



**NY NOW**

Javits Center, NYC  
August 3–5

**CURATED AT  
LUXURY  
LIFESTYLE**

# Exhibitor Manual Summer 2025

OFFICIAL FULL LENGTH EXHIBITOR SERVICES MANUAL



# Contents

2

PAGES

3–5

## **CURATED AT LUXURY LIFESTYLE**

Welcome Letter

Program Syllabus

Booth Package

PAGES

6–7

## **GENERAL**

Location

Dates & Hours

Preparation & Set Up

PAGES

8–12

## **LOGISTICS**

Shipping Your Goods

International Shipping

Hand Carry

Vault & Security Procedures

Order Writing & Commission

PAGES

13–15

## **SHOW RESOURCES**

Insurance & Exhibitor Hub

Sponsorship

Inviting Your Buyers

# *Curated* at Luxury Lifestyle

## A Warm Welcome

Welcome to CURATED at Luxury Lifestyle at NY NOW's Summer 2025 Market. We are thrilled to have you on board for this groundbreaking initiative.

The decision to create this program was an immediate "YES!" for both of us in Winter last year. Our passion for supporting talented designers, coupled with the realization that such a program for the emerging fine jewelry community was lacking elsewhere, fueled our enthusiasm to make this happen.

You have been carefully selected for this destination because you have a unique and distinct collection that is needed in the marketplace, and that we feel will appeal to NY NOW buyers.

As we gear up for the upcoming show, we are committed to providing you with all the tools necessary for a successful NY NOW experience. We encourage your active participation in the upcoming webinars, fostering connections with fellow designers, completing assignments tailored to apply your newfound knowledge, and relying on us for support and guidance throughout this exciting journey.

This packet includes the pertinent information you'll need to get ready for NY NOW, but please don't hesitate to reach out with any questions.

**Thank you for being a part of CURATED! We cannot wait to work with you.**



**Liz & Robin**


# *Curated* at Luxury Lifestyle Syllabus

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## Week-by-Week Syllabus

To help you prepare for a successful event, **we have created this CURATED at Luxury Lifestyle Syllabus**, a groundbreaking week-by-week educational resource thoughtfully designed to set you up for success. We encourage your active participation in the upcoming webinars, developing connections with fellow designers, completing assignments tailored to apply your newfound knowledge, and relying on us for support and guidance throughout this exciting journey.

To make the most out of this opportunity, we encourage you to do the following:

- Review your Syllabus
  - Show up “live” to all Zoom meetings
  - Do your homework assignments
  - Ask questions (there will be weekly office hours where Liz and Robin will answer your questions)
  - Enjoy this amazing community of your fellow designers!
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# *Curated at* Luxury Lifestyle Package

## Details about Your Space:

80 SF Space with 5' Back Wall

Grey Carpet

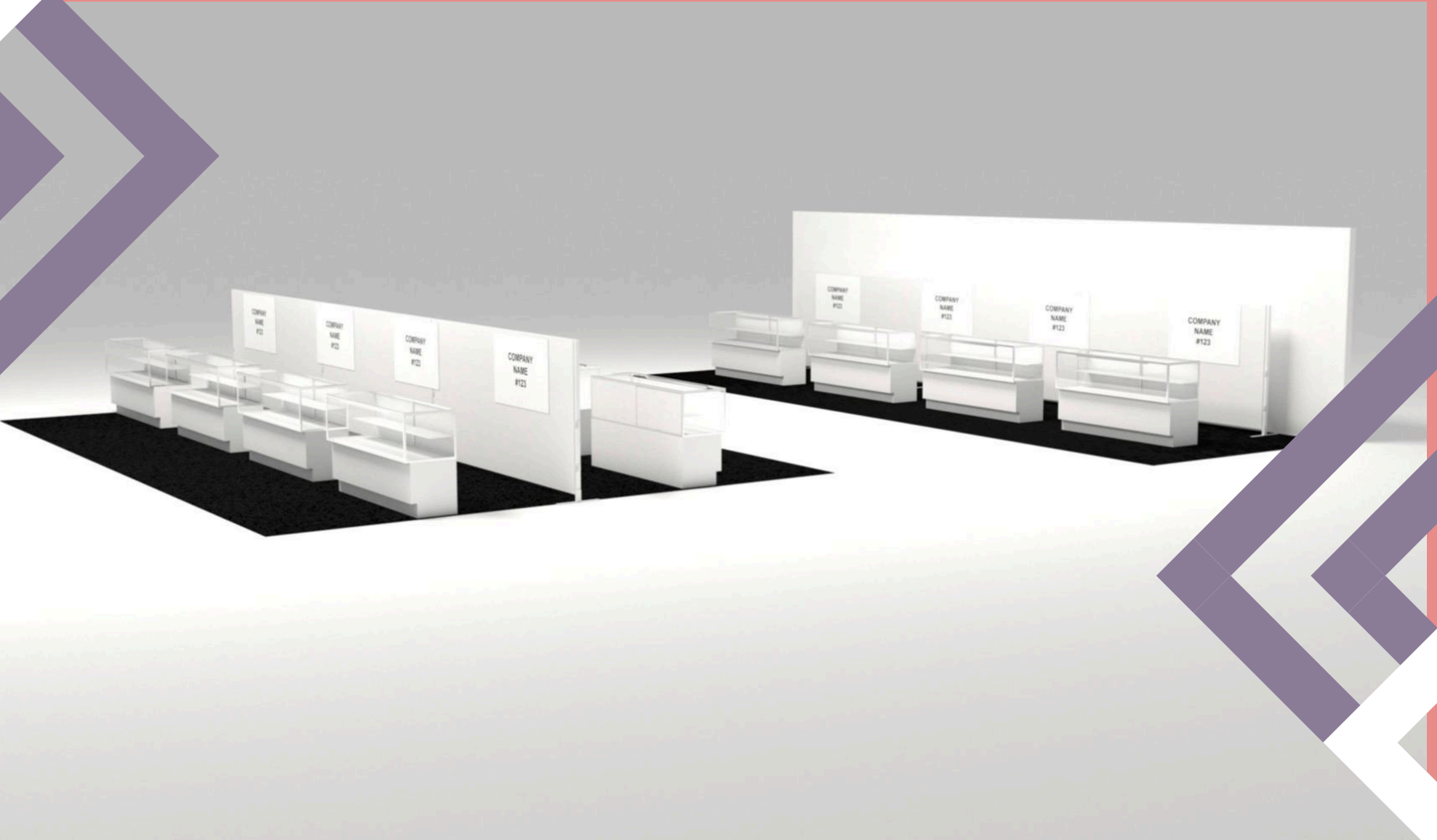
Lighting: 1 Parcan + LED Light for Showcase

Furniture:

- 1 6' ¼ Vision Jewelry Case – Standard White Line
- 1 Stool

28" High x 44" Wide Back Wall Graphic with brand name and booth number

Standard White – Quarter Vision



While the above rendering accurately depicts furnishings, please reference the Summer 2025 Floor Plan for your official booth location.

# General

**NY NOW**

## Summer 2025

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### Location

Jacob K. Javits Convention Center of New York  
429 11th Ave, New York, NY 10001  
Halls 3A & 3B

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### Date & Time

Sunday, August 3rd  
9am–6pm

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Monday, August 4th  
9am–6pm

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Tuesday, August 5th  
9am–5pm

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# Preparation & Set Up

## Before You Arrive:

- ☐ [Submit certificate of insurance](#)
- ☐ [Coordinate hotel and travel](#)
- ☐ [Register booth personnel](#)
- ☐ [Update NY NOW Online Brand Page](#)

## Arrival Checklist:

- ☐ Pick up badge from registration
- ☐ Confirm freight delivery
- ☐ Confirm advanced orders
- ☐ Place onsite orders

## Booth Set-Up

→ Saturday, August 2, 8am–5pm

- Porter Service from 8:15am-4:15pm
- All booths should be set & show-ready by 9am on Sunday, August 3.
- Brands may leave and re-enter the building **until 6pm only**. You have until ~10pm to set-up (no tools can be used). You will have to let show management know as we provide a list to security.

## Freight Arrival

[Click here for all shipping & freight information.](#)

- Direct shipments to Javits may arrive as early as Thursday, July 31
- Review POV Self Unloading Policy [here](#)

## Exhibitor Hall Access

- Exhibitors will need to pick up badges once registration opens onsite on Saturday, August 2.
- Prior to registration opening onsite, exhibitors that did not receive badges in the mail will need to pick up wristbands from event security (in the Crystal Palace and the North Concourse Lower Level directly to the righthand side when you enter) to access the exhibit hall.

## Freeman

Advanced Rate Deadline → Thursday, July 3, 2025

[Freeman Co](#)

(888) 508-5054

[ExhibitorSupport@freeman.com](mailto:ExhibitorSupport@freeman.com)

- All items rented from Freeman will be in the booth upon arrival and can be left after the market to be taken away.
- [Freeman Signage Options](#)
- [Freeman Labor Order Form](#)

# Booth & Logistics

## Shipping Your Goods to the Event

### ADVANCED SHIPMENT TO THE FREEMAN WAREHOUSE

Address for advanced shipments:

Company Name & Booth Number(s)  
NY NOW c/o Freeman  
140 Central Avenue  
Kearny, NJ 07032

Click here: [Shipping Label](#)

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→ You may ship to the Advanced Warehouse between:

July 7-24 2025

Material received at the Advanced Warehouse after July 24 will be charged an additional after-deadline charge.

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### DIRECT SHIPMENT TO JAVITS

Arrival must be between the specified dates allotted for market.

Company Name & Booth Number(s)  
NY NOW c/o Freeman  
Jacob K. Javits Convention Center of New York  
655 West 34th Street (12th Ave. & 39th St.)

Click here: [Javits Shipping Label](#)

Click here: [Shipping & Material Handling Checklist](#)

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### FEDEX, UPS, DHL SHIPPING TO JAVITS IS ALLOWED

- There are additional fees that will apply
- These packages should only be delivered within set-up dates: Thursday, July 31- Saturday, August 2. They will be turned away if delivered sooner.
- If required, provide your carrier with this phone number: (888) 508-5054

Click here: [Material Handling Cost Breakdown](#)

### GOT EMPTY CRATES THAT NEED STORAGE?

Empty stickers are located at the Freeman Service desk, right outside the show floor. Place them on the empty crates to be stored during the show. Once the show closes, they will be delivered back to the booths.

# International Shipping

## INTERNATIONAL SHIPPING PARTNER:

Phoenix International Business Logistics, Inc (PIBL)  
Summer 2025 Instruction Manual

To help with potential transport and customs clearance problems  
 + ensure that products are delivered on time.

- What PIBL Needs to Act as Your Customs Broker
- Completed U.S. Customs Power of Attorney Form
- (available upon request)
- Import Freight Information Sheet (Phoenix International Forms —return this via email to the PIBL coordinating office.
- Contact Name + Phone Number

## Required Documents for Customs Clearance

- Bills of lading or airway bills
- Signed commercial / proforma invoices in English
- Completed and signed import freight information
- Packing list in English
- Power of attorney (Not required if you have worked with PIBL before)

## Insurance for Shipments

Phoenix International Business Logistics only covers each shipment up to \$50. We recommend additional insurance coverage for your shipments.

## Outbound Shipping Instructions

### BEFORE THE LAST DAY OF THE SHOW

1. Complete a material handling form or bill of lading from the appointed show contractor and tender it to PIBL. You must indicate PIBL/Phoenix as the carrier in this manner: PIBL-Phoenix/Attn: (your PIBL representative's name and phone number)
2. Ensure all show contractor invoices have been paid.

### ON THE LAST DAY OF THE SHOW

1. Each piece that you pack must be labeled with a final delivery/consignee address. If you don't have labels, the show contractor can provide blank labels for your use.
2. The piece count that you list on the material handling must match the number of pieces that you have packed.
3. The final delivery address on the handling form must match the delivery address on the labels
4. Return the completed material handling form to the show contractor's service desk.
5. Call or email your PIBL representative to advise us of the final piece count and when you dropped off the completed material handling form at the show contractor's service desk.

For further instructions and to have any questions answered about international shipping:

### PLEASE ADDRESS ALL INQUIRIES TO:

**Phone:** 908.355.8900

**Fax:** 908.355.8883

Phoenix Int'l Business Logistics, Inc. (PIBL)

1201 Corbin Street

Elizabeth, NJ 07201

**Attn:** Sally Mulkeen

[smulkeen@phoenixlogistics.com](mailto:smulkeen@phoenixlogistics.com)

Please ensure that all shipments are sent on a prepaid basis, marked and consigned as follows:

### Consignee

Name of Exhibiting Company

NY NOW 2025 / Booth # \_\_\_\_\_

C/O Jacob Javits Center

655 West 34th Street

New York, NY 10001

### NEED HELP?

Contacts Phil Hobson /

Sally Mulkeen

Tel 908-355-8900

Email:

[phobson@phoenixlogistics.com](mailto:phobson@phoenixlogistics.com) /

[smulkeen@phoenixlogistics.com](mailto:smulkeen@phoenixlogistics.com)

# Hand Carry

The option to unload day-of, on your own.

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## HAND CARRY RULES

- Bring the vehicle to Javits Center: enter on 38th Street & 11th Avenue.
  - Allowable vehicles are a sprinter van or smaller in size. Anything larger will have to be unloaded through the loading dock in the rear of the Javits.
  - One person must always stay with the vehicle at all times.
  - Limit of 30 minutes to unload and bring everything to your space.
  - There will be a porter service (free of charge) if additional help is needed. They are located right inside the doors.
  - Only 2-wheeled carts and suitcases are permitted.
  - Items that require more than one person to carry/lift will have to be loaded through the loading dock at the rear of Javits.
  - Exhibitors using Uber or Lyft to bring in items for move-in and move-out will need to be dropped off and picked up at the lower-level concourse at 37th Street and 11th Avenue and use the elevators to take you to Level 3. If you attempt to be dropped off at the Crystal Palace entrance with bags, boxes, and/or 2-wheeled hand carts, you will be turned away by building security.
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Summer 2025 Floor Plan Here Coming Soon

# Vault & Security Procedures

A vault (secure room) will be provided for the secure storage of your merchandise from one day before the NY NOW show opening, until the afternoon following the close of show. This vault is manned by security personnel.

## VAULT CHECK-IN & CHECK-OUT SCHEDULE:

CHECK IN:	CHECK OUT:
SATURDAY, AUGUST 2 AFTER 12 PM	SUNDAY, AUGUST 3 BY 9 AM
SUNDAY, AUGUST 3 AFTER 6 PM	MONDAY, AUGUST 4 BY 9 AM
MONDAY, AUGUST 4 AFTER 6 PM	TUESDAY, AUGUST 5 BY 9 AM
TUESDAY, AUGUST 5 AFTER 5 PM	WEDNESDAY, AUGUST 6 BY 9 AM

You may access the vaults starting on Saturday, August 2 after 12 PM and then all merchandise must be redeemed by 9am the following day. Then you again have access to vault your merchandise each evening after the show close and then the process repeats again the next morning as all items will need to be removed from the vault by show open.

In order to use the vault, your items must be locked in a suitcase or jewelry case. Please make sure there are locks on all pieces checked into the vault and that the locks are closed and secure. Cardboard cartons will not be accepted.

During vault check-in, you will be issued a numbered vault claim check. One part is attached to your bag/case, another is the redemption portion that is handed to you for receipt of your merchandise. Keep the redemption check to pick up your merchandise. In the morning, proceed to the vault with your redemption check and exhibitor badge to withdraw your merchandise. No merchandise will be released without a redemption check, show badge, AND signature comparison. The same person who checks in the merchandise MUST be the one who checks it out as your signature must match what they have on file.



# Order Writing & Commission

## Order Writing Options

### Purchase Orders (PO's) & Linesheets

- Coming to market with the appropriate collateral is crucial to success! Within the CURATED at Luxury Lifestyle syllabus, we will cover creating your own linesheets as well as writing PO's. If you have any specific questions, please reach out to Liz Kanter, [liz@staygoldjewelry.com](mailto:liz@staygoldjewelry.com), and/or Robin Kramer, [robin@redbootconsulting.com](mailto:robin@redbootconsulting.com).

### NY NOW Online (powered by Bulletin Marketplace)

- Let your buyers take advantage of the promos (financed entirely by NY NOW Online / Bulletin) immediately on the show floor! Not to mention, we handle the payment collection and customer service.
- There will be kiosks on the show floor for buyers to check out using NY NOW Online. Alternatively, you can bring an iPad/laptop to allow buyers to login to their Bulletin accounts and place orders at your booth
- Note: If a buyer isn't yet on Bulletin, they can still write an order and will be verified within 24 hours.

### Your Own Wholesale Order-Writing System

- Not all buyers are on Bulletin, or maybe you personally prefer a different order-writing system. In that case, we empower you to use it. However, if it's a competing wholesale marketplace, we strongly encourage you to place orders through a non-competing platform such as Shopify.

## Commission on NY NOW Online

- Commission: We offer REDUCED COMMISSION RATES for all orders placed from contract signing through 8/31/25 for the Summer 2025 Market: 12% on new orders, 8% on reorders, and 0% on referrals AND 0% during market days, 8/3–8/5/25. Plus, Bulletin handles all invoices and payment is guaranteed within 2 weeks after orders are shipped.

### HOW TO UPLOAD YOUR ONLINE REFERRALS:

In your NY NOW Online account, go to the 'Refer a Retailer' page. Click 'Import From .CSV' to upload a list of buyer emails. This will automatically lock them in as your referrals, with 0% commission. If a buyer submits an order prior to your submission, please email [support@nynow.com](mailto:support@nynow.com) with proof of previous interaction (e.g. invoice, email exchange, etc.). [Click here](#) for more info.



# Show Resources

## Insurance

NY NOW does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to NY NOW Show Management by uploading it [HERE](#).

- Workers' Compensation Insurance
- Comprehensive General Liability
- Automobile Liability Insurance

To include Emerald in the current policy, Certificate Holder Information should be listed as:

- Emerald Expositions/NY NOW  
ATTN: Operations  
100 Broadway, 14th Floor New York, NY 10005

If Emerald cannot be added to the policy, [Total Event Insurance can be purchased here](#).

- Protects foreign exhibitors whose insurance will not pay claims brought in the U.S. Courts
- Cost is \$65.00 + Tax USD per exhibiting company – regardless of booth size.
- [emeraldexhibitor@totaleventinsurance.com](mailto:emeraldexhibitor@totaleventinsurance.com)
- Proof of this purchase needs to be uploaded into your Exhibitor Hub.

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## Exhibitor Hub & NY NOW Online

- [Exhibitor Hub](#). All of your business with NY NOW lives here: view invoices, make payments, and manage your contract. [Here's a cheat sheet](#).
- [NY NOW Online Brand Account](#). All of your business with buyers lives here: you'll edit your brand details & upload products so buyers can shop your line via the [Market Directory](#). [Here's a cheat sheet](#).

# Sponsored Feature Opportunities for Exhibitors

We can't wait to give your brand the *extra spotlight* this season!

We're thrilled to offer **Summer 2025 exhibitors** this list of exciting opportunities to maximize exposure and engage the 50,000+ buyers in our community across our marketplace, emails, website, social media, and more.

## CHOOSE YOUR OWN ADVENTURE!

Step One

### SUBMIT IMAGERY FOR FEATURES

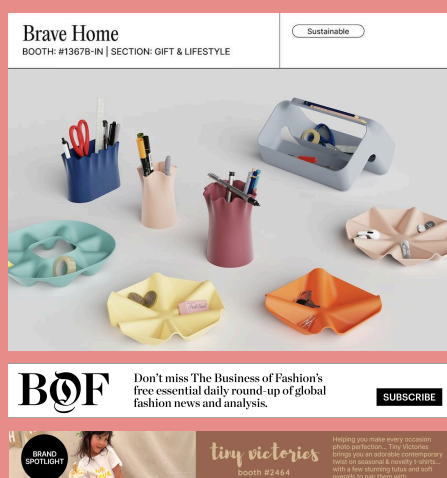
Submit your imagery to our **FEATURE REQUEST FORM**. Whether you're interested in a sponsored feature or not, we're in constant need of brand imagery for free features.

Step Two

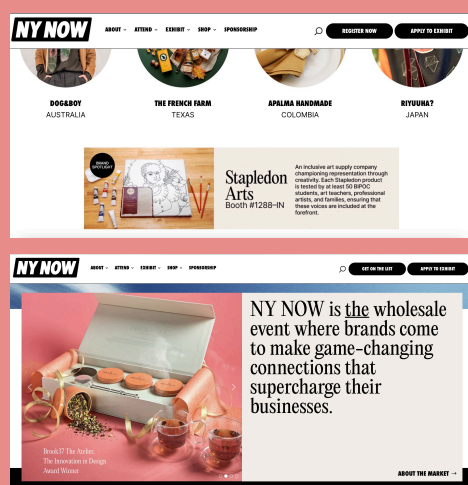
### CHOOSE A SPONSORSHIP

Upgrade your exposure by selecting one of our coveted sponsored opportunities. Browse the **SPONSORSHIP GALLERY**, where you'll see all options and be able to remit payment.

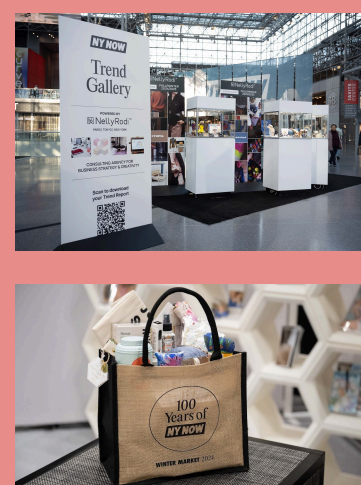
## Email Marketing Opportunities



## Website Marketing Opportunities



## Onsite Marketing Opportunities



**BROWSE OUR FULL DECK TO VIEW ALL OPTIONS AND  
THE SPONSORSHIP GALLERY TO REMIT PAYMENT**

Step Three

(optional)

### CONFIRM SPONSORSHIP IMAGERY

If you've paid for a sponsored feature and want to specify which imagery we use, please submit **THIS FORM** a second time, indicating just that.

# Invite Your Buyers to NY NOW!

Promote your participation in NY NOW with downloadable assets you can use on social media, email, and more.

## IN THREE QUICK STEPS:

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- **Click here to access and download your assets** from the NY NOW website. On that page, you'll find graphics you can customize by adding your company name, booth number, logo, and more into the blank space. You'll also find "milestone" assets, which you can use in order to tell the world (as you should!) about how many markets you've exhibited with us.
- **Click here** to log into your registration dashboard **to access your unique referral link & code** (this is the same dashboard you visit to register your staff, etc). Sharing your unique referral link & invite code alongside your assets is crucial, as it allows us to track which buyers you've referred! Our team will give them the VIP treatment.
- **Get sharing!** Share your assets along with your unique referral link on social media, in email, and more.

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Here's a sample of some  
customized assets:



The background is a solid light red color. In the top-left, top-right, and bottom-left corners, there are decorative geometric patterns. These patterns consist of multiple overlapping chevron or zigzag shapes. The colors used in these patterns are white and a muted purple-grey. The patterns are oriented diagonally, creating a sense of movement and depth.

***NY NOW***

See you there!

For further inquiries, please send us an email at  
[support@nynow.com](mailto:support@nynow.com)