



NY NOW

**CURATED AT
LUXURY LIFESTYLE**

Exhibitor Manual Winter 2026

OFFICIAL FULL
LENGTH EXHIBITOR
SERVICES MANUAL

FEBRUARY 1-3, 2026
The Javits Center, NYC

Contents

PAGES
3–4

CURATED AT LUXURY LIFESTYLE

Welcome Letter
Booth Package

PAGES
5–6

GENERAL

Location
Dates & Hours
Preparation & Set Up

PAGES
7–11

LOGISTICS

Shipping Your Goods
International Shipping
Hand Carry
Vault & Security Procedures
Order Writing & Commission

PAGES
12–14

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 Winter 2026 Market. We are thrilled to have you on board for this groundbreaking initiative.

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.



Robin

Curated at Luxury Lifestyle Package

Details about Your Space:

80 SF Space with 5' Back Wall

Grey Carpet

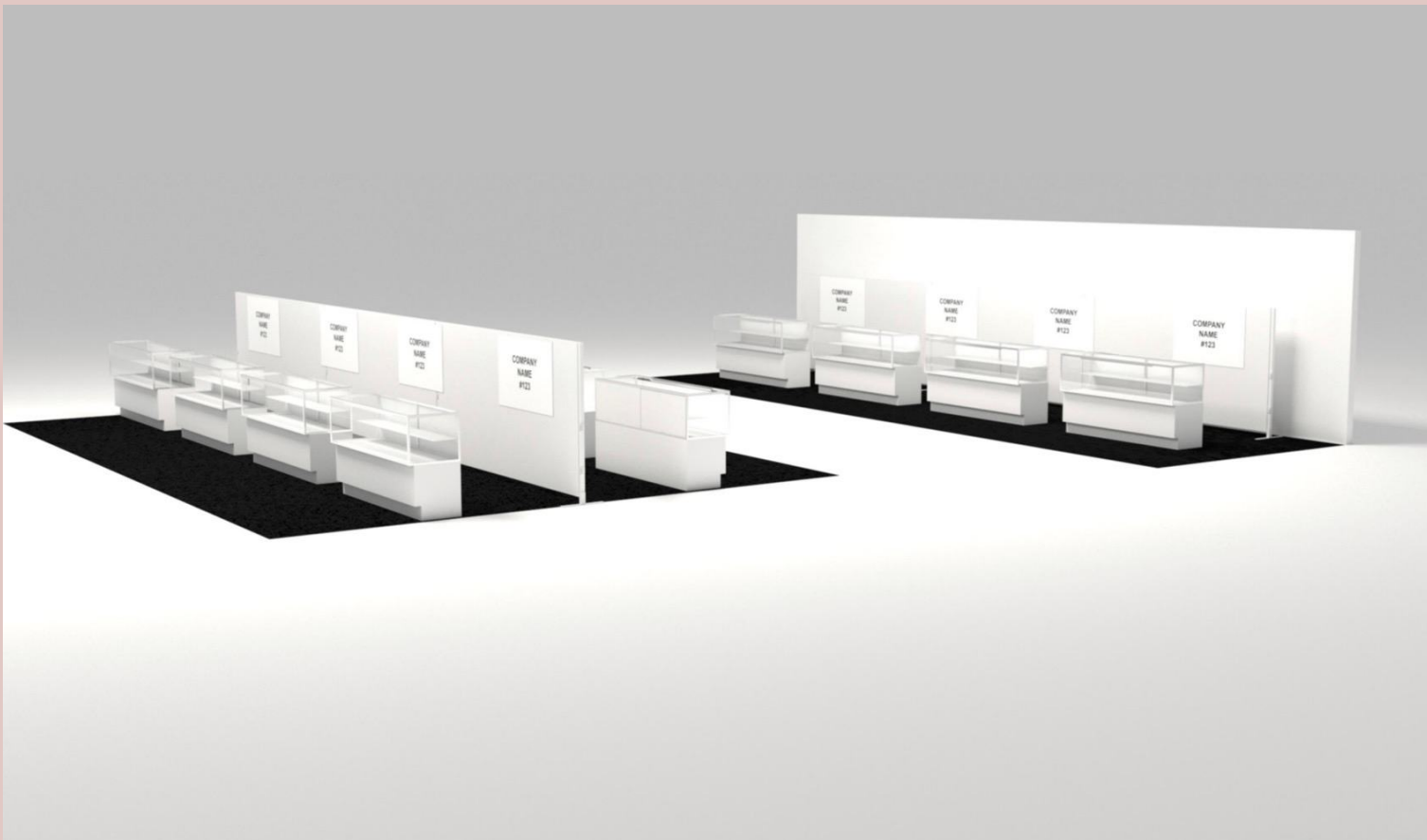
Lighting: 1 Parcan + LED Light for Showcase

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 Winter 2026 Floor Plan for your official booth location.

General

NY NOW

Winter 2026

Location

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

Date & Time

Sunday, February 1st
9am–6pm

Monday, February 2nd
9am–6pm

Tuesday, February 3rd
9am–5pm

Preparation & Set Up

Before You Arrive:

- ☐ [Submit certificate of insurance](#)
- ☐ [Coordinate hotel and travel](#)
- ☐ [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, January 31, 8am–5pm

- Porter Service from 8:15am–4:15pm
- All booths should be set & show-ready by 9am on Sunday, February 1.

- 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, January 29th
 - Review POV Self Unloading Policy [here](#)
-

Exhibitor Hall Access

- Exhibitors will need to pick up badges once registration opens onsite on Saturday, January 31.
 - 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 → Friday, January 2, 2026

[Freeman Co](#)

(888) 508-5054

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](#)

→ You may ship to the Advanced Warehouse between:

December 30, 2025 - January 20, 2026

Material received at the Advanced Warehouse after January 20th will be charged an additional after-deadline charge.

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](#)

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, January 29- Saturday, January 31. 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)
Winter 2026 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

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

Consignee

Name of Exhibiting Company
 NY NOW 2026 / 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 /
smulkeen@phoenixlogistics.com

Hand Carry

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

HAND CARRY RULES

- Access will be granted to Exhibitors only.
 - Hand-carried items into the Javits Center can only be brought in through the rear truck entrance of the building located at 369 12th Avenue and only during move in and move out.
 - All vehicles should enter at 369 12th Avenue (corner of 12th Avenue & 40th Street). You will be given a Javits Center placard to place on your windshield.
 - Vehicles will be directed to the proper unloading area.
 - All vehicles are allocated 30 minutes, and the time limit will be strictly enforced.
 - Porter Service will be available to assist exhibitors during the hand carry process.
-

[Winter 2026 Floor Plan Here](#)

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, JANUARY 31 AFTER 12PM	SUNDAY, FEBRUARY 01 BY 9AM
SUNDAY, FEBRUARY 01 AFTER 6PM	MONDAY, FEBRUARY 02 BY 9AM
MONDAY, FEBRUARY 02 AFTER 6PM	TUESDAY, FEBRUARY 03 BY 9AM
TUESDAY, FEBRUARY 03 AFTER 5PM	WEDNESDAY, FEBRUARY 04 BY 9AM

You may access the vaults starting on Saturday, January 31 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 Robin Kramer, 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 1/31/26 for the Winter 2026 Market: 12% on new orders, 8% on reorders, and 0% on referrals AND 0% during market days, 2/2-2/4, 2026. 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 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
- Proof of this purchase needs to be uploaded into your Exhibitor Hub.

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 a wide range of exciting opportunities to maximize exposure and engage with qualified buyers in our community across our marketplace, emails, website, social media, and more.

CHOOSE YOUR OWN ADVENTURE!

Step
One

SUBMIT IMAGERY FOR FEATURES

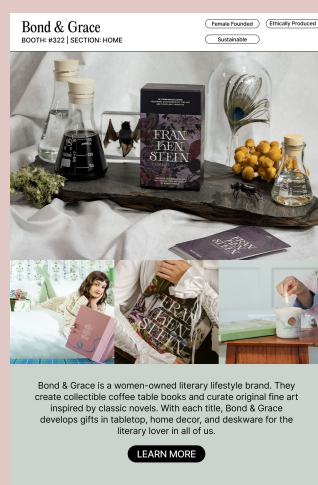
Submit your imagery to our **FEATURE REQUEST FORM**. Whether you're interested in a sponsored feature or not, we're in constant need of brand imagery for free features.

Step
Two

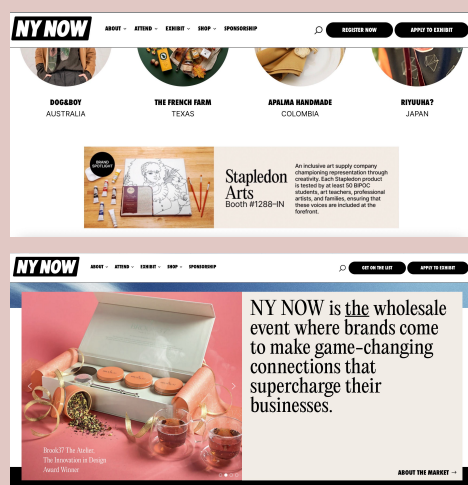
CHOOSE A SPONSORSHIP

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:

- **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.
 - **Get sharing!** Share your assets along with your unique referral link on social media, in email, and more.
-

Here's a sample of some customized assets:



The background features decorative geometric patterns in the corners, consisting of nested, stylized chevrons or zig-zags. The top-left and bottom-left corners have black outlines, while the top-right and bottom-right corners have pink outlines. The central text is set against a plain light pink background.

NY NOW

See you there!

For further inquiries, please send us an email at
support@nynow.com