

AUGUST 13-16, 2023
FEBRUARY 4-7, 2024

[NYNOW.COM](https://nynow.com) | [BULLETIN.CO](https://bulletin.co)

JAVITS CENTER, NYC

NY NOW x **BULLETIN**

NYC'S PREMIER WHOLESALEREVENT + MARKETPLACE

WELCOME TO THE FUTURE OF **NY NOW**

Welcome to **the reimagined NY NOW® event**, led by curated online wholesale marketplace [Bulletin](#).

The new NY NOW® will not only boast top-tier partners (including more emerging wholesale brands to refresh the offering for our buyers), but will also have a completely different look and feel. With an **exciting visual rebranding**, a reorganized show floor, **modern activations from top-tier brands**, an **elevated food + beverage experience**, and **tech-powered activations**, the show will prove to be the best possible investment for our customers.

Our promise is for **more rigorous brand exposure in front of our 10,000+ attending buyers**, as well as efforts to increase qualified show attendance through both traditional and new channels, so that our exhibitors get the right buyers to their booths.

We're on this journey together, and we can't wait to continue helping grow your wholesale businesses—both in person, and online.



OUR NEW MERCHANDISING STRATEGY

SUPPLY, SIMPLIFIED

SECTIONS	CATEGORIES
JEWELRY & ACCESSORIES	Accessories Apparel Fashion Jewelry Fine Jewelry Semi-Fine Jewelry Luxury Lifestyle
GIFT & LIFESTYLE	Baby + Child Beauty + Wellness Games Gift + Stationery Publishing Hobby Essentials Toys
HOME	Garden/Outdoor Living Food + Beverage Home Decor Home Design Tabletop

We've simplified and consolidated our supply strategy with a product-led approach

3 core categories now represent the full breadth of products showcased

We're leaning into smart merchandising, creating product neighborhoods to deliver a streamlined discovery experience and improve wayfinding for our attendees

Our Bulletin & NY NOW dedicated online directory will align with our supply strategy, establishing a cohesive omni-channel home for exhibitors

BUILDING COMMUNITY ACROSS CATEGORIES



HOME

This section features categories including Garden + Outdoor Living, Food + Beverage, Home Décor, Home Design and Tabletop, and is centered around helping customers create the living spaces of their dreams.



GIFT + LIFESTYLE

This section features categories including Baby + Child, Beauty + Wellness, Games, Gift + Stationery, Hobby Essentials, Publishing and Toys. It's all about helping folks feel good and have fun while doing it.



JEWELRY + ACCESSORIES

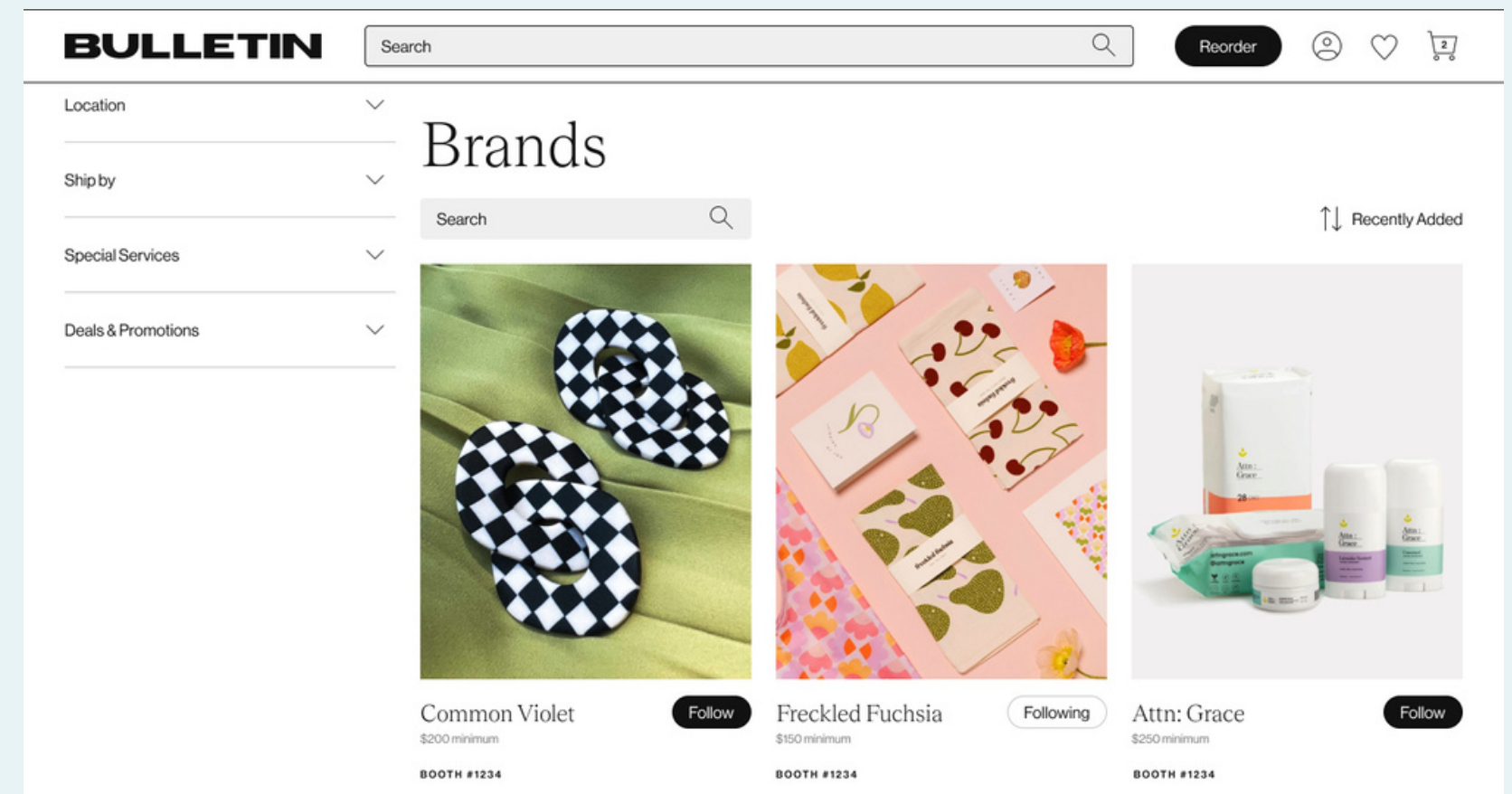
This section features categories including Accessories, Apparel, Fashion Jewelry, Fine Jewelry, Semi-Fine Jewelry, and Luxury Lifestyle, and is all about giving customers the touches of luxury and sophistication that they crave.

BULLETIN X NYNOW

Our mission is to revolutionize the wholesale industry by combining the strengths of in-person events and online marketplaces to provide a seamless experience for buyers and brands. We aim to bring together buyers and brands in a community that benefits from the unique advantages of each platform, fostering innovation, growth, and success for all parties involved.

New for 2023, all booth packages will include a \$400 introductory fee for Bulletin & NY NOW's Online Marketplace and Directory. This is the first digital membership NY NOW has ever offered that features a virtual storefront with eCommerce functionality, along with a dedicated show directory, and tools to increase connections to attendees and buyers year round.

FOR MORE INFORMATION, CLICK [HERE](#)



Key Features:

- **Brand directory:** A comprehensive commerce enabled directory of brands, providing buyers with information about brands, their products and price points.
- **Reduced commission on all orders:** Receive orders from all buyers on the Bulletin marketplace with preferred reduced commission rate and get paid 14-days after you ship. Bulletin takes 0% commission on all orders placed during market dates.
- **Discovery Feed:** A live feed where brands can post product information, editorial content, and promotions during the show.
- **Messaging:** Direct messaging between buyers and brands, allowing for easy communication and transactions.

OUR VALUE

WE OFFER KEY PROGRAMS THAT DELIVER MEANINGFUL EXPERIENCES

01

HOSTED BUYERS PROGRAM

Each market, we invite 100 top retailers to join us at NY NOW as part of our Hosted Buyers Program, where we curate opportunities for buyers to discover new products, learn about the latest trends and connect with thousands of brands at the industry's go-to wholesale event. We're committed to building this community, facilitating meaningful interactions and offering exclusive perks to our members designed to enhance onsite experiences and grow your business.

02

RISING ARTISANS

A full service program dedicated to showcasing the newest sustainable designers and global artisans, providing exclusive one-to-one coaching by an industry expert to help maximize market success for participating brands. Through webinars, checklists and one-on-one guidance, participants will gain an understanding into the expectations of NY NOW attendees and how to shape their product collections, marketing materials and booth display to attract buyers and get orders.

03

BULLETIN INCUBATOR

The Bulletin Incubator is a program that gives emerging designers and makers access to in-person wholesale events. Our Incubator helps these brands launch and grow their wholesale business by providing a more hands-on market experience with plenty of guidance, as well as more accessible booth package rates. Ideally the program will prepare, train, and educate brands so they are ready to exhibit on their own after 3 show cycles. Participation is based on an application process, offering selected brands the opportunity to present their collections onsite and collect orders via our online marketplace.

BULLETIN INCUBATOR

Our Bulletin Pavilion was a huge hit at NY NOW's Winter Market this past February, and we're incredibly proud to continue weaving more of Bulletin's emerging brand community into the event's exhibitor lineup. For Summer, we've re-branded our Pavilion concept into **The Bulletin Incubator**, a new program to help emerging designers and makers launch and grow their wholesale business.

Our goal is to infuse NY NOW's already diverse offering with newness, and to give your brand the exposure you need to scale.

EXHIBITOR REQUIREMENTS

01 1–5 years in business: ideally new-to-market with innovation as the focus of the brand

02 Have never attended NY NOW

FOR MORE INFORMATION, CLICK [HERE](#)



STATS FROM OUR INAUGURAL PAVILION

69 Total brands showcased

300+ Connections made & orders placed at the event

~6 Orders placed per Pavilion brand, on average

OUR NY NOW CUSTOMER

TOP BRANDS BY SECTION

JEWELRY & ACCESSORIES

ADORNED
ALASHAN CASHMERE
BAREFOOT DREAMS
DANA KELLIN
DEAN DAVIDSON
DORFMAN PACIFIC
FAIR ANITA
GERMAN FUENTES

JUDI POWERS JEWELRY
JULIE VOS
KOZAKH
LATICO LEATHER
MARLYN SCHIFF
MATT & NAT
PHILIIPA ROBERTS
REBEL DESIGNS

RUBYZAAR
SARAH STEWART
SEA LILY
TAI JEWELRY
THEIA
TRVL DESIGNS

GIFT & LIFESTYLE

ANGEL DEAR
APOTHEKE CO.
BLACKWING
CHRONICLE BOOKS
DESIGNWORKS
COLLECTIVE
EDUCATED BEARDS
EEBOO

ENCHANTED
MOMENTS
ESW BEAUTY
FRED & FRIENDS
GIFT REPUBLIC
HARPER GROUP
KAWECO/ELITE
ACCESSORIES

LOVE BUBBY
MAPTOTE
ON THE ROAD REPS
PETER PAUPER PRESS
SIMON & SCHUSTER
TY INC.
VIVERANO

HOME

ADDISON ROSS
AGED & INFUSED
ART FLORAL TRADING
BE HOME
BOUS CO.
BUSATTI 1842
COZY EARTH

DZI
GRAYPANTS
GREENTREE HOME
HARMONY TEXTILES
HUDSON AND OAK
KIKU HANDMADE
KISS THAT FROG

POM POM AT HOME
PROVENCE PLATTERS
RAAKA CHOCOLATE
RISE & SHINE CERAMICS
TEASPRESSA
THE BODRUM GROUP
THE FRENCH FARM

TOP BUYERS

ABC HOME & CARPET
ABERSONS
ACE HOTELS
ANTHROPOLOGIE
ARHAUS
BALLARD DESIGN
BARNES & NOBLE
BATH AND BODYWORKS
BERGDORF GOODMAN
BLOOMINGDALES
CAMP
CAROLINA LIFESTYLE
CB2
COST PLUS WORLD MARKET
FABFITFUN
FAHERTY BRAND
FOOD52
FORTY FIVE TEN
GEARYS BEVERLY HILLS
GLOSSWIRE
GRACIOUS HOME
HARVEY NICHOLS HONG KONG
HOME GOODS
HUDSON GRACE
ISETAN MITSUKOSHI
JAYSON HOME
JUNGALOW
LIBERTY LONDON
LORD & TAYLOR
MACY'S

MAD MUSEUM OF ARTS AND DESIGN
MAGNOLIA MARKET
MCCAFFREY'S GOURMET FOOD
MGM RESORT AND CASINO
MOMA DESIGN SHOP
NEST
NEW STAND
NORDSTROM
OCEAN GALLERIES
PARTY CITY
PIER 1 ONLINE
ROSS STORES
SF MOMA MUSEUM STORE
SMITHSONIAN
STANLEY KORSHAK
ST. FRANK
SUE FISHER KING
SUNDANCE CATALOG
TARGET
TERRAIN
THE CONSERVATORY NYC
THE HUDSON GROUP
THERAPY STORES
TJX CORPORATION
UNCOMMON GOODS
URBAN OUTFITTERS
VERISHOP
WALMART

PRESS & MEDIA COVERAGE

NY NOW is today's wholesale market for tomorrow's retail world. When products debut here, people talk about it with coverage from 400 media and press representatives attending NY NOW from across a variety of media publications including trade, business, fashion, design, wellness and mainstream media outlets.

ABC NEWS
ADWEEK
ARCHITECTURAL DIGEST
ASSOCIATED PRESS
BEAUTY NEWS NYC
BEST HOME
BETTER HOMES & GARDENS
BLOOM
BRIDES MAGAZINE
BUSINESS INSIDER
BUSINESS OF HOME
CNBC
CONDÉ NAST
COTTAGES & GARDENS
DAILY FRONT ROW
DAILY NEWS
DESIGN AND STYLE REPORT

DOMINO
DOT DASH
ELLE
FASHION SNOOPS
FASHIONEDIT
FOOD NETWORK MAGAZINE
FOOD52
FORBES
FOX NEWS
GIFT SHOP MAGAZINE
GOOD HOUSEKEEPING
GOOD MORNING AMERICA
GOSSAMER
GOURMET BUSINESS
GREAT AMERICAN PUBLISHING
HEARST DIGITAL MEDIA
HGTV

JWB
KITCHENWARE TODAY
LIVING MAGAZINE
LUXE INTERIORS + DESIGN
MARTHA STEWART LIVING
MEREDITH
MOM'S CHOICE AWARDS
MR MAG
NEW YORK DAILY NEWS
OPRAH MAGAZINE
PARENTS MAGAZINE
RACHEL RAY IN SEASON
REAL SIMPLE
RED APPLE MEDIA
REMODELISTA
RUE MAGAZINE

STYLUS MEDIA GROUP
THE DESIGN TOURIST
THE EPOCH TIMES
THE KNOT
THE NEW YORK TIMES
THE TEA HOUSE TIMES
TODAY
TOY BOOK/TOY INSIDER
TRADE SHOW EXECUTIVE
MAGAZINE
TRADITIONAL HOME MAGAZINE
VERANDA MAGAZINE
VOGUE
W MEDIA GROUP
WGSN
WOMEN'S DAILY POST

NY NOW X BULLETIN IN THE NEWS [HERE](#)

HIGH-LEVEL MARKET STATS

The acquisition of Bulletin by Emerald, the organizer of NY NOW, promises an elevated experience for our partners and allows for discovery of innovative brands and makers via both iconic in-person events and a growing online marketplace.

WHO IS OUR NY NOW CUSTOMER?

10,000 ATTENDEES

50% BRICK &
MORTAR

8% ONLINE

6%
MUSEUMS
/ CULTURAL
INSTITUTIONS

37
COUNTRIES
REPRESENTED

1,000 EXHIBITORS

3 MAIN
SECTIONS

16 PRODUCT
CATEGORIES

1 CURATED
COMMUNITY

WHO IS OUR BULLETIN CUSTOMER?

26,000 RETAILERS

PREMIUM, VETTED RETAILERS FROM THE US AND CANADA

GIFT STORES

CLOTHING
BOUTIQUES

APOTHECARY
SHOPS

3,000 BRANDS

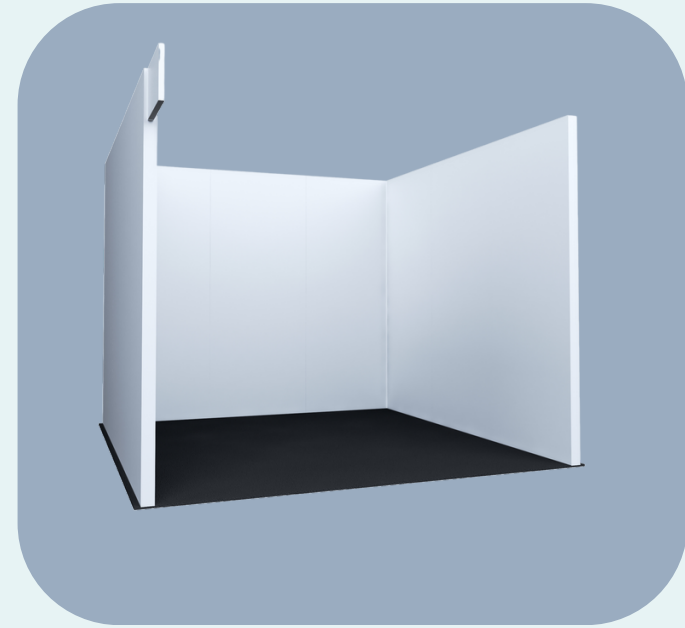
HAND-PICKED BRANDS THAT WE MARKET VIA CURATED THEMES TO ALIGNED BUYERS

HOME +
LIFESTYLE

BEAUTY +
WELLNESS

APPAREL +
ACCESSORIES

BOOTH OPTIONS + PRICING



WITH FULL WALLS

- **10x10 Hardwall**, Advanced Package: \$7,055
- **10x10 Hardwall**, Enhanced Package: \$6,800.51
- **5x10 Hardwall**, Advanced Package: \$4,050
- **10x10 Hardwall**: \$6,555
- **5x10 Hardwall**: \$3,577.50



WALLS NOT INCLUDED

- **10x10 Pipe + Drape**: \$4,750
- **10x10 Raw Space**: \$4,650
- **5x10 Raw Space**: \$2,600

BULLETIN PAVILIONS

Our Bulletin Pavilions provide **new-to-market brands** with a **premier wholesale destination** that allows them to showcase their line amongst similar products.

PAVILION OPTIONS

Connect with our team to find out if Bulletin Pavilion is the right fit for your brand and learn more about availability and pricing.

- Bulletin Small Tabletop
- Bulletin Large Tabletop
- Bulletin 5x8

CORNER PREMIUM* \$615

**Based on availability only. Please submit your ideal booth size and package first, and our team will contact you with options.*

Availability for 5x10 space is extremely limited.

PACKAGE OPTIONS: WHAT WE PROVIDE

HARDWALL PACKAGE

BOOTH STRUCTURE:

10x10 — (3) Walls,
white wooden panels
120" wide x 96" high x 120" deep

5x10 — (3) Walls,
white wooden panels
120" wide x 96" high x 60" deep

LIGHTING:

10x10: Track lighting with 4 LED bulbs
and the electricity to power lights

5x10: (1) Parcan

CARPET: Included

ID SIGN: Double-sided with name and booth
number [17" wide x 11" high]

DRAYAGE: Showsite material handling for
palletized or crated shipments

FURNITURE: (1) Chair and (1) waste basket

HARDWALL ADVANCE PACKAGE

Exhibitors have the **option to upgrade** their booth to a **turnkey package** and select from the following upgrade options:



DISPLAY: Shelf
Unit - Double
with (4) Shelves
in white
64" L x 65.5" H x
11.5" D
(2) Limerick
Chairs



CHAT:
(1) 30"
Round Bar
Table
(1) Limerick
Stool



HEIGHT: Shelf
Unit - Double
with (3) Shelves
in white - 45" L x
85" H x 14" D
(2) Limerick
Chairs



STORAGE:
White
Cabinet,
1m x .5m x
1m
(1) Limerick
Stool

SEE YOU ON THE SHOW FLOOR FOR OUR SUMMER 2023 MARKET!

CONTACT

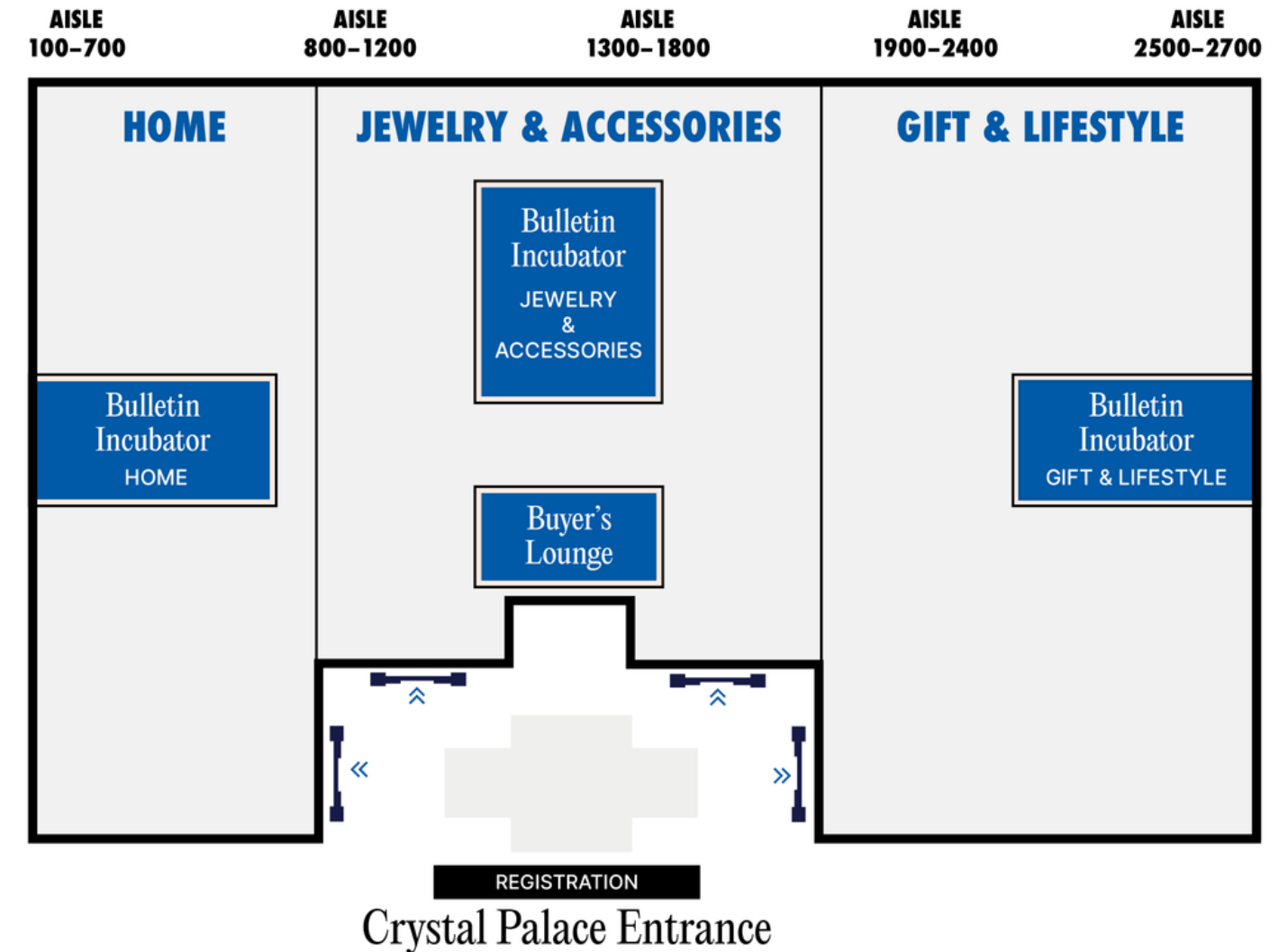
SALES@NYNOW.COM

[@NY_NOW](#) | [@BULLETIN.CO](#)

100 BROADWAY, NEW YORK, NY 10005

NY NOW

Level 03



Javits Center Market Layout
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