

NY NOW Winter Market 2026

USING NYNOW'S REGISTRATION PLATFORM

For the NY NOW Winter 2026,
our registration partner is Cvent.

Registering for NYNOW

Upon booking your booth for the upcoming show, the contract contact for your account will receive an automated email, pictured below, from the email address nynowshowteam@nynow.com



1. **Log In**
Click the link below to Log In to the Exhibitor Badge Portal. *Note: this is a personalized link that will only work for you and cannot be forwarded or shared.*
2. **Set up your Password**
The password is unique to you.
3. **Register Your Team**
Once you are logged in, you can register your team for badges up to your badge allotment (6 badges per 10x10 booth). *Tip: Bookmark the page for easy access.*

In the Exhibitor Badge Portal, you can:

- Register yourself for a badge
- Register your staff for badges

Follow the link under
“Register for Exhibitor
Staff Badges Now” to
access registration

Only the Contract Contact will receive this automated email. To request a resend, or to adjust the recipient or recipient email address, please contact customer service at support@nynow.com.

NY NOW Winter Market 2026

Create a Password for your Account

Upon following the link in the email, you will be brought to the Exhibitor Registration Portal to create your password.



Finish setting up your account.

First Name

Cynthia

Last Name

Meyersohn

Create a Password

Required

- Minimum 8 characters
- One number
- One special character
- One uppercase letter
- One lowercase letter
- Maximum 20 characters

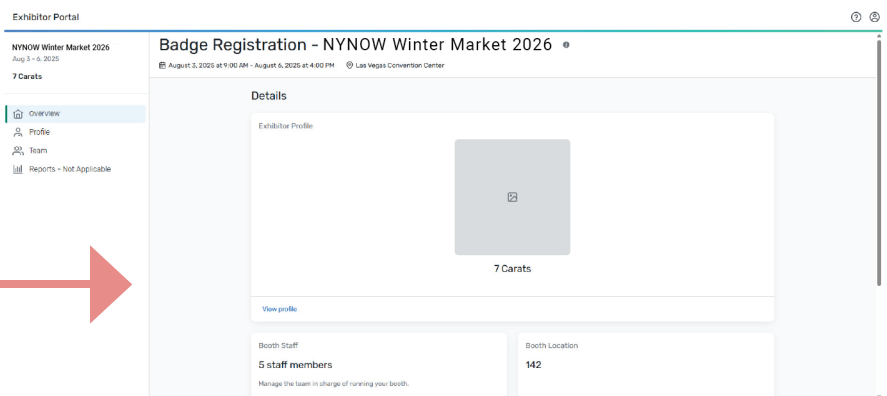
*Note: Your new password can't be the same as your last five passwords.

Confirm Password

Required

Join

© 2000-2021 Cvent OnArrival, Inc.
[Terms of Use](#) | [Privacy Policy](#)



There are many different facets of the Cvent Exhibitor Registration Portal that NYNOW is not utilizing. These instructions will focus solely on the areas exhibitors need to register for the upcoming show. Information you enter in any other area of the Cvent portal will not be tracked or used by NYNOW.

NY NOW Winter Market 2026

Accessing Your Company Registration

To access exhibitor registration, go to the Team tab on the left hand side of the Exhibitor Badge Portal.

The screenshot shows the 'Exhibitor Portal' interface. On the left, a sidebar contains navigation links: 'Overview', 'Profile', 'Team' (highlighted with a red box), and 'Reports - Not Applicable'. The main content area is titled 'Team' and includes a sub-header 'Booth Staff' and 'Admins'. Below this, a summary box shows '55 registrants left', with '5 Exhibitor - Comp' and '50 Exhibitor - Paid'. A list of staff members follows, including 'Anne Gvildys' and 'Denise Carroll', each with their email, registration type, and confirmation number. An 'Options' dropdown is visible next to each staff member. A red arrow points from the 'Team' link in the sidebar to the 'Booth Staff' section. Another red arrow points from the 'Options' dropdown to a red box containing the text 'Registered Staff'.

Exhibitor Portal

NYNOW Winter Market 2026
Aug 3 - 6, 2025

7 Carats

Overview
Profile
Team
Reports - Not Applicable

Team

Register your team/booth staff for Exhibitor Badges. Questions on how to register your staff? Contact emeraldssupport@cvent.com, call +1-888-859- 6126 (9-5pm EST). For any additional questions please contact your ASD Customer Success Manager.

Booth Staff Admins

Booth Staff

Add booth staff

55 registrants left

5 Exhibitor - Comp
50 Exhibitor - Paid

Anne Gvildys
anne.gvildys@nynow.com
Registration type: Exhibitor - Comp
Confirmation number: [REDACTED]

Options

Denise Carroll
denise.carroll@nynow.com
Registration type: Exhibitor - Comp
Confirmation number: [REDACTED]

Options

Registrations Types

- Exhibitor - Comp: your free allotment of badges.
- Exhibitor - Paid: additional badges for purchase beyond your allotment.

This section will show you your total available registrations remaining.

Registered Staff

Summary of your companies registered staff members

NY NOW Winter Market 2026

Registering Staff

To register booth staff select Add Booth Staff from the Team page on the Exhibitor Badge Portal

The screenshot shows the 'Exhibitor Portal' interface. On the left is a sidebar with navigation links: Overview, Profile, Team (selected), and Reports - Not Applicable. The main content area is titled 'Team' and includes a sub-header 'Booth Staff' and 'Admins'. Below this, there's a section for 'Booth Staff' showing '55 registrants left' and a breakdown of '5 Exhibitor - Comp' and '50 Exhibitor - Paid'. A list of staff members is displayed, including 'Anne Gvildys' and 'Denise Carroll', each with their email, registration type, and confirmation number. An 'Options' dropdown button is next to each staff member. A red arrow points from the 'Add booth staff' button in the top right corner to a dropdown menu that contains the following options: 'Search booth staff', 'Share sign-up link', and 'Register booth staff'.

Select How You Are Registering Your Staff

- Share sign-up link will generate a unique link that you can share with your team to register on their own.
- Register booth staff will bring you to the registration portal to register yourself or the entire team

Note: after selecting how you will register your staff, a pop up will appear asking what type of registration you would like to use, Comp or Paid. It will then open a new window with the registration form. You can not switch between Comp/Paid in the registration form, you must go back to the Team portal to do so. If using a shared link, you must generate a new link.

NY NOW Winter Market 2026

Registration Form

Complete all required fields throughout the registration form.

The screenshot shows the 'Personal Information' step of a three-part registration process. It includes fields for First Name, Last Name, Email Address, Re-enter Email Address, Company, and a Work Address section with Country/Region, State/Province, and City dropdowns. There is also a mobile phone number field and an SMS opt-in section. A 'Next' button is at the bottom.

1 Personal Information 2 Opt-In/Privacy Policy 3 Registration Summary

Personal Information

Fill out the information below, then click Next to continue.

* First Name
test

* Last Name
test

* Email Address
[redacted]

* Re-enter Email Address
[redacted]

* Company
test

Work Address

* Country/Region
United States x

* City
test

* State/Province
Connecticut x

* SMS OPT-IN: ASD Market Week communicates reminders, confirmations, promotional offers, and other information designed to improve your experience when you provide your contact information. If you provide a cellular telephone number, we need explicit consent from you to send you text messages and use automated dialing technology and pre-recorded messages to confirm and communicate relevant show information.

☒ Yes, I would like to opt-in to receive show related info on my cell phone number (if provided) for ASD as described above. I understand standard message/data rates may apply and I may opt out at any time by texting "STOP".

☐ No, I do not wish to opt-in to the communications allowances for ASD Market Week as described above.

* Mobile
333-333-3333

By opting in, you agree to receive relevant show related text messages from ASD Market Week and understand that standard message data rates may apply. You may opt out at any time by texting "STOP".

Next

The screenshot shows the 'Terms and Conditions' step of the registration process. It contains three sections with checkboxes for agreement: acknowledgment of age, agreement to show policies, and agreement to the privacy policy. 'Previous', 'Cancel', and 'Next' buttons are at the bottom.

1 Personal Information 2 Opt-In/Privacy Policy 3 Registration Summary

Terms and Conditions

* I acknowledge that registrant must be 16 years old or above to attend event. No one under the age of 16 will be allowed to enter show floor. IDs will be checked onsite.

☒ I agree

* I have read and fully agree to the [Terms & Conditions](#) of the ASD Market Week Show Policies.

☒ I agree

* I agree to the Emerald [Privacy Policy](#).

☒ I agree

Previous Cancel Next

The screenshot shows a modal dialog titled 'Already registered?' overlaid on the registration form. It prompts the user to enter a confirmation number or return to the event website to register. It includes an email address field, a confirmation number field, a 'Log in' button, and a 'Forgot your confirmation number?' link. A 'Next' button is visible at the bottom of the background form.

1 Personal Information 2 Opt-In/Privacy Policy 3 Registration Summary

Already registered?

Enter your confirmation number or return to the event website to register.

* Email Address
[redacted]

* Confirmation Number
[redacted]

[Forgot your confirmation number?](#)

Log in

Next

Unique Email Address Required

Unique email addresses are required for each individual registering for NYNOW. If the email address you entered has already been used, you will receive the following message. Reach out to your Customer Success Manager for assistance on how to proceed.

NY NOW Winter Market 2026

Registration Form

Complete all required fields throughout the registration form.

1 Personal Information 2 Opt-In/Privacy Policy 3 Registration Summary

Previous Cancel Submit

Registration Summary

Please review your information before submitting.

James Shannon
james.shannon@emerald.com

Edit

Company Test Title Test

Work Phone Number test

Questions

I acknowledge that registrant must be 16 years old or above to attend event. No one under the age of 16 will be allowed to enter show floor. IDs will be checked onsite.
I agree

I have read and fully agree to the [Terms & Conditions](#) of the ASD Market Week Show Policies.
I agree

I agree to the Emerald [Privacy Policy](#).
I agree

Agenda

Item	Price
Admission Item	
Event Registration	Free

Register Another

Previous Cancel Submit

Congratulations, you are now registered!

Your Confirmation Number is:

You will receive an email with your registration details.

Transfer Your Registration to Another Employee Edit Your Registration

Registration Summary

Review your registration information below

test test

Company test Work Address test, Connecticut United States

Mobile 333-333-3333

Questions

SMS OPT-IN: ASD Market Week communicates reminders, confirmations, promotional offers, and other information designed to improve your experience when you provide your contact information. If you provide a cellular telephone number, we need explicit consent from you to send you text messages and use automated dialing technology and pre-recorded messages to confirm and communicate relevant show information.
Yes, I would like to opt-in to receive show related info on my cell phone number (if provided) for ASD as described above. I understand standard message/data rates may apply and I may opt out at any time by texting "STOP"

I acknowledge that registrant must be 16 years old or above to attend event. No one under the age of 16 will be allowed to enter show floor. IDs will be checked onsite.
I agree

I have read and fully agree to the [Terms & Conditions](#) of the ASD Market Week Show Policies.
I agree

I agree to the Emerald [Privacy Policy](#).
I agree

Add Group Member

Registering Additional Staff Members

Follow either button to register additional staff members. You will then be brought to the beginning of the registration form to register additional team members.

Your Registration is not complete until you see this confirmation screen. If you exit the registration form prior to receiving this screen, none of your information will be saved.

NY NOW Winter Market 2026

Adjusting Registration from Confirmation Page

From the Confirmation Page you can transfer your registration to another staff member or make changes to your existing registration.

The screenshot shows a confirmation page titled "Congratulations, you are now registered!". It displays a confirmation number in a dashed box and a message: "You will receive an email with your registration details." Below this are two buttons: "Transfer Your Registration to Another Employee" and "Edit Your Registration". A red arrow points from the "Transfer" button to a separate "Transfer Registration" form, and another red arrow points from the "Edit" button to a "Registration Summary" form.

Transfer Registration

Who are you transferring your registration to?

Enter the person's information so we can send it to them.

* First name

* Last name

* Email address

Registration Summary

Review your registration information below

test test

Company: test, Work Address: test, Connecticut, United States, Mobile: 333-333-3333

Questions

ASD OPT-IN: ASD Market Week communicates reminders, confirmations, promotional offers, and other information designed to improve your experience when you provide your contact information. If you provide a cellular telephone number, we need explicit consent from you to send you text messages and use automated dialing technology and pre-recorded messages to confirm and communicate relevant show information.

I would like to opt-in to receive show related info on my cell phone number (if provided) for ASD as described above. I understand standard message/data rates may apply and I may opt out at any time by texting "STOP."

I acknowledge that registrant must be 18 years old or above to attend event. No one under the age of 18 will be allowed to enter show floor. IDs will be checked onsite.

I have read and fully agree to the [Terms & Conditions](#) of the ASD Market Week Show Policies.

I agree to the Emerald [Privacy Policy](#).

Transfer Registration

Changes the individual registered. Follow the prompt to transfer your exhibitor registration to another staff member.

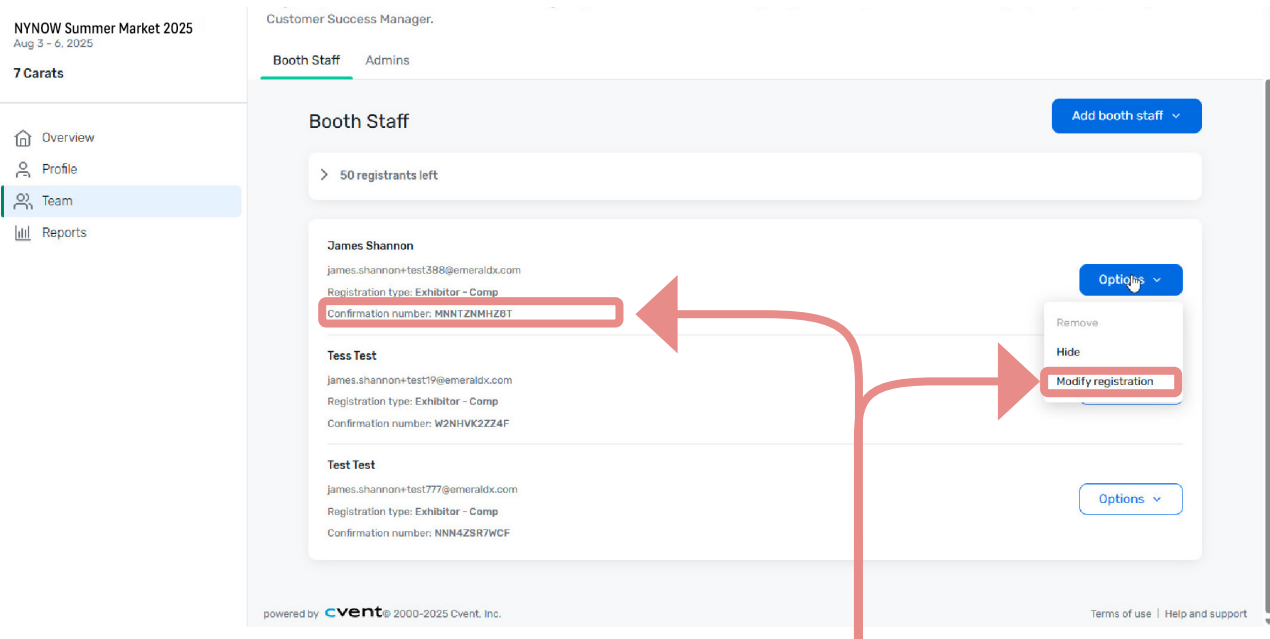
Modify Registration

Used for editing registration details, does not change the individual registered. If you are changing the person on the registration, you must use the transfer feature as this creates a new Badge ID that is needed to access the Mobile App.

NY NOW Winter Market 2026

Adjusting Existing Registrations from Exhibitor Badge Portal

From the Team page on the Exhibitor Badge Portal you can modify or transfer existing staff registrations.



Adjusting Registration

Copy or write down the Confirmation Number associated with the staff member you are modifying, then select Option and Modify Registration, this will open the Exhibitor Registration form in a new window. Enter the confirmation number and then follow the instructions on the previous page.

Note: Do not exit the Confirmation Number pop-up on the registration form. This will bring you to the buyer registration flow. You will not be able to access the exhibitor tools in the Mobile App or the show floor, during set-up, with a buyer registration type.

NY NOW Winter Market 2026

Additional Support

As we get used to this new registration program, we're here to support you and your team with any registration inquiries. Below you'll find contact information for additional support.

CVent Registration Support

Email: emeraldsupport@cvent.com

Phone: 1-833-859-6126
(Available 9 AM - 5 PM EST.)

NY NOW Customer Support

support@nynow.com