

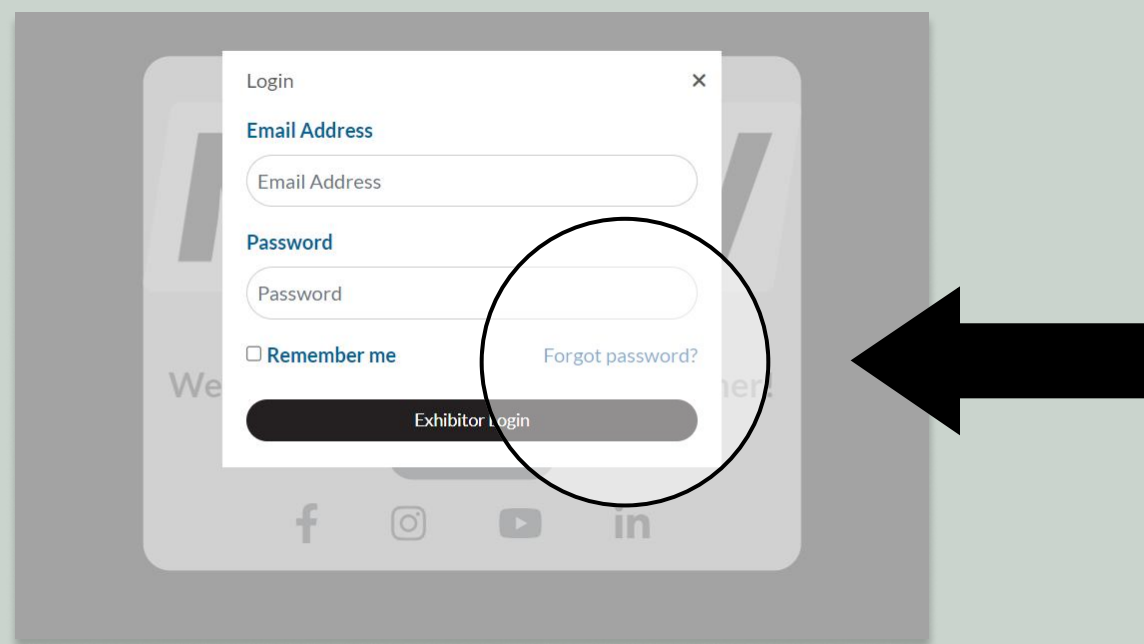
# Your Exhibitor Hub Cheat Sheet

**WINTER 2025 MARKET  
FEBRUARY 2-4, 2025**

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, register your staff, review our Exhibitor Services Manual, and more.

## Step One → LOGIN

- 1 Go to [nynowwinter2025.smallworldlabs.com](https://nynowwinter2025.smallworldlabs.com)
- 2 Click the Login button
- 3 Click **Forgot Password?**

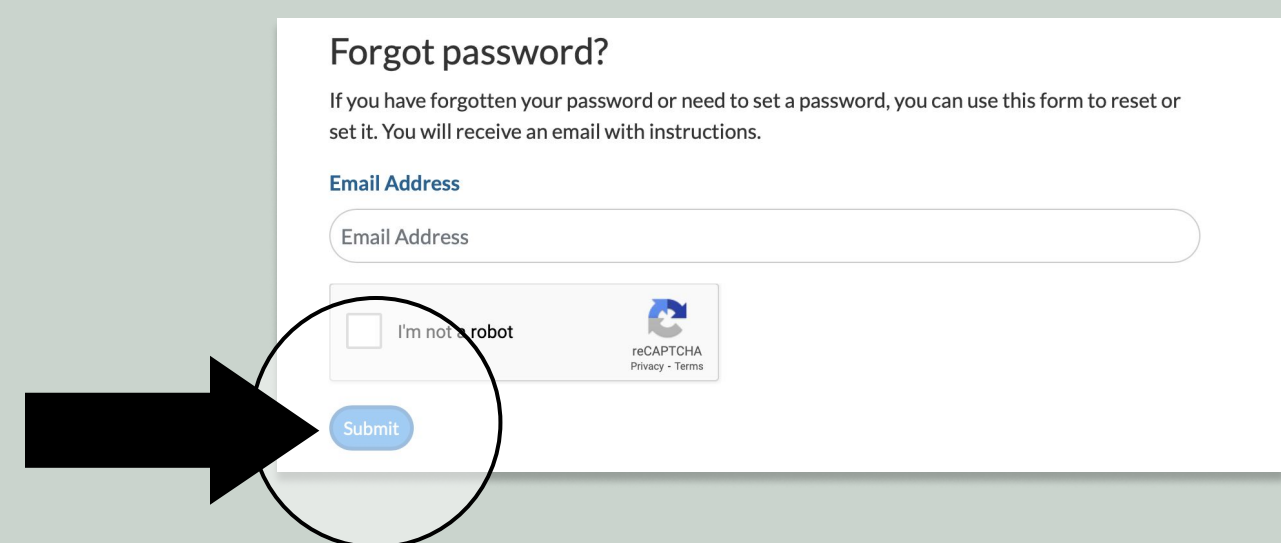


- 4 A new window will open, where you'll enter your email address to reset your password.

**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](mailto:admin@smallworldlabs.com) with a link to reset your password – follow those instructions.

- 6 Return to the Exhibitor Hub at [nynowwinter2025.smallworldlabs.com](https://nynowwinter2025.smallworldlabs.com) & log in with your email and new password.



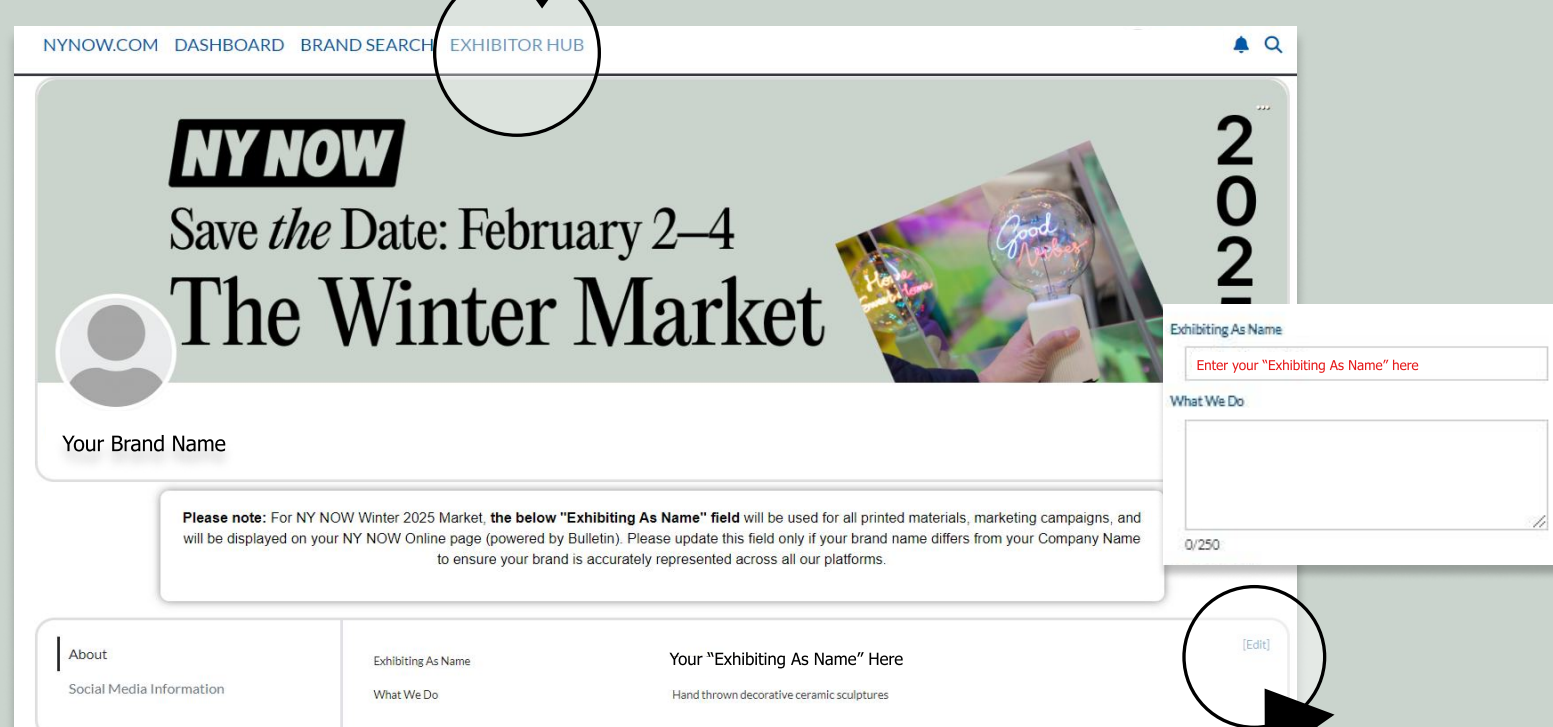
## Step Two → ACCESS ALL NY NOW BUSINESS-RELATED ITEMS

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

**1**

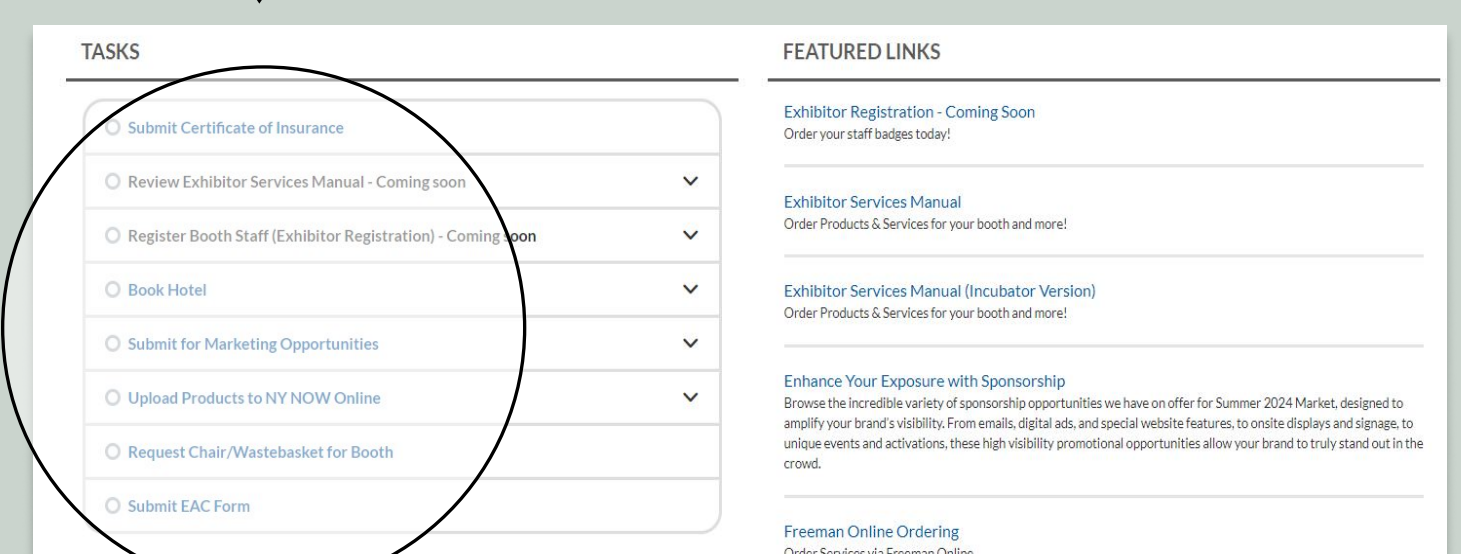
### IMPORTANT!

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
- b. Make payments
- c. Manage your contract
- d. Submit your insurance
- e. Register your staff
- f. Purchase sponsorship opportunities
- g. Review the Exhibitor Services Manual



**CONTACT US:** [support@nynow.com](mailto:support@nynow.com)

**FOLLOW US ON:**

**Winter Market**  
FEBRUARY 2-4, 2025 | JAVITS CENTER, NYC