

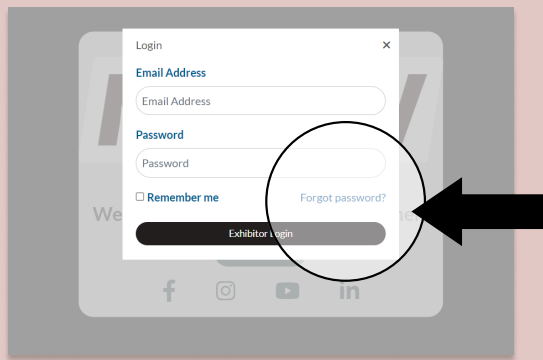
Your Exhibitor Hub Cheat Sheet

Winter Market 2026
FEBRUARY 1-3, 2026

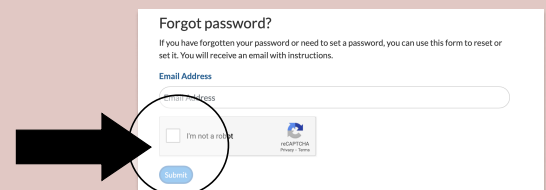
Think of the Exhibitor Hub as the place where all of your business with NY NOW lives. On a regular basis, you'll use this Hub to view invoices, make payments, and manage your contract. Closer to Market, you'll submit your insurance and review our Exhibitor Services Manual, and more.

Step One → LOGIN

- 1 Go to nynowwinter2026.smallworldlabs.com
- 2 Click the Login button
- 3 Click **Forgot Password?**



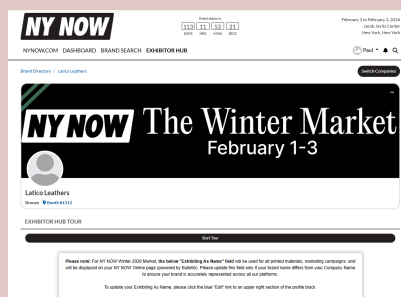
- 4 A new window will open, where you'll enter your email address to reset your password.
NOTE: YOU MUST ENTER THE SAME EMAIL ADDRESS USED IN YOUR NY NOW CONTRACT.
- 5 You will receive an automated email from admin@smallworldlabs.com with a link to reset your password – follow those instructions.
- 6 Return to the Exhibitor Hub at nynowwinter2026.smallworldlabs.com & log in with your email and new password.



Step Two → ACCESS ALL NY NOW BUSINESS-RELATED ITEMS

Once you've successfully logged in, click **EXHIBITOR HUB** in the top navigation bar.

- 1 **IMPORTANT!**
If your "Exhibiting As Name" (the brand name you want displayed in all marketing materials) is different from the Company Name on your contract, add that information here.



- 2 Access the below items and more, all in one place:
 - a. Access invoices + payments
 - b. Manage your contract
 - c. Request your booth wastebasket
 - d. Submit your insurance
 - e. Marketing opportunities
 - f. Upload product to your NY NOW Online Brand profile
 - g. Review the Exhibitor Services Manual

