

**NY NOW**

NYC's Premier Wholesale  
Event & Marketplace

# Sponsorship Opportunities

WINTER MARKET 2026

Bond & Grace  
BOOTH: #322 | SECTION: HOME

Sustainable

Sunskara  
BOOTH: #2002 | SECTION: LUXURY LIFESTYLE

Minority-Owned

Sustainable

Bond & Grace is a women-owned literary lifestyle brand. They create collectible coffee table books and curate original fine art inspired by classic novels. With each title, Bond & Grace develops gifts in tabletop, home decor, and deskware for the literary lover in all of us.

[LEARN MORE](#)

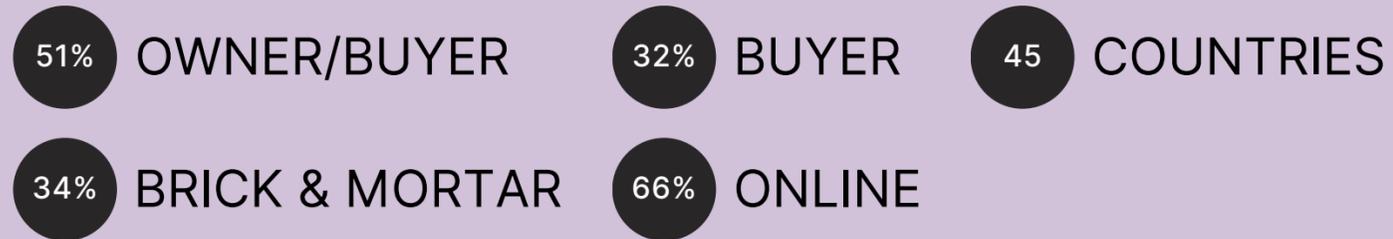
es", Sunskara is a ritage and embracing as led us on a global es from diverse

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

**FEBRUARY 1-3, 2026**

# Who Attends: Demo Data

## WHO ARE THEY?



## WHY THEY ATTEND

80% ATTEND TO PURCHASE PRODUCTS FOR RETAIL SALE

7% ATTEND TO PURCHASE FOR WHOLESALE (E.G. IMPORTER, EXPORTER, DISTRIBUTOR)

4% ATTEND TO SPECIFY FOR A PROJECT/CUSTOMER'S PROJECT/USE IN PROJECT

## WHAT ARE THEY LOOKING FOR?

60% COME TO SHOP GIFT & LIFESTYLE

21% COME TO SHOP HOME

19% COME TO SHOP JEWELRY & ACCESSORIES

## MORE DATA Our Influence

96% OF ATTENDEES ARE INVOLVED IN MAKING PURCHASE DECISIONS

86% ARE SEARCHING FOR NEW PRODUCT AT NY NOW

67% OF ATTENDEES FOUND NEW PRODUCTS FOR THEIR BUSINESS

## OUR REACH

### Our NY NOW Influence

#### SOCIAL

103K

INSTAGRAM FOLLOWERS

451K

INSTAGRAM ACCOUNTS REACHED DURING \SHOW MONTHS

30K

FACEBOOK FOLLOWERS

#### EMAIL

40K

EMAIL UNIVERSE

46%

AVERAGE OPEN RATE

2%

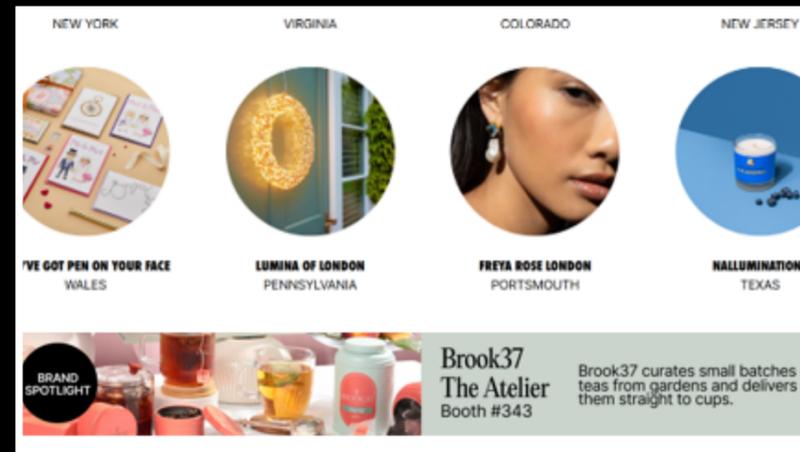
AVERAGE CLICK RATE

# Web Opportunities: Ad Banners + Features

Go beyond featured placements with a branded banner that complements our existing website content. Get noticed by buyers for a full week of premium visibility

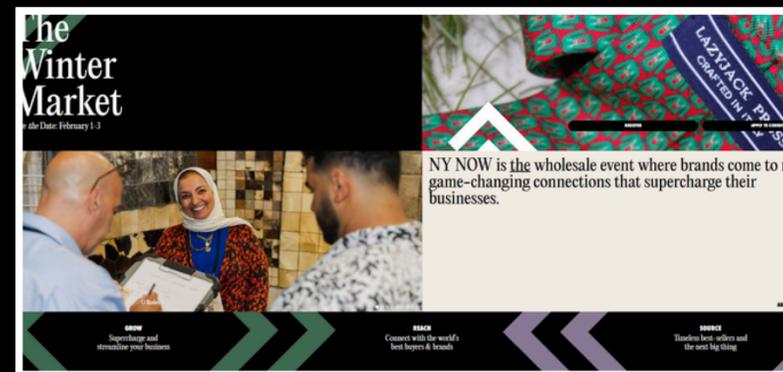
- STANDARD LEADERBOARD AD UNIT (bottom)
- SUPER LEADERBOARD AD UNIT (top)
- WEBSITE HERO SLIDER
- PRODUCT SPOTLIGHT FEATURE

Standard Leaderboard  
Ad Unit  
**\$380**



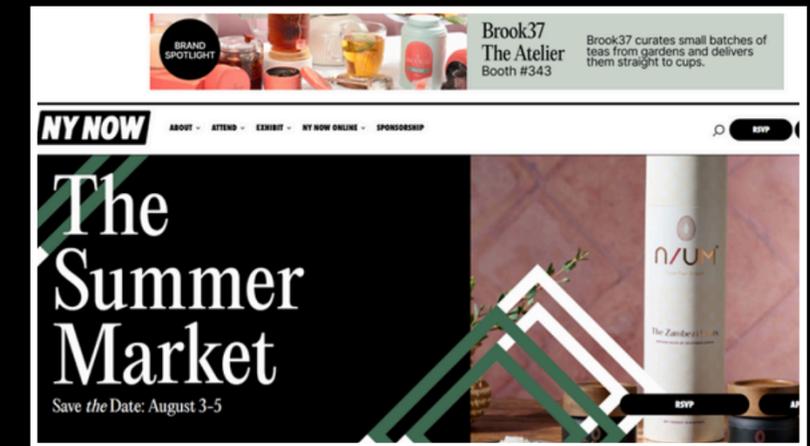
**\$900**

Website Hero Slider



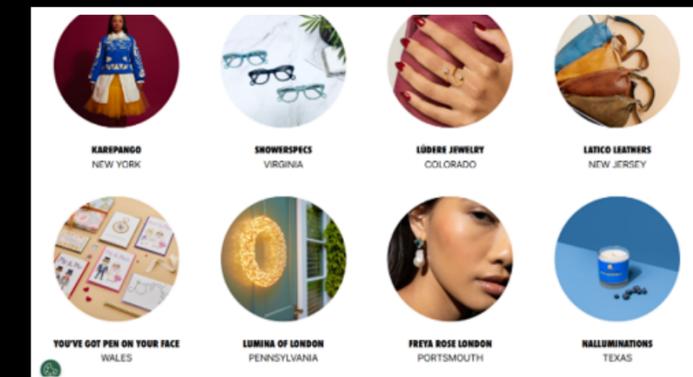
[BROWSE THE SPONSORSHIP GALLERY](#)

Super Leaderboard  
Ad Unit  
**\$690**



**\$400**

Product Spotlight Feature



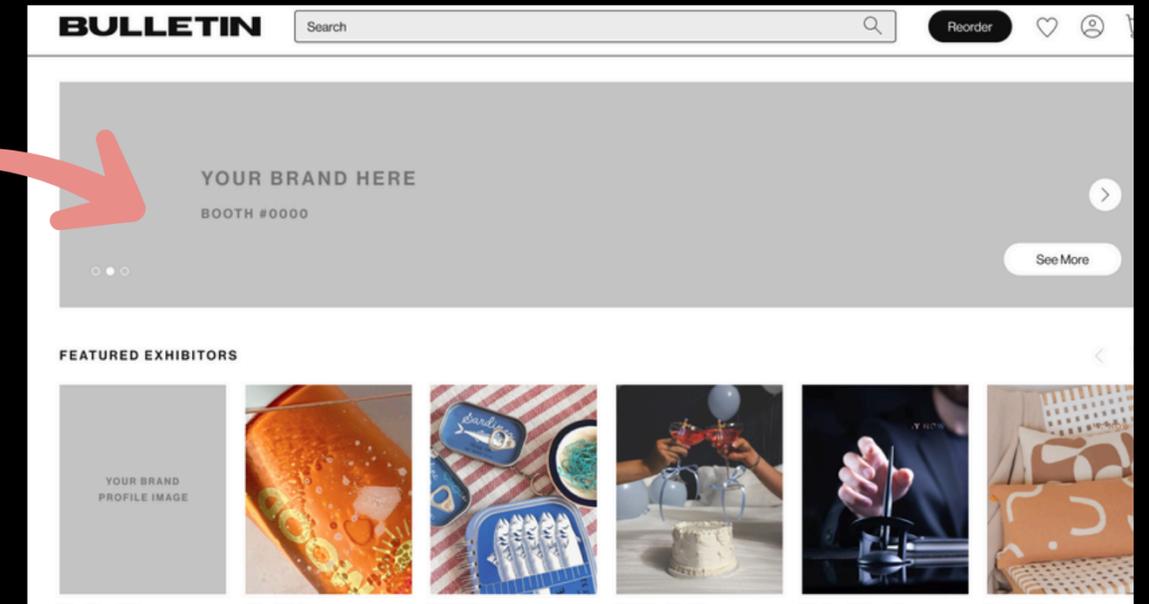
# Web Opportunities: Featured Placements

Go BIG with an exclusive **HERO BANNER** on NY NOW Online Directory Homepage and have your brand be the first name that every buyer will see, and links out to your brand profile page on NY NOW Online.

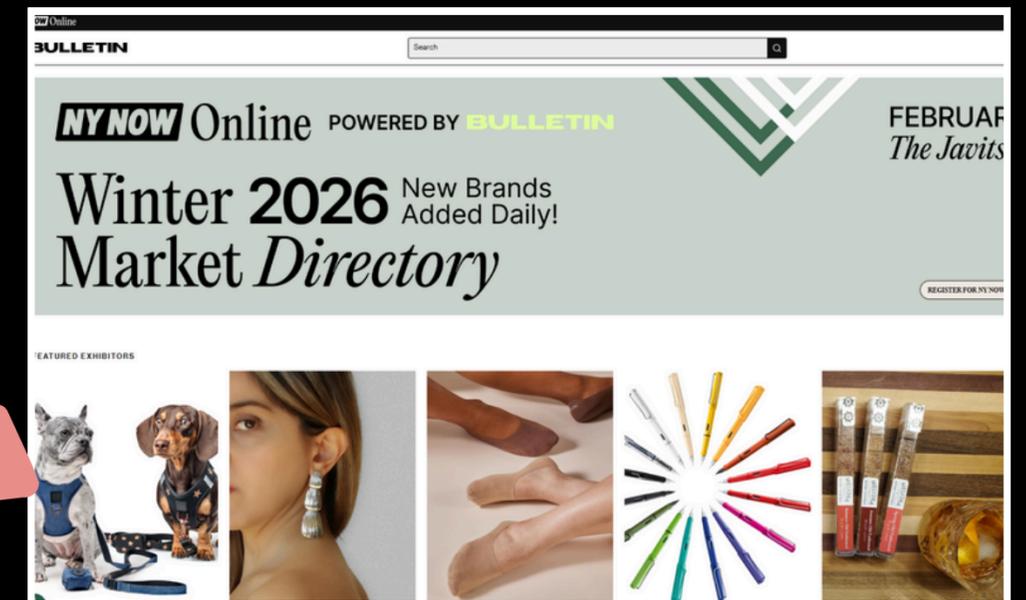
Bask in the glory of a **FEATURED LISTING** on the NY NOW Online Directory homepage when you upgrade to the Amplify Package. This rotating section features up to 6 brands, and links out to your brand profile page on NY NOW Online

[BROWSE THE SPONSORSHIP GALLERY](#)

**\$1500**  
NY NOW ONLINE  
Hero Banner



**\$375**  
NY NOW ONLINE  
Amplify Package  
(Post Contract)



# NY NOW Connect: Mobile App Ad Opportunities

Score a featured Ad on NY NOW Connect, our Mobile App powered by GRIP.

**SPONSORED NOTIFICATIONS** deliver instant visibility—your message sent directly to buyers on the NY NOW Connect app. Reach engaged attendees in real time and drive traffic straight to your booth or profile.

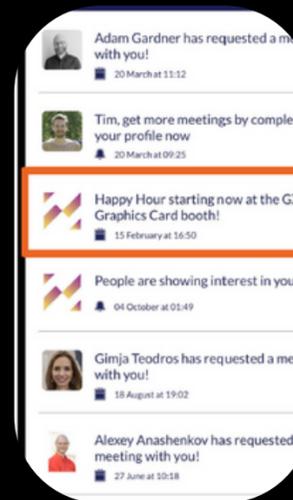
Boost your visibility on NY NOW Connect with a **CAROUSEL BANNER AD** designed to keep your brand in front of active buyers throughout the show.

Command attention wherever buyers browse with a **MOBILE BANNER AD** on NY NOW Connect that rotates through three high-traffic areas—keeping your brand front and center throughout the show.

[BROWSE THE SPONSORSHIP GALLERY](#)

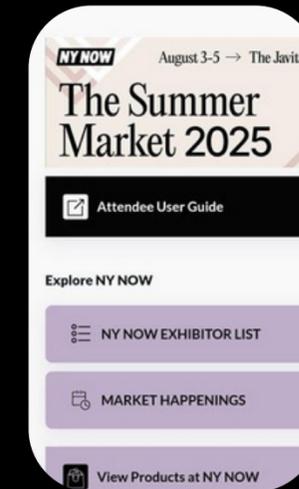
**\$1000**

Sponsored  
Notifications



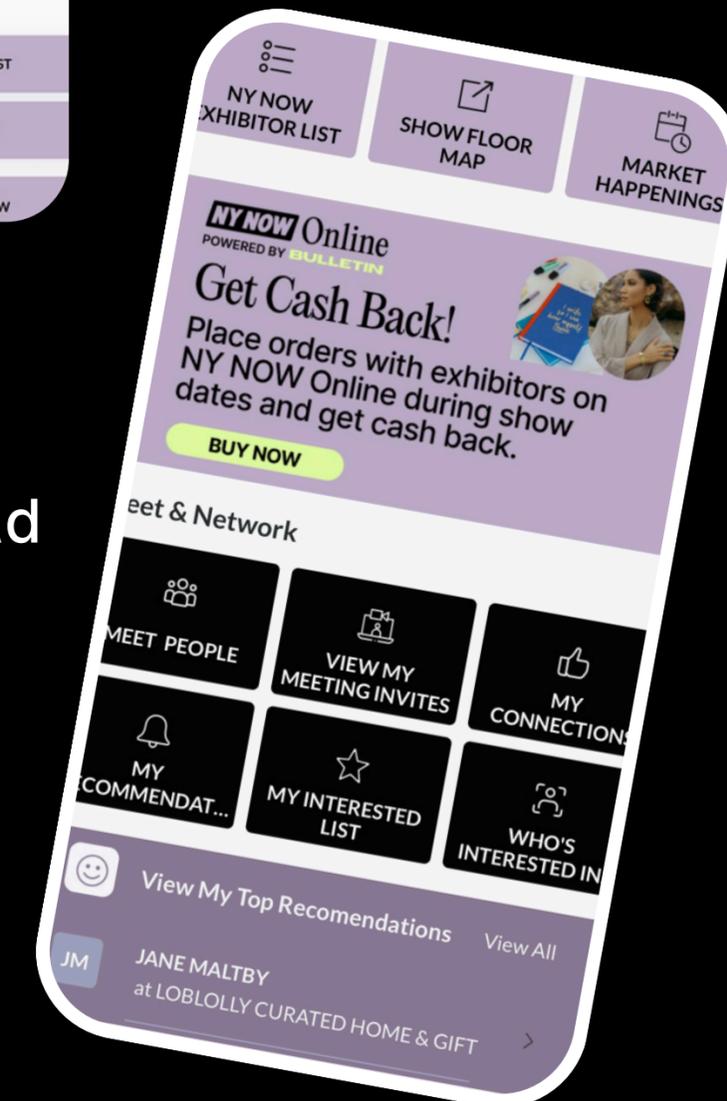
**\$750**

Small Carousel  
Banner Ad



**\$500**

Banner Ad



# Email Opportunities

Put your brand front and center in our exclusive **Brand Spotlight Email**, delivered directly to our vast community of engaged buyers. Share your story, showcase your values, and captivate our audience with stunning product imagery—designed to build connection and drive discovery in advance of the Market. Each email features up to four brands, ensuring your brand gets the attention it deserves.

Own the moment with an **Exclusive Feature** that commands attention with a **Banner Ad** placement in one of our high-impact Marketing Emails, sent directly to our vast community of engaged buyers. Your brand's moment to shine—one email, one spotlight, one exclusive brand.

**\$325**



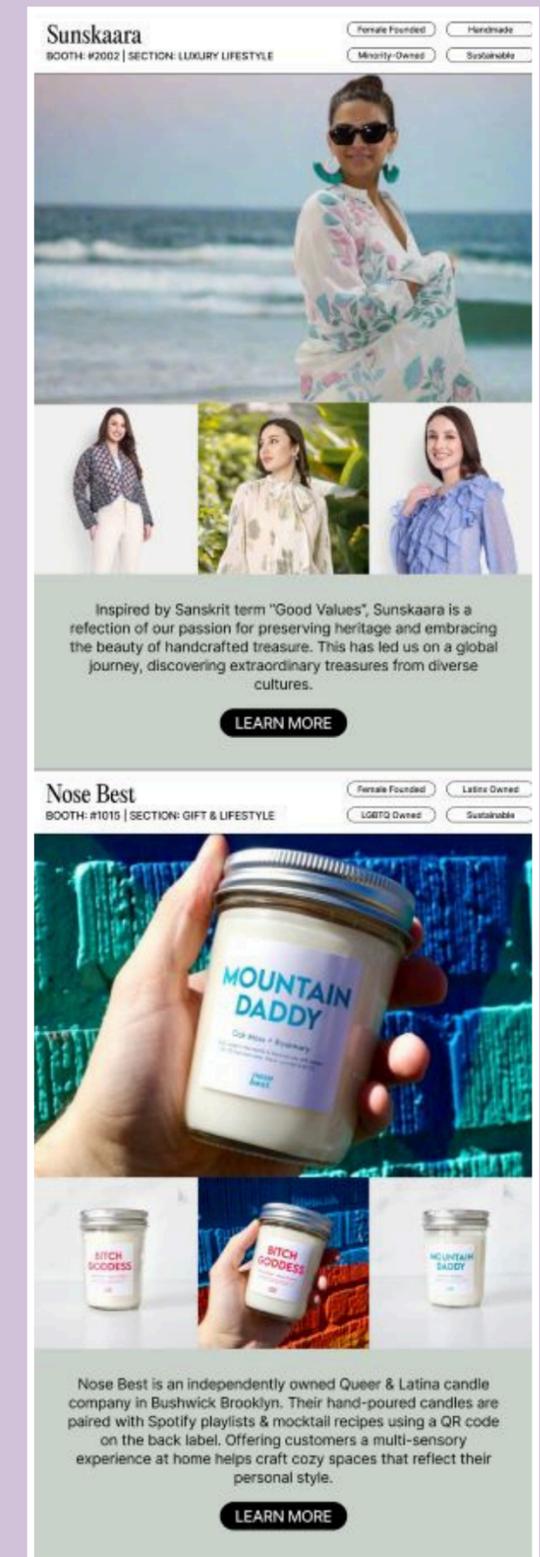
**BRAND SPOTLIGHT**

**FRECKLED FUCHSIA**

Freckled Fuchsia is a colorful and vibrant brand with home & lifestyle products, designed in-house by Chandlyr Jackson in Portland, Maine.

[BROWSE THE SPONSORSHIP GALLERY](#)

**\$400**



**Sunskara**  
BOOTH: #2002 | SECTION: LUXURY LIFESTYLE

Female Founded | Handmade  
Minority-Owned | Sustainable

Inspired by Sanskrit term "Good Values", Sunskara is a reflection of our passion for preserving heritage and embracing the beauty of handcrafted treasure. This has led us on a global journey, discovering extraordinary treasures from diverse cultures.

[LEARN MORE](#)

**Nose Best**  
BOOTH: #1015 | SECTION: GIFT & LIFESTYLE

Female Owned | Latinx Owned  
LGBTQ Owned | Sustainable

Nose Best is an independently owned Queer & Latina candle company in Bushwick Brooklyn. Their hand-poured candles are paired with Spotify playlists & mocktail recipes using a QR code on the back label. Offering customers a multi-sensory experience at home helps craft cozy spaces that reflect their personal style.

[LEARN MORE](#)

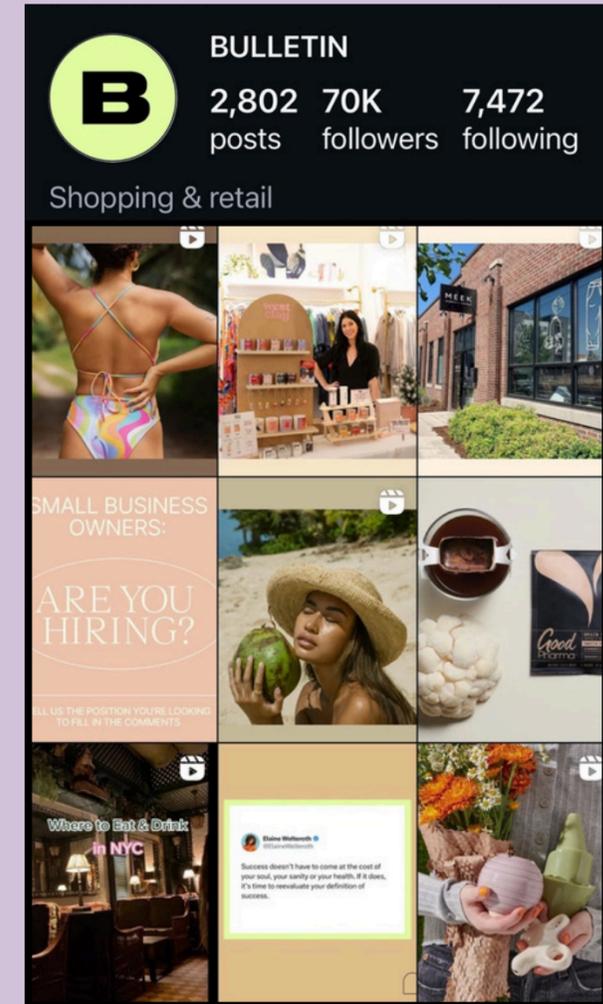
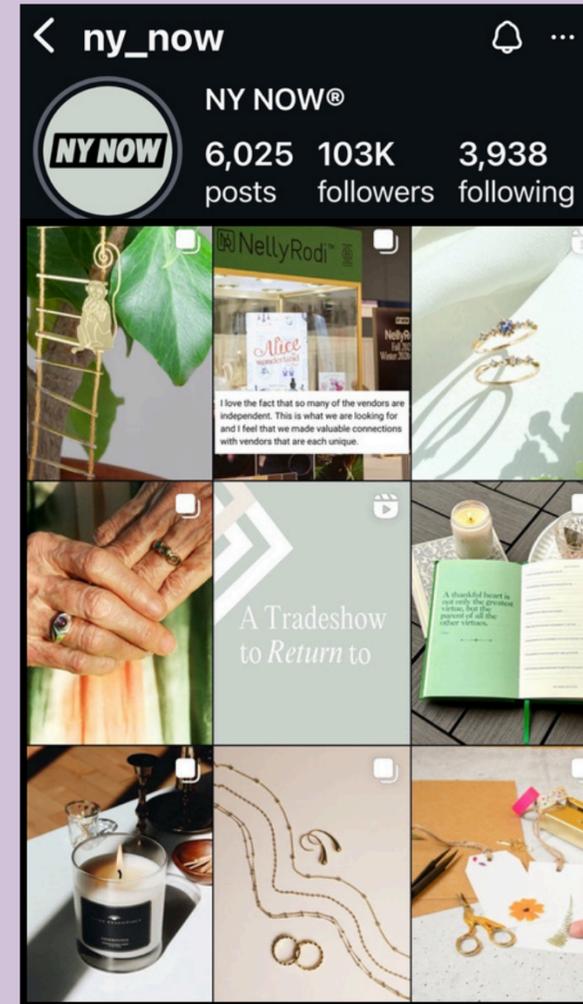
# Social Spotlights

**\$900**

Get your moment in the spotlight on **NY NOW +/or Bulletin's Instagram feeds!**

Showcase your products, brand values, and booth in a 2–3 image carousel post on either platform, with a combined **reach of 170K+ followers.**

The perfect way to build buzz ahead of Market.



# Printed Directory: Ad Opportunities

Go big with one of our most coveted sponsorship opportunities—premium ad placements in the official NY NOW Printed Directory.

## Quarter-Page or Half-Page Ad

Even in smaller formats, your stunning brand imagery and booth number will capture attention and connect you with every attendee.

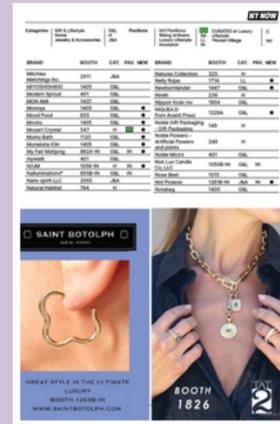
## Full-Page Ad

Make a bold statement with a full-page feature that ensures your brand commands attention throughout the show.

## Back Inside Cover

Secure a prime position for maximum visibility. This high-impact placement keeps your brand top of mind and makes a lasting impression long after Market.

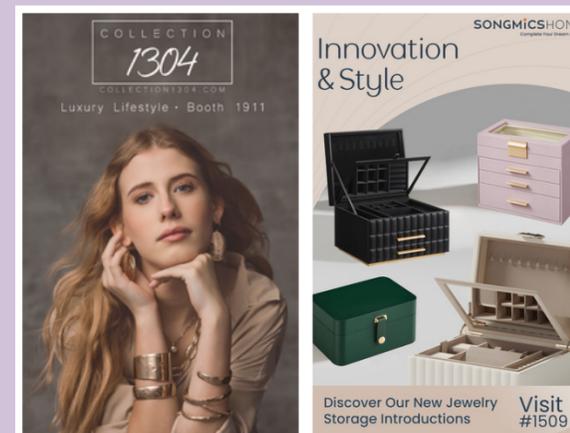
**\$450**  
1/4 Page Ad



**\$600**  
1/2 Page Ad



**\$900**  
Full Page Ad



**\$1740**  
Back Inside Cover



[BROWSE THE SPONSORSHIP GALLERY](#)

# Printed Directory EXCLUSIVE

Make an unforgettable first impression. The **Front Inside Cover** of the Printed Show Guide is prime real estate—our most in-demand full-page placement, seen by every attendee at Market.

Be the brand they notice first—**Maximum visibility. Lasting impact.**

[BROWSE THE SPONSORSHIP GALLERY](#)

**\$1900**

FRONT INSIDE COVER



# Onsite Opportunities: Signage

Get your brand out there as a **DIGITAL SIGNAGE SPONSOR**, with prominently featured video (no audio) or image graphics rotating on up to 4 screens positioned in high traffic areas during market days.

Elevate your booth with a **PRINTED METERBOARD** (single or double-sided), where you can showcase info about your products and brand.

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

**\$1,500**

Single-Sided  
Meterboard



**\$2,500**

Double-Sided  
Meterboard

**\$2500/\$6000**

Digital Signage  
Single/4 Screens



**\$6000**

Front Door  
Decals (15)



[BROWSE THE SPONSORSHIP GALLERY](#)

# Onsite Opportunities: Awareness

## **TREND GALLERY Sponsorship**

Get your product **ON DISPLAY** in highly visible Trend Gallery display cases located on the show floor and promoted to our vast retailer community.

**\$300**



## **EXCLUSIVE REGISTRATION FEATURED PROMO**

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

**\$5000**



[BROWSE THE SPONSORSHIP GALLERY](#)

# Onsite Opportunities: Events

## 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 page 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

Create buzz and connect with buyers through a fun, immersive experience. Showcase your products, tell your brand story, and make a lasting impression—all front and center on the show floor. Fully customizable to reflect your brand.

**POTENTIAL EXPERIENCES\***      **\$18,000**

- 01 Espresso Bar
- 02 Smoothie Cart
- 03 Roaming Food Cart



\*We can customize activations to meet your brand's budget and business needs - Please contact your Account Executive for custom package pricing.

# Traffic Driving Activation

Invite Buyers to discover your brand as part of *The Gifting Trail* — a curated experience highlighting standout exhibitors across the show floor offering booth visitors a small **giveaway**, creating a direct touchpoint for lead capture and a lasting impression. As Buyers traverse the show, your booth becomes a must-visit destination on their journey of discovery.

- 01 Logo placement/booth # on printed handout distributed to Qualified Buyers at Registration\*
- 02 Promoted on Digital signage and push notification to Buyers NY NOW mobile app
- 03 Inclusion in Activation Spotlight Email + Show Happenings Online and Printed Show Guide
- 04 Buyers who complete the Trail will be entered to win a Grand Prize Giveaway!

**THE GIFTING TRAIL**  
**\$500**



^ LIMITED DAILY QUANTITIES

# Who Attends: Summer 2025 Sampling

ABC HOME FURNISHINGS  
ABERSONS  
AERIE / AMERICAN EAGLE  
AERO STUDIOS  
AIMÉ LEON DORE  
AMERICAN DREAM  
ANDREWS.COM  
ANGARA  
ATM COLLECTION  
BAMKO  
BARNES & NOBLE  
BEAMS  
BENNETT GALLERIES  
BESPOKE POST  
BIG NIGHT  
BIGALOW CHEMISTS  
BOSTON MUSEUM OF FINE ARTS  
BROOKLINEN  
BROOKS BROTHERS  
CADEAUX  
CANYON RANCH RESORTS  
CATBIRD  
CELADON HOME  
CHELSEA MARKET BASKETS  
CITY TRENDS INC  
COMERFORD COLLECTION  
COOPER HEWITT MUSEUM  
COURTYARD PLAZA  
CURRENT HOME  
DANDELION  
DAVID J WITCHELL  
DISNEY  
DYLANS CANDY BAR  
EDDIES OF ROLAND PARK  
EFFY JEWELRY  
ELDREDGE LUMBER & HARDWARE  
ELOQUII  
ESTEE LAUDER

EFABFITFUN  
FAHERTY  
FINE ARTS MUSEUMS OF SAN FRAN  
FIRE OPAL  
FOX S  
GALLERY Z  
GARNET HILL  
GEORGE A LIFESTYLE STORE  
GETTY MUSEUM  
GOLDEN GATE NATIONAL PARK  
GRACE BAY RESORTS  
GREEN LAKE JEWELRY  
HARNEY & SONS  
HERITAGE FARM & GARDEN  
HESTER & COOK  
HOMENATURE  
HOMESMITHS  
HUDSON GROUP  
IKRAM  
INDIGO BOOKS & MUSIC  
ITOYA STUDIO  
JAYSON HOME  
JUDITH LEIBER  
JUNG LEE NY  
KAREN KANE  
KENNEDY INTERNATIONAL  
KINOKUNIYA BOOKSTORE OF AMERICA  
KITSON  
KUSTERMANN  
LA MAISON SIMONS  
LANDRY'S  
LEARNING EXPRESS  
LEON & LULU  
LEVENGER  
LIBERTY OF LONDON  
LOAVES AND FISHES COOKSHOP  
LOCKWOOD  
LORD & TAYLOR

LOVESHACKFANCY  
LUX BOD & GREEN  
MAGNOLIA MARKET  
MAMAN NYC  
MARDERS  
MARRIOTT BONVOY BOUTIQUES  
MCNALLY JACKSON BOOKS  
MIGNON FAGET  
MIX AT THE BREAKERS  
MOMS ORGANIC MARKET  
MOTTO  
NEWTW!ST  
NIAGARA PARKS COMISSION  
NIC+ZOE  
NICKEY KEHOE INC  
NICOLE MOHRMANN  
NIHI HOTELS  
NORDSTROM  
NY HISTORICAL SOCIETY  
OK STORE  
OLIVE AND COCOA  
ONLY HEARTS  
OXFORD EXCHANGE  
PAPER SOURCE  
PINK CHICKEN  
POSMAN BOOKS  
QVC  
RAKUTEN GROUP  
ROCKSBOX  
ROSS  
SAKS / SAKS OFF 5TH  
SCARPA  
SF MUSEUM OF MODERN ART  
SHOE INN  
SHOPRITE  
SILVERADO JEWELRY GALLERY  
SOFT SORROUNDINGS  
SPENCER GIFTS

SPIRIT HALLOWEEN  
STANLEY KORSHAK  
STARBOARD CRUISE SERVICES  
STEVE MADDEN  
STOCKHOLM OBJECTS INC  
SUTTON HOME FASHIONS  
TANGA.COM  
TEN THOUSAND VILLAGES  
TERI JON SPORTS INC.  
THE BREAKERS HOTEL  
THE CLAY POT  
THE CONSERVATORY NYC  
THE CONTAINER STORE  
THE COURTAULD GALLERY  
THE GUGGENHEIM MUSEUM  
THE HUNTINGTON STORE  
THE MUSEUM OF MODERN ART  
THE NIAGARA PARKS COMMISSION  
THE PICKET FENCE  
THE STRAND BOOKSTORE  
THERAPY STORES INC  
TIKTOK SHOP  
TJX COMPANIES  
TWIST  
TWISTONLINE  
TYLERS  
TYRRELL LIMITED  
UNCOMMONGOODS  
UNIQUITIES STORES  
URBAN OUTFITTERS  
WALMART  
WARWICKS  
WEIS MARKET  
WHITES APOTHECARY  
WHOLE FOODS MARKET  
WILDLIFE CONSERVATION SOCIETY  
WILLIAMS SONOMA

# 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 hundreds of 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

THRIVE GLOBAL

cheddar news

WWD

INTERIOR DESIGN

Better Homes & Gardens.



HEARST

# See you on the show floor at Winter 2026 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.

**CONTACT**  
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