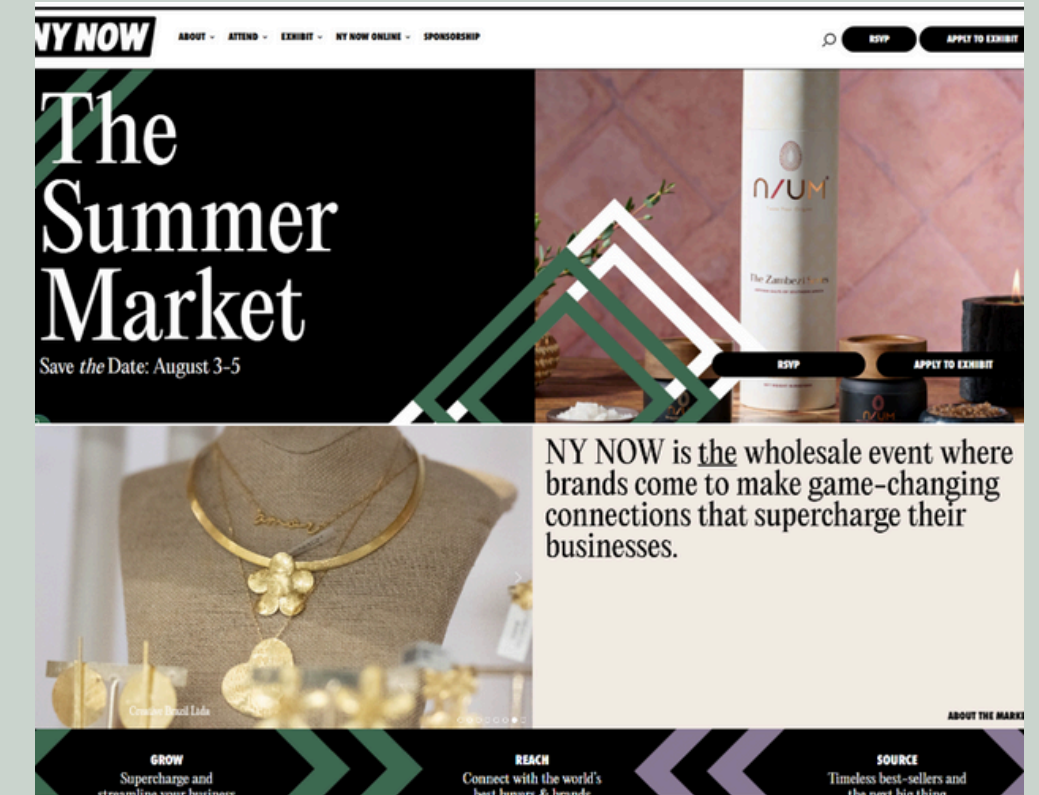
Go big with a **WEBSITE HERO SLIDER** (1-week flight) on NY NOW's homepage. This slider is the first set of imagery that website visitors will see!

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**

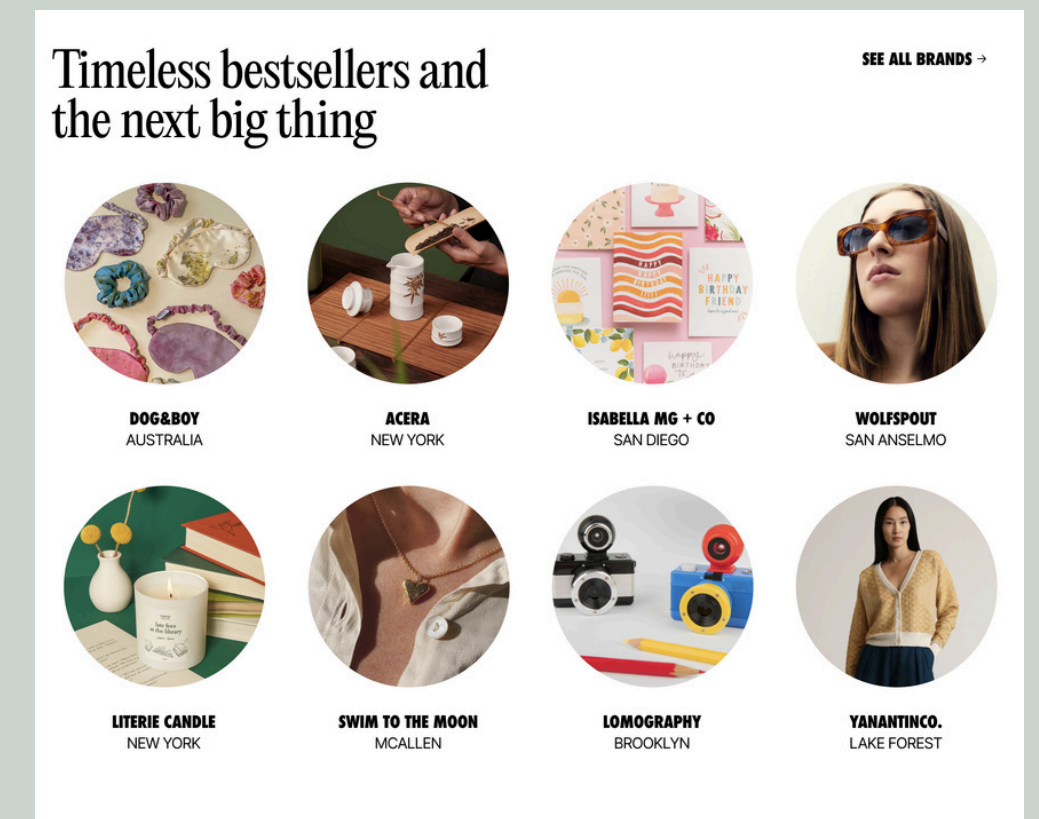
**\$900**

Website Hero  
Slider



**\$360**

Product Spotlight  
Feature





# Mobile App Ad Opportunities

Be the first to score a featured Ad in our NY NOW Mobile App, powered by GRIP.

**SPONSORED NOTIFICATIONS** will ensure maximum exposure with push notifications delivered to buyers on the NY NOW mobile app!

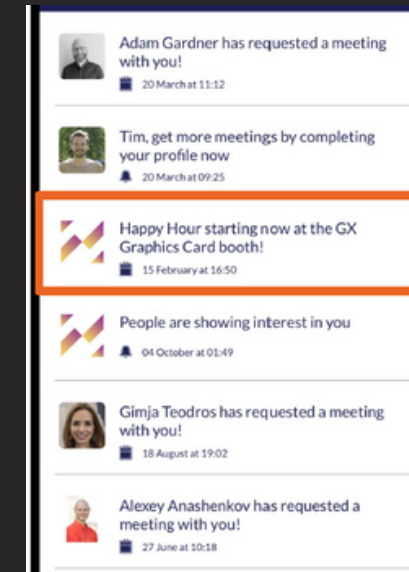
**SMALL CAROUSEL BANNER AD** for major impact with your brand presence in prime location on the NY NOW Mobile App.

Make a bold statement with a **MOBILE BANNER AD** appearing in rotation in three areas of the NY NOW Mobile App, ensuring your brand commands attention.

**BROWSE THE SPONSORSHIP GALLERY**

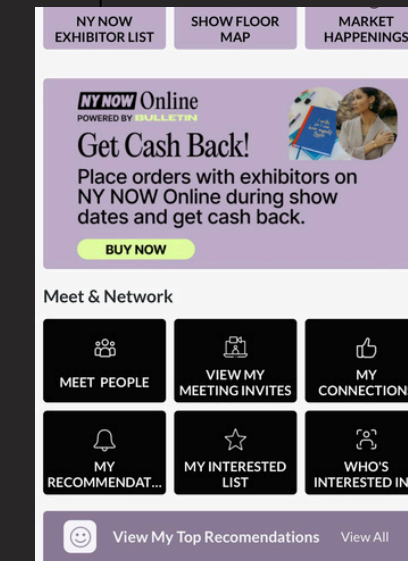
**\$1000**

Sponsored  
Notifications



**\$750**

Small Carousel  
Banner Ad



**\$500**

Mobile Banner Ad





# 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](#)

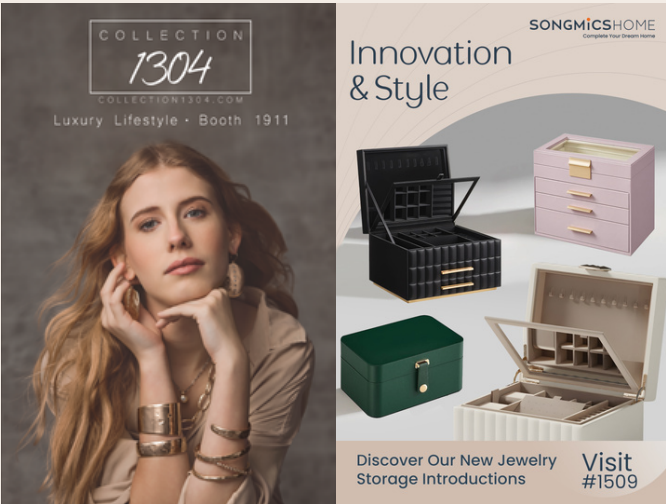
**\$420**  
1/4 Page Ad



**\$540**  
1/2 Page Ad



**\$900**  
Full Page Ad



**\$1740**  
Front or Back Inside Cover





# 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 not-to-be-missed great first impression with 24x24 **FRONT ENTRANCE DOOR DECALS**, displayed for all attendees entering the building.

[BROWSE THE SPONSORSHIP GALLERY](#)

**\$1,350**

Single-Sided  
Meterboard



**\$2,100**

Double-Sided  
Meterboard

**\$6000**

Digital Signage  
Sponsor



**\$6000**

Front Door  
Decals (15)





# Onsite Opportunities

## **VIP GIFTING SUITE Sponsorship**

Put your product directly into the hands of VIP buyers! After perusing the display in our on-site Gifting Suite, VIP buyers are able to curate their own tote bags, filled with your goodies.

## **Featured Registration Promo Sponsorship\***

Printed decals with your brand logo + booth # Placement on registration desks for maximum visibility to buyers picking up their badges.

Limited availability - One sponsor per registration area (Crystal Palace, North Concourse A and North Concourse B).

\*Contact your Sales Manager for details

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





Get your brand in front of Buyer's & Press with these exciting on-site event opportunities\*.

## Exclusive In-Booth Happy Hour

Bring buyers directly to your booth for an exclusive happy hour event. Our team will craft an event around Wine and Beer, Champagne toast, or Specialty cocktails and lite bites. Includes 1/2 promo Ad in Printed Show Directory. Includes 1/2 promo Ad in Printed Show Directory.

## Co-Sponsored Happy Hour on Show Floor

Tier I & Tier II Pricing Options Available

Elevate your brand presence mingling with buyers at a co-sponsored multi-brand happy hour taking place on the show floor.

\*Contact your sales manager to learn more





# 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.



## POTENTIAL EXPERIENCES\*

01 Espresso Bar

02 Smoothie Cart

03 Popcorn Stand

04 Ice Cream Cafe

05 Engraving Station

06 Permanent Jewelry



\*We can customize activations to meet your brand's budget and business needs.



# Email Opportunities

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

Embrace your solo feature moment in a **BANNER AD IN MARKETING EMAIL**, dedicated to one brand only in emails to our engaged buyer community.

**\$300**

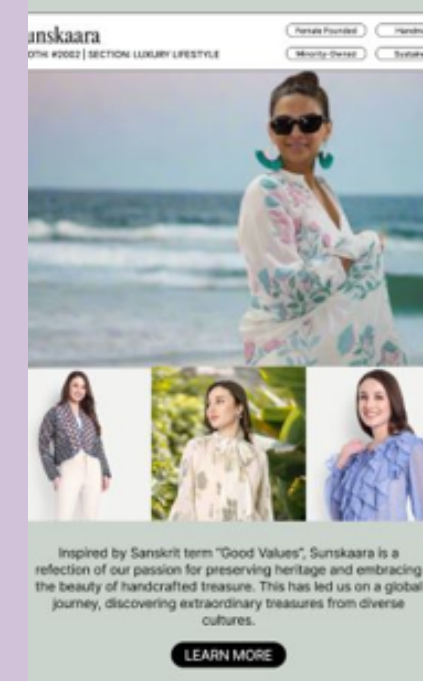
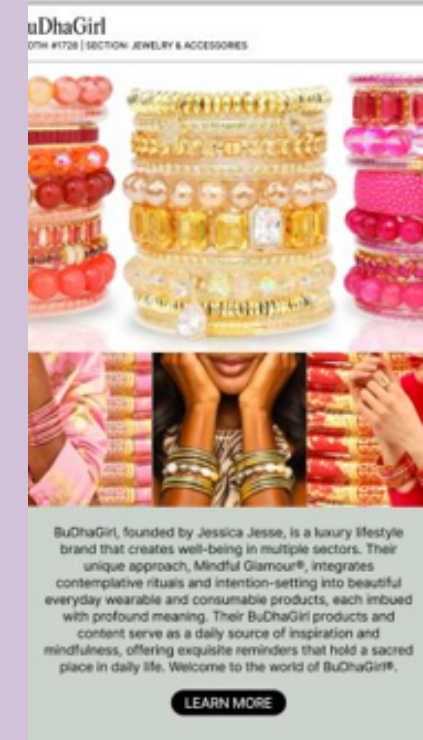


Brook37  
The Atelier  
Booth #343

Brook37 curates small batches of teas from gardens and delivers them straight to cups.

**BROWSE THE SPONSORSHIP GALLERY**

**\$360**





# Who Attends: Winter 2025 Sampling

ABC HOME FURNISHING  
AIME LEON DORE  
ALIBABA GROUP  
ALMOD DIAMONDS  
AMERICAN DREAM  
ANTHEM SAN FRANCISCO  
AREO  
ASHLEY STEWART  
ATLAS STATIONERS  
ATYS DESIGN  
AUDRY ROSE  
BACKCOUNTRY.COM  
BANDOS  
BARBARA JEAN  
BARNES & NOBLE  
BATH & BODY WORKS  
BD HOTELS  
BEAMS CO LTD  
BERING'S  
BIGELOW CHEMISTS  
BLACKSTONES OF BEACON HILL  
BLICK ART MATERIALS  
BLOOMINGDALES  
BOOKS-A-MILLION, INC.  
BROOKLYN MUSEUM  
BROOKSTONE  
CANYON RANCH RESORTS  
CARAWAY HOME  
CATBIRD  
CELADON HOME  
CENTURY 21 DEPARTMEN  
CHELSEA MARKET BASKETS  
CHEWY  
CHICOS  
COMERFORD COLLECTION  
CORNING MUSEUM OF GLASS  
CP SHADES  
CRACKER BARREL OLD COUNTRY STORE  
CURRENT HOME  
CURSIVE NEW YORK  
DANDELION  
DAVID J WITCHELL

EDISCOVERY TOYS  
DISNEY  
DON DRUMM STUDIOS  
DRAPER JAMES  
DYLAN S CANDY BAR  
EASTERN NATIONAL  
EDDIES OF ROLAND PARK  
EFFY JEWELRY  
EL PALACIO DE HIERRO  
ELIS MANHATTAN  
ESTEE LAUDER  
FARMGIRL FLOWERS  
FOX'S  
FRANK LLOYD WRIGHT FOUNDATION  
FREE PEOPLE  
GAP INC / BANANA REPUBLIC  
GARNET HILL  
GDC HOME  
GEORGE A LIFESTYLE STORE  
GIORGIO ARMANI RETAIL  
GLEN ISLAND HARBOUR CLUB  
GRACE BAY RESORTS  
GUM TREE  
HARNEY & SONS  
HOADLEY GALLERY  
HOMEGOODS  
HOMENATURE  
HOUSEPLANT  
HUDSON GROUP  
HYATT HOTELS & RESORTS  
IDEA NUOVA  
INDIGO BOOKS & MUSIC  
J PAUL GETTY TRUST  
JACK NADEL INTERNATIONAL  
JANUS ET CIE  
JAYSON HOME  
JOSEPH-BETH BOOKSELLERS  
KAREN KANE INC.  
KINOKUNIYA BOOKSTORE OF AMERICA  
LANDRY'S INC.  
LIBERTY OF LONDON  
LOCKWOOD

MACYS  
MAD MUSEUM OF ARTS AND DESIGN  
MAMAN  
MARDERS  
MARRIOTT BONVOY BOUTIQUES  
MCNALLY JACKSON BOOKS  
METROPOLITAN MUSEUM OF ART  
MGM RESORTS INTERNATIONAL  
MIGNON FAGET LTD  
MINTED.COM  
MIXITUP  
MODA OPERANDI  
MOM S ORGANIC MARKET  
NEUE GALERIE NEW YORK  
NEWTW!ST  
OAKLAND ACE HARDWARE  
OLIVE AND COCOA  
ONLY HEARTS  
OPRY ENTERTAINMENT  
PAPER SOURCE  
PATINA  
PAUL STUART  
PEARL RIVER MART  
PERIDOT FINE JEWELRY  
PINK CHICKEN  
PINK OLIVE  
POSMAN BOOKS  
POTTERY BARN  
PROMOSHOP  
QVC  
ROCKSBOX  
RONALD MCDONALD HOUSE  
RUE GILT GROUPE  
SARA CAMPBELL LTD  
SCARPA  
SF MOMA MUSEUM STORE  
SHOE INN  
SHOPRITE  
SHUTTERS ON THE BEACH  
SILVERADO JEWELRY GALLERY  
SKYWALKER VINEYARDS  
SMITHSONIAN ENTERPRISES

SMYTH JEWELERS  
SOLOMON R. GUGGENHEIM MUSEUM  
SPENCER GIFTS  
STANLEY KORSHAK  
STAPLES  
STARBOARD CRUISE SERVICES  
STARBUCKS COFFEE COMPANY  
STRAND BOOKSTORE  
SUSANS JEWELRY  
THE BREAKERS HOTEL  
THE BRITISH MUSEUM COMPANY  
THE BUNGALOW INC.  
THE CONSERVATORY NYC  
THE COOK'S WAREHOUSE  
THE BARNES FOUNDATION  
THE GOLDEN BEAR  
THE HOTEL EMMA  
THE LOFT CO.  
THE MUSEUM OF MODERN ART  
THE PAPER STORE  
THERAPY STORES  
TIKTOK  
TJX COMPANIES  
TOM FORD DESIGN  
TOP OF THE ROCK  
TUCKERNUCK  
TWIST  
UNCOMMON GOODS  
UNIQLO  
UNITED STATES MINT  
UNO ALLA VOLTA  
URBAN OUTFITTERS  
VCNY HOME  
VOIAGE  
VON MAUR  
WAL-MART  
WARWICK S  
WAYFAIR / ALLMODERN  
WESTON GALLERY  
XINHUA BOOKSTORE  
ZANYA SPA SALON  
ZITOMER

# 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



cheddar news

WWD

INTERIOR  
DESIGN

Better Homes  
& Gardens.



H E A R S T





# See you on the show floor for our Summer 2025 Market!

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

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



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