

NY NOW

NYC's Premier Wholesale
Event & Marketplace

Sponsorship Opportunities

WINTER MARKET 2025



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

FEBRUARY 2-4, 2025

Elevate Your Presence at NY NOW



As the premier gift, home, and accessories market, NY NOW serves as the epicenter for brands seeking game-changing connections that supercharge their businesses.

More than your average trade show, our dynamic platform unites prestigious buyers with emerging and legacy exhibitors, creating an environment where timeless bestsellers and the next big thing seamlessly coexist. With a legacy of trust, NY NOW has become the go-to destination for retailers in search of quality, diversity, and unparalleled networking opportunities.

Now, imagine elevating your brand's presence in this incredible environment through strategic sponsorship. By aligning your company with our esteemed event, you gain exclusive access to a premium audience of Tens of 1,000's of qualified retailers and brands across the NY NOW and Bulletin communities.

For the upcoming **Winter 2025 Market**, we're thrilled to unveil a spectrum of sponsorship opportunities designed to amplify your company's visibility, outlined in this deck. Seize the chance to position your brand at the forefront, captivate the attention of engaged industry leaders, and maximize exposure in a way that resonates long after the event concludes.

Email Opportunities

Stand out in a **BRAND SPOTLIGHT EMAIL** to our vast buyer community, featuring your brand bio, brand values and beautiful product imagery from no more than four brands.

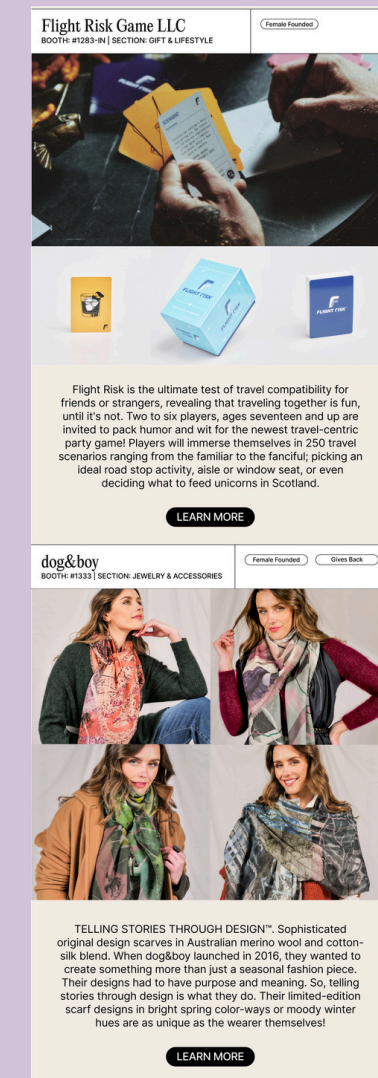
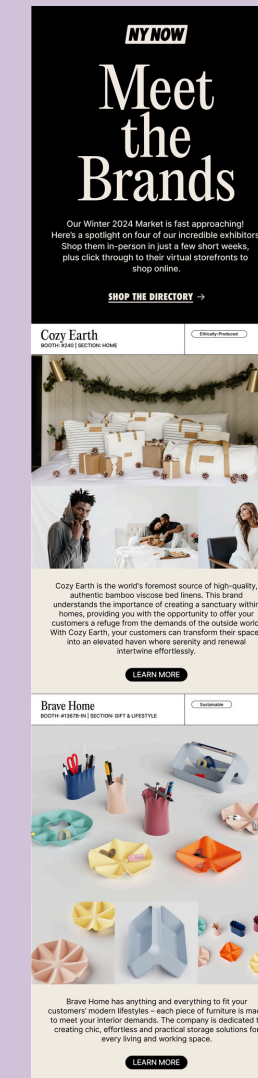
Embrace your solo feature moment in a Marketing **FOOTER AD**, dedicated to one brand only in emails to our engaged buyer community.

[BROWSE THE SPONSORSHIP GALLERY](#)

\$315

Brand Spotlight Email

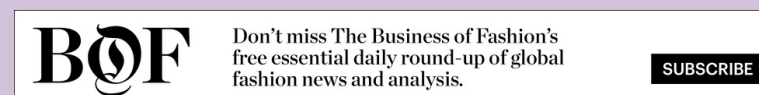
(to Buyers)



\$275

Dedicated Email Footer

(to Buyers)



Web Opportunities: Ad Banners

Different from our featured website placements, these banners are additional to the content that already lives on our website.

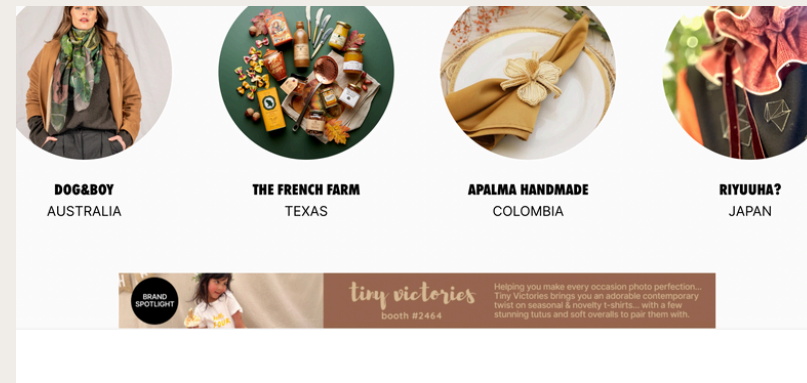
Put your best foot forward with one of these week-long banners.

- **STANDARD LEADERBOARD AD UNIT (bottom)**
- **SUPER LEADERBOARD AD UNIT (top)**
- **WEBSITE BILLBOARD AD UNIT**

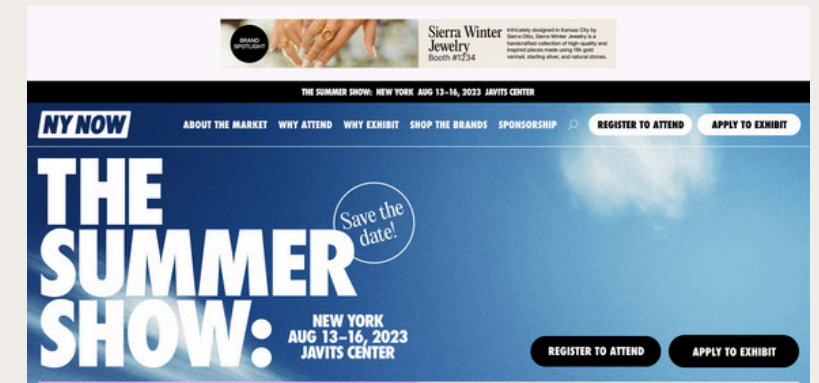
Alternatively, consider a biweekly **JUMBOSTITIAL AD UNIT**, captivating visitors with a pop-up that commands attention.

[**BROWSE THE SPONSORSHIP GALLERY**](#)

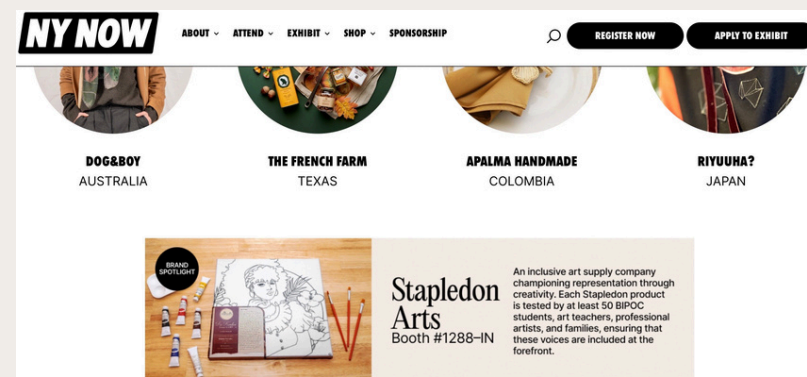
\$275 Standard Leaderboard Ad Unit



\$600 Super Leaderboard Ad Unit



\$400 Billboard Ad Unit



\$415 Jumbostitial Ad Unit



Web Opportunities: Featured Placements

Go big with a **WEBSITE HERO SLIDER** (1-week flight) on NY NOW's homepage. This slider is the first set of imagery that website visitors will see!

Bask in the glory of a month-long **PRODUCT SPOTLIGHT FEATURE** on our homepage. This rotating section features 8 brands total, and links out to your page on NY NOW Online.

[BROWSE THE SPONSORSHIP GALLERY](#)

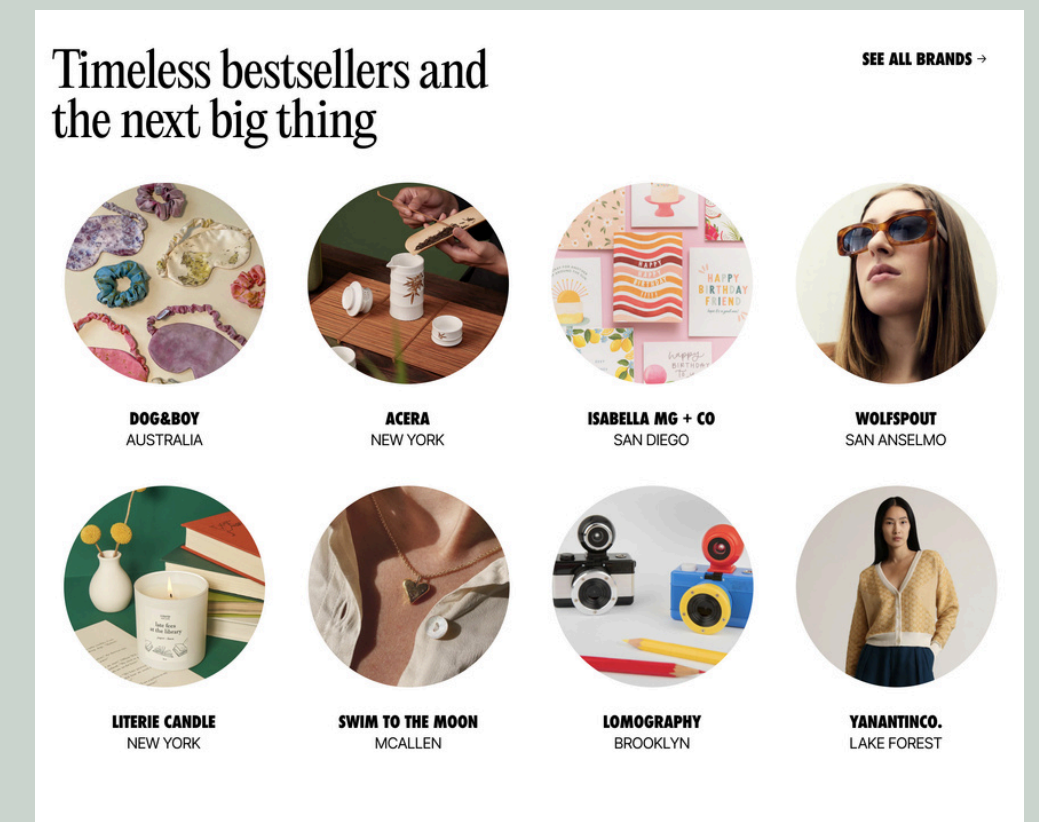
\$775

Website Hero
Slider



\$315

Product Spotlight
Feature



Mobile App Ad Opportunities

Be the first to score a featured Ad in our NY NOW Mobile App, powered by GRIP.

SPONSORED NOTIFICATIONS will ensure maximum exposure with push notifications delivered to buyers on the NY NOW mobile app!

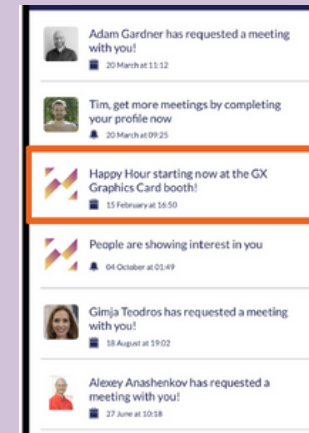
SMALL CAROUSEL BANNER AD for major impact with your brand presence in prime location on the NY NOW Mobile App.

Make a bold statement with a **MOBILE BANNER AD** appearing in rotation in three areas of the NY NOW Mobile App, ensuring your brand commands attention.

[**BROWSE THE SPONSORSHIP GALLERY**](#)

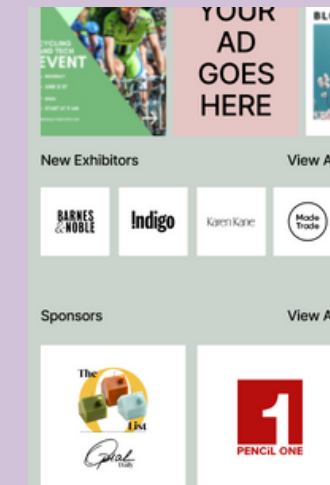
\$1000

Sponsored Notifications



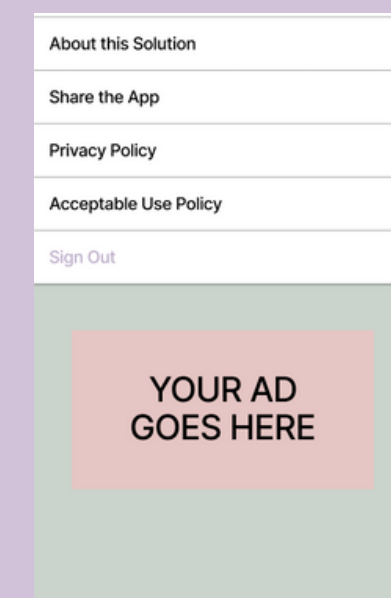
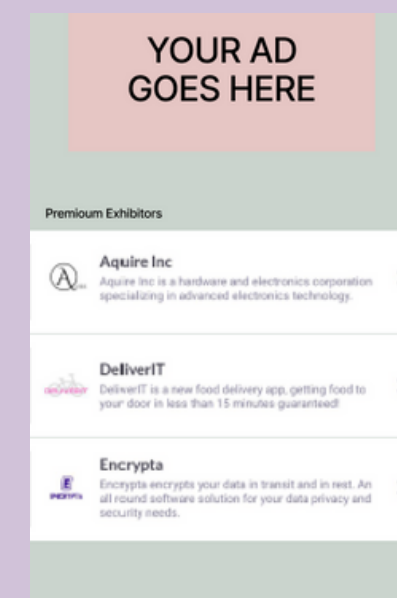
\$750

Small Carousel Banner Ad



\$500

Mobile Banner Ad



Printed Directory Opportunities

Go big with one of our most coveted sponsored opportunities: a feature in our Printed Directory.

Opt for a **QUARTER-PAGE** or **HALF-PAGE AD** for major impact. Even in these smaller formats, every attendee will see your gorgeous brand imagery and booth number.

Make a bold statement with a **FULL-PAGE AD**, ensuring your brand commands attention.

Similarly, secure a prominent spot on the **FRONT OR BACK INSIDE COVER** for enhanced visibility and the ultimate lasting impression.

[**BROWSE THE SPONSORSHIP GALLERY**](#)

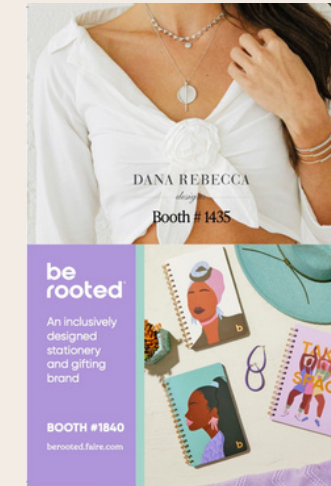
\$420

1/4 Page Ad



\$540

1/2 Page Ad



\$900

Full Page Ad



\$1740

Front or Back Inside Cover



Onsite Opportunities: Signage

Get your brand out there as a **DIGITAL SIGNAGE SPONSOR**, with prominently featured video (no sound) or graphics rotating on 4 screens during market days.

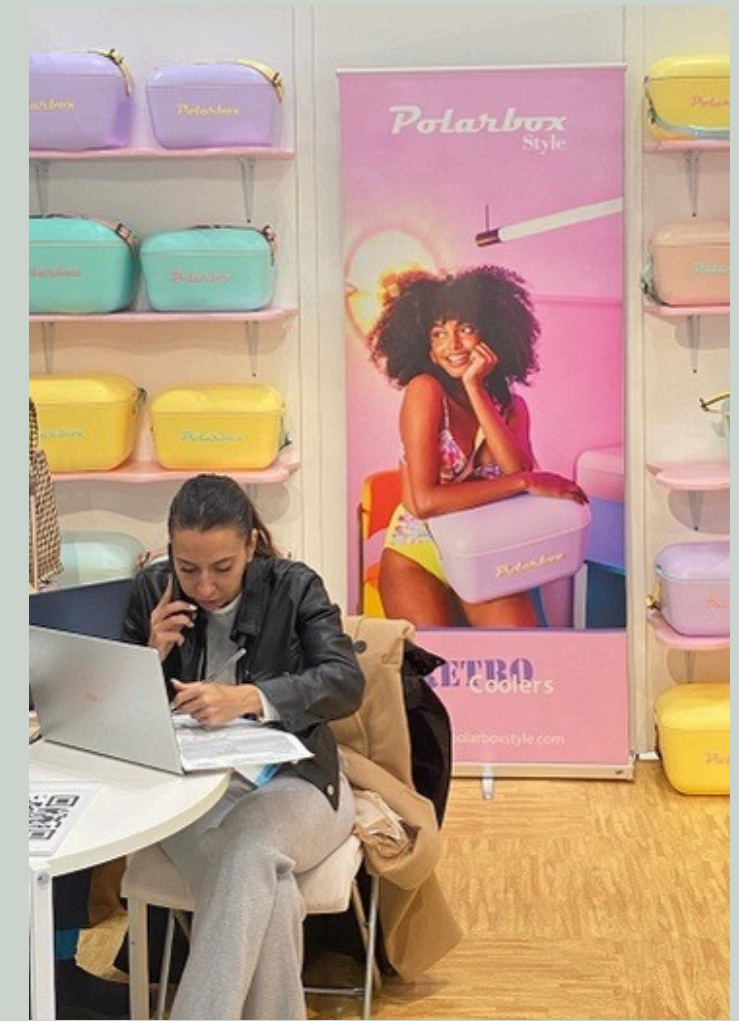
Elevate your booth with a **PRINTED METERBOARD** (single or double-sided), where you can showcase more info about your brand.

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

[BROWSE THE SPONSORSHIP GALLERY](#)

\$1250

Single-Sided
Meterboard



\$1850

Double-Sided
Meterboard

\$6000

Digital Signage
Sponsor



\$6000

Front Door
Decals (15)



Onsite Opportunities

VIP GIFTING SUITE Sponsorship

Put your product directly into the hands of VIP buyers! After perusing the display in our on-site Gifting Suite, VIP buyers are able to curate their own tote bags, filled with your goodies.

Featured Registration Promo Sponsorship*

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

Limited availability - One sponsor per registration area (Crystal Palace, North Concourse A and North Concourse B).

*Contact your Sales Manager for details

[BROWSE THE SPONSORSHIP GALLERY](#)

\$300

VIP Buyer Gifting Suite



Get your brand in front of Buyer's & Press with these exciting on-site event opportunities*.

Exclusive In-Booth Happy Hour

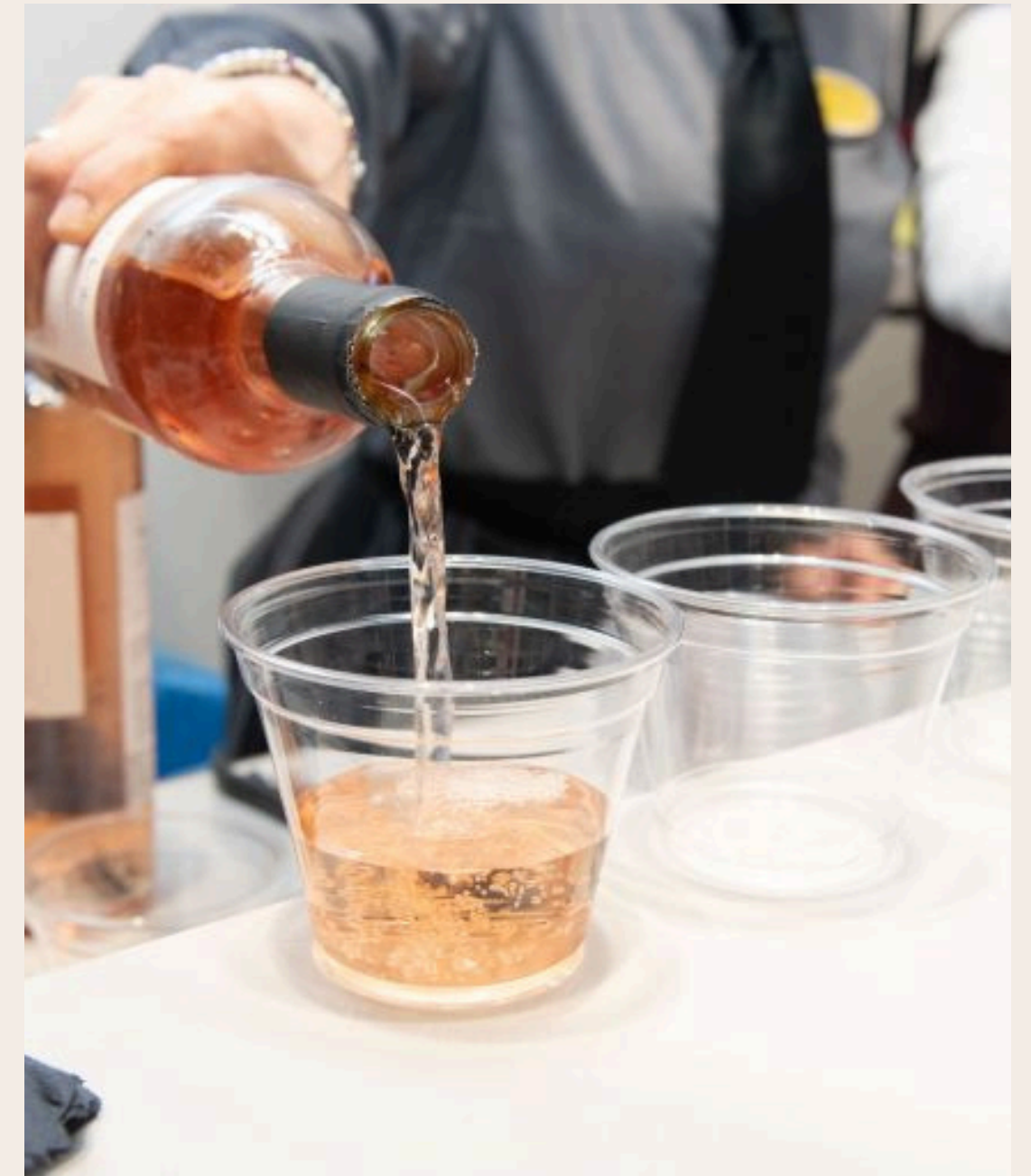
Bring buyers directly to your booth for an exclusive happy hour event. Our team will craft an event around Wine and Beer, Champagne toast, or Specialty cocktails and lite bites. Includes 1/2 promo Ad in Printed Show Directory. Includes 1/2 promo Ad in Printed Show Directory.

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.

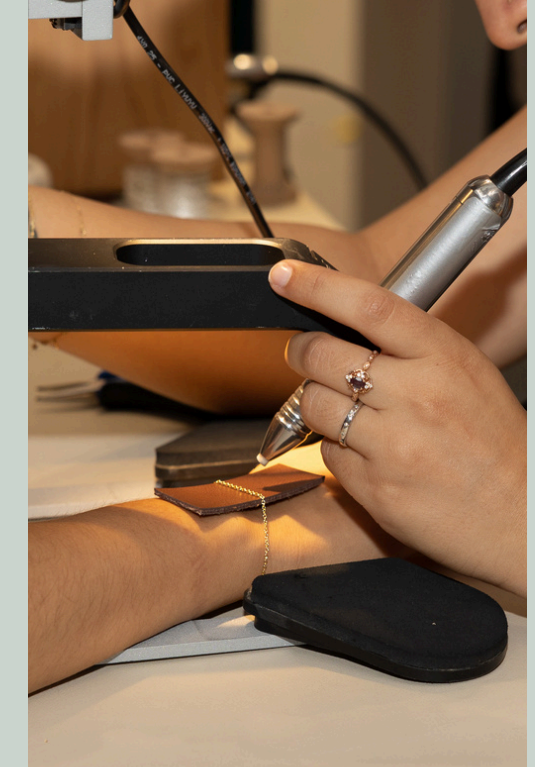
*Contact your sales manager to learn more



Traffic-Driving Activation

PRICING BASED ON PACKAGE

Attract and engage potential new customers with a fun and memorable attendee experience. This activation will not only be front and center for all to enjoy, but will also serve to share your brand story and unique product offering right on our show floor. Customizations available.



POTENTIAL EXPERIENCES*

- | | | | |
|----|---------------|----|-----------------------|
| 01 | Espresso Bar | 04 | Ice Cream Cafe |
| 02 | Smoothie Cart | 05 | Digital Graffiti Wall |
| 03 | Popcorn Stand | 06 | Permanent Jewelry |



*We can customize activations to meet your brand's budget and business needs.

Who Attends: Demo Data

WHO ARE THEY?

27% OWNER

29% BUYER

45 COUNTRIES

43% BRICK & MORTAR

57% ONLINE

WHY THEY ATTEND

78% ATTEND TO PURCHASE PRODUCTS FOR RETAIL SALE

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

8% ATTEND TO SPECIFY FOR A PROJECT/CUSTOMER'S PROJECT/USE IN PROJECT

WHAT ARE THEY LOOKING FOR?

51% COME TO SHOP GIFT & LIFESTYLE

28% COME TO SHOP HOME

21% COME TO SHOP JEWELRY & ACCESSORIES

MORE DATA Our Influence

60% ARE MORE LIKELY TO PURCHASE PRODUCT AFTER SEEING IT AT NY NOW

35% ONLY ATTEND NY NOW, AND NO OTHER TRADESHOWS

94% ARE SEARCHING FOR NEW PRODUCT AT NY NOW

HOW WE'RE ABLE TO REACH THEM

Our NY NOW Influence

SOCIAL

99.9K

INSTAGRAM FOLLOWERS

185K

AVERAGE INSTAGRAM ACCOUNTS REACHED DURING SHOW MONTHS

30K

FACEBOOK FOLLOWERS

EMAIL

40K

EMAIL UNIVERSE

27%

AVERAGE OPEN RATE

3.4%

AVERAGE CLICK RATE

Who Attends: Summer 2024 Sampling

- ABC CARPET & HOME
- ABERSONS
- AEROPOSTALE
- AGGREGATE SUPPLY
- ALLMODERN
- AMERICAN EAGLE OUTFITTERS
- ANTHROPOLOGIE
- ARTFUL HOME (GUILD LLC)
- AT HOME
- BALLINS LTD
- BARNES & NOBLE
- BEAMS CO. LTD.
- BERGDORF GOODMAN
- BEYOND, INC
- BLICK ART MATERIALS
- BLOOMINGDALES
- CATBIRD
- CENTRAL PARK CONSERVANCY
- CENTURY 21 STORES
- CHICOS
- CITY TRENDS INC
- DANDELION
- DAVID J WITCHELL
- DILLARDS DEPARTMENT
- DOLLAR KING STORES LLC
- DONNA KARAN
- DYLAN S CANDY BAR
- ELIS MANHATTAN - ZABAR
- ELTE
- FINE ARTS MUSEUMS OF SF
- FIVE BELOW
- FOTOGRAFISKA
- FREE PEOPLE
- GALLERY Z, LLC
- GARNET HILL
- GIANT TIGER STORES LIMITED
- GOLDEN GATE NATIONAL PARK
- HAMILTON JEWELERS
- HAMMACHER SCHLEMMER
- HARD ROCK HOTEL & CASINO
- HAWORTH, INC.
- HELLOFRESH
- HUDSON GROUP
- J.CREW
- JAYSON HOME
- JCPENNEY
- JULIAN GOLD
- KENDRA SCOTT DESIGN
- KITSON
- KUBBICK
- LANDRY'S INC.
- LIBERTY OF LONDON
- LOCKWOOD SHOP
- LOVE ADORNED
- LUX BOND & GREEN
- M. FREDRIC & CO.
- MACYS
- MAD MUSEUM OF ARTS AND DESIGN
- MAGNOLIA MARKET
- MARDERS
- MBI - THE DANBURY MINT
- MICHAELS STORES
- MIGNON FAGET LTD
- MINTED
- MIX AT THE BREAKERS
- MODA OPERANDI
- MOMA DESIGN STORE
- NEWTW!ST
- NIC+ZOE
- NORDSTROM
- OK
- OLIVER BONAS
- PAPER SOURCE
- PARTY CITY HOLDING
- PERIDOT FINE JEWELRY
- QVC
- ROSS STORES, INC
- SERENA AND LILY
- SF MUSEUM OF MODERN ART STORE
- SOLOMON R. GUGGENHEIM MUSEUM
- SPENCER GIFTS, LLC
- STITCH FIX
- SUNDANCE CATALOG COMPANY
- TAPESTRY
- TEN THOUSAND VILLAGES
- THE ARTISANS
- THE CONSERVATORY NYC
- THE CONTAINER STORE
- TITLE NINE
- TJX CORPORATION
- TWIST
- UNCOMMONGOODS
- URBAN COMPANIES
- VERMONT COUNTRY STORE
- VON MAUR
- WATERSTONES
- WAYFAIR
- WILLIAMS SONOMA
- ZABAR S
- ZOLA

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 over 400 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

GIFTS
& decorative accessories

ADWEEK



HFN

Qral Daily

gossamer

THRIVE GLOBAL

cheddar news

WWD

INTERIOR DESIGN

Better Homes & Gardens.



HEARST

NY NOW IN THE NEWS HERE

See you on the show floor for our Winter 2025 Market!

EXHIBITORS: [Click here](#) to select & purchase your sponsorship opportunity, or reach out to sales@nynow.com with customization requests or questions.

TECH & SOLUTION PROVIDERS: [Click here](#) to apply to sponsor.

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