

Javits Center, NYC
August 13 –16

**BULLETIN
INCUBATOR
BRANDS**

Exhibitor Manual Summer 2023

OFFICIAL FULL LENGTH EXHIBITOR SERVICES MANUAL



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General



Summer Market 2023

Location

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

Date & Time

Sunday, August 13
10am–6pm

Monday, August 14
10am–6pm

Tuesday, August 15
10am–6pm

Wednesday, August 16
10am–3pm

Preparation & Set Up

Before You Arrive:

- ☐ [Submit certificate of insurance](#)
- ☐ [Coordinate hotel and travel](#)
- ☐ [Register booth personnel](#)
- ☐ [Update show directory exhibitor profile](#)

Arrival Checklist:

- ☐ Pick up badge from registration
 - ☐ Confirm freight delivery
 - ☐ Confirm advanced orders
 - ☐ Place onsite orders
-

Booth Set-Up

→ August 11, 8am–5pm

Driver Check-in from 8am-2pm

Porter Service from 8:15am-4:15pm

→ August 12, 8am–5pm

No Driver Check-in

Porter Service from 8:15m-4:15pm

- All booths should be set & show-ready by 7am on Sunday, August 13.
 - 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.
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Freight Arrival

- Direct shipments to Javits may arrive as early as Thursday, August 10
 - Review Marshaling Yard Address & Directions [here](#) (Page 30)
 - Review Driver Check-in Requirements [here](#) (Page 49)
 - Review POV Self Unloading Policy [here](#) (Page 18)
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Exhibitor Hall Access

- Exhibitors will need to pick up badges once registration opens onsite on Saturday, August 12.
 - 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; directly to the righthand side when you enter) to access the exhibit hall.
-

Bulletin Incubator

Overview

We've re-branded our Pavilion concept from this past February's market into The Bulletin Incubator, a program dedicated to giving emerging designers + makers access to in-person wholesale events. The Bulletin Incubator provides a more hands-on market experience, as well as accessible booth package rates. Ideally the program prepares and educates brands so they are ready to exhibit on their own after 3 show cycles.

See where the Incubator sections will live this Summer [on the show floor!](#)

Bulletin is the wholesale operating system connecting the next generation of brands and omni-channel retailers. Bulletin believes in brand and retailer relationships, not just transactions. With our online marketplace, we make it easier than ever to discover extraordinary products, connect with best-in-class brands, and manage your entire wholesale business.

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.

Who is the Bulletin Customer?

- 26,000+ premium, vetted Retailers from the US & Canada.
- 4,000+ hand-selected brands that are marketed via curated themes to buyers

Who is the NY NOW Customer?

- 10,000+ attendees/retailers (Brick & Mortar, Online, Museums/Cultural Institutions)
- 1,000+ exhibiting brands

Press & Media Coverage

See NY NOW x Bulletin in the News [here](#).

Table Packages

Small Table

Small Table

White Wooden Base

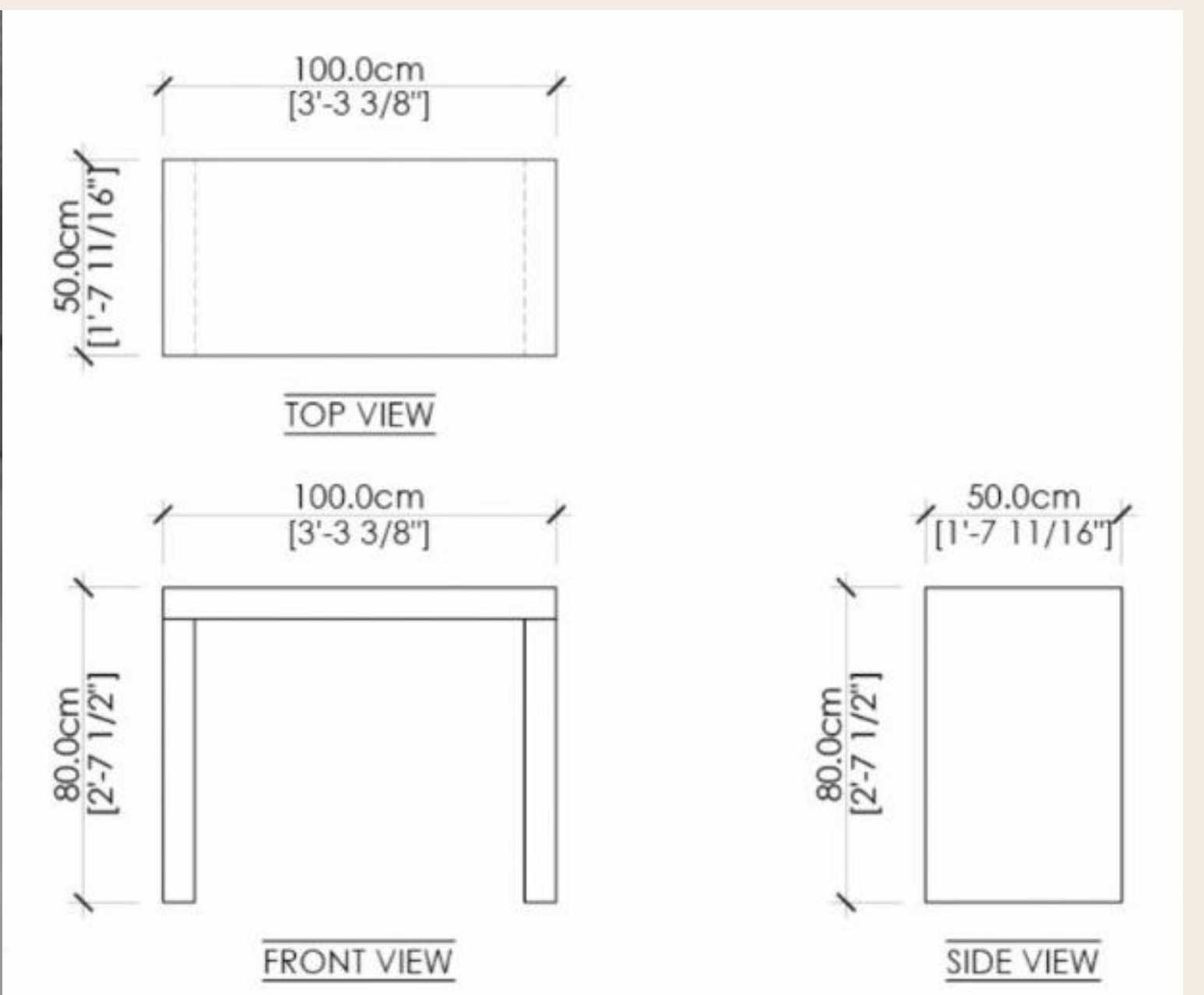
(19.7"D x 39.4"W x 31.5"H)

Carpet

One-sided sign with name and booth number

(17"W x 11"H)

1 Stool



Large Table

Large Table

White Wooden Base

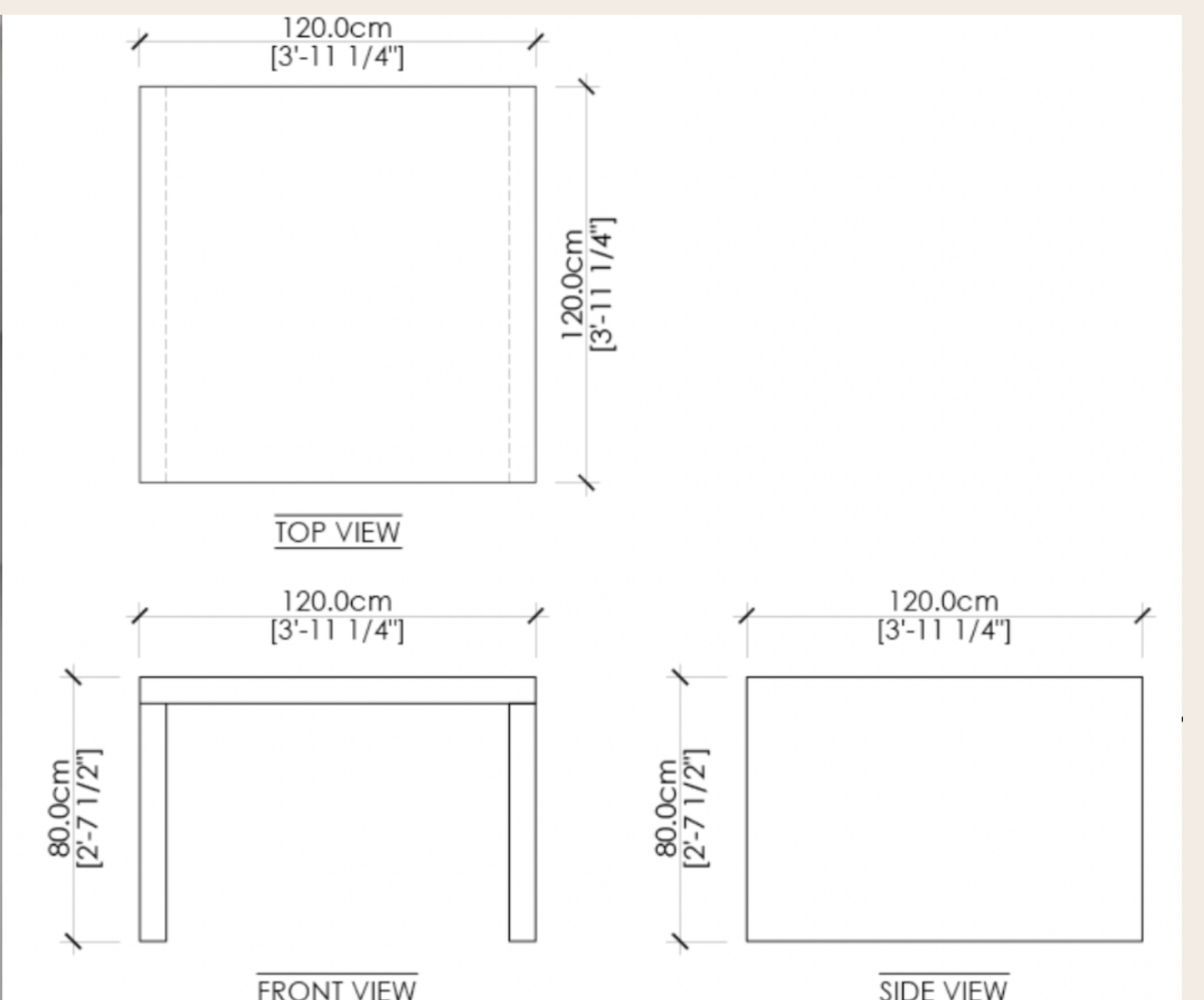
47.2"D x 47.2"W x 31.5"H

Carpet

One-sided sign with name and booth number

(17"W x 11"H)

1 Stool



Things to note:

You have free reign for the top of the table, just keep everything under 6'.

You may include a decal on the front, sides, and top of the table.

You cannot:

- Paint the table
- Do anything with the wall behind you
- Put additional furniture in your space

Table structure is hollow and can be used for storage of any additional materials.

7

Bulletin Incubator Booth Packages

5 x 8 Booth

Hard Walls

Carpet

3 Track Lights (Halogen Fixture)

Furniture:

- 1 Shelf (14"D x 43"W x 85"H)
- 1 Table (23.6"D x 39.7"W x 28.7"H)
- 1 White Contoured Chair

Sign with brand name and booth number

- (17"W x 11"H)

**5x16 booths will have double the inclusions*

Things to note:

You may paint, wallpaper, decal, drape, staple, screw, and nail into the wall.

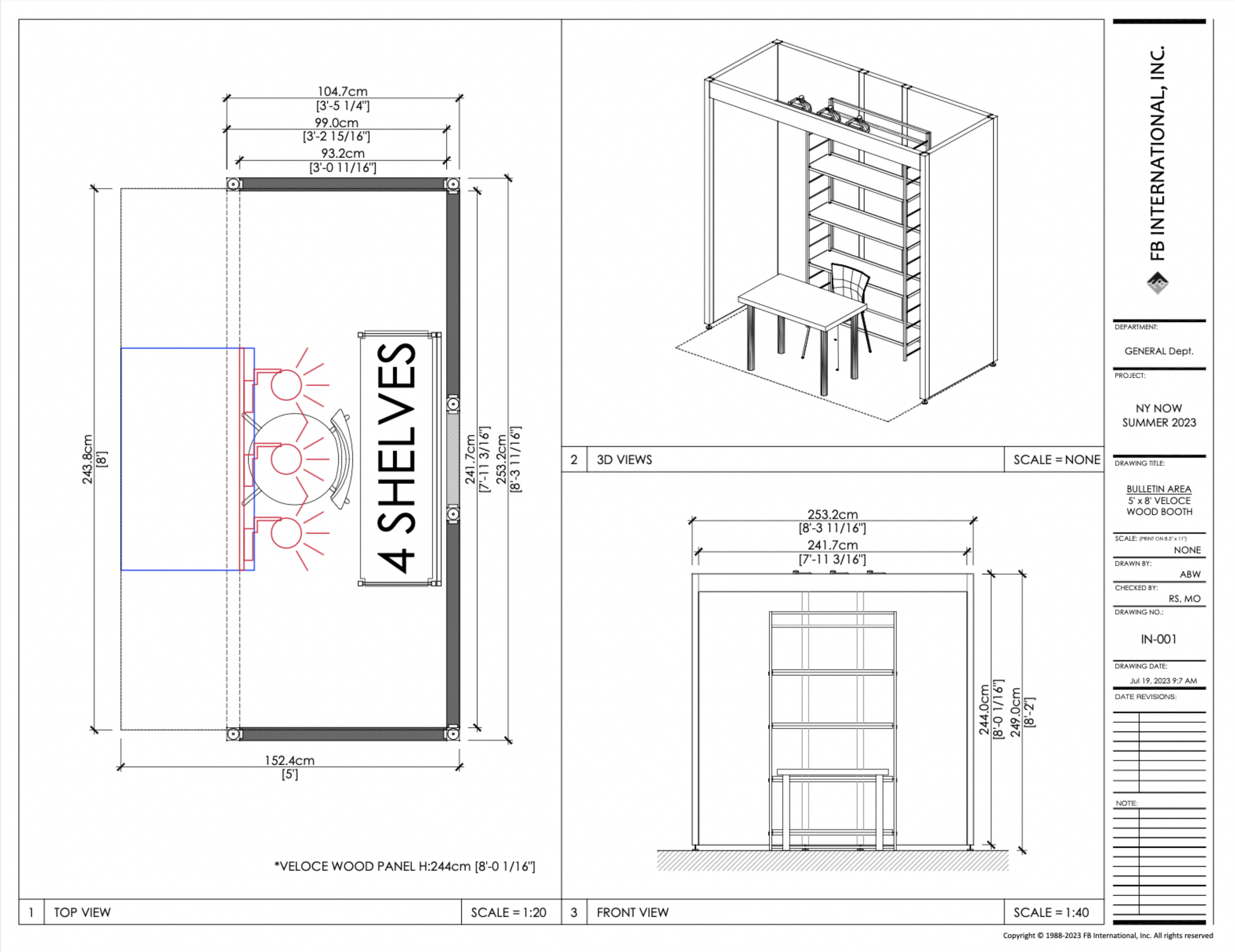
- Paint: we recommend latex.
- Screws & Nails: must be no larger than 0.25" (6.3mm) in diameter, and 1.96" (5cm) in length

Shelving details:

- Comes with 3 shelves
- The side panels are a ladder so the shelves can adjust up or down

You can also hang your own shelves for a customized look.

You are welcome to remove any of the furniture and bring in your own, but it must be built prior to bringing it in (you cannot build furniture on site).



Bulletin Order Writing & Commission

Order Writing Options

Bulletin.co

- Let your buyers take advantage of the Bulletin financed promos immediately on the show floor! Not to mention, we handle the payment collection and customer service to make your life easier.
- We will have kiosks at each Incubator for buyers to check out on Bulletin.co. Alternatively, you can bring an iPad / laptop to allow buyers to login to their Bulletin accounts and place orders directly at your booth
- Note: If a buyer isn't on Bulletin yet, they can still write an order and will be verified within 24 hours.

Your Own Wholesale Order-Writing System

- Not all buyers 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. The Bulletin Pavilion is intended to be dedicated to the Bulletin marketplace. Of course, we don't want you to lose a sale and will not be regulating this.

Printables – Purchase Orders (PO's) & Linesheets

- Writing your own PO's is simple, but does the trick! Some buyers love to circle items on a linesheets they like and revisit - again kind of old school, but it works.

Commission on Bulletin

- 0% commission on all orders through Bulletin from August 13–31, 2023.
- Reduced commission starting now through August 31: 12% on all first orders, 8% on reorders.
- The reduced commission is renewed once you resign your contract for the next show cycle. Otherwise, your commission rates will revert to our standard rates, which is 15% on all first orders, 10% on reorders.
- We always offer 0% commission for referrals. Be sure to keep track of the buyers you meet at NY NOW so that if they purchase from you on Bulletin in the future, you can keep 100% of the sale!

Dashboard
Orders & Payments
Discovery Feed
Messages
Refer a Retailer

REFERRAL LINK

Referral Link


<https://bulletin.co/wholesale-retail/buyer?brandId=af0>
Copy Link

REFER A RETAILER

To

Email addresses, separated by commas

Import From .CSV



HOW TO UPLOAD YOUR REFERRALS:

On Bulletin.co on this '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 you submitting them, please email support@nynow.com with proof of previous interaction (e.g. invoice, email exchange, etc.). [Click here](#) for more info.

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](#)

→ Beginning Tuesday, July 11, 2023

Material arriving after Tuesday, August 1, 2023, will be received at the warehouse with an additional after-deadline charge. You'll receive confirmation of receipt and the materials will be waiting in your booth for you when you arrive on-site.

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: [Shipping Label](#)

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, August 10th – Saturday, August 12th
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

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 previously)

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.

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

CONSIGNEE

Name of Exhibiting Company

NY NOW 2023 / Booth # _____

C/O Jacob Javits Center

655 West 34th Street

New York, NY 10001

NOTIFY

Phoenix Int'l Business Logistics, Inc. (PIBL)

1201 Corbin Street

Elizabeth, NJ 07201

Attn: Sally Mulkeen

smulkeen@phoenixlogistics.com

Phone: 908.355.8900

Fax: 908.355.8883

NEED HELP?

Contacts Phil Hobson /

Sally Mulkeen

Tel 908-355-8900

Email:

phobson@phoenixlogistics.com /

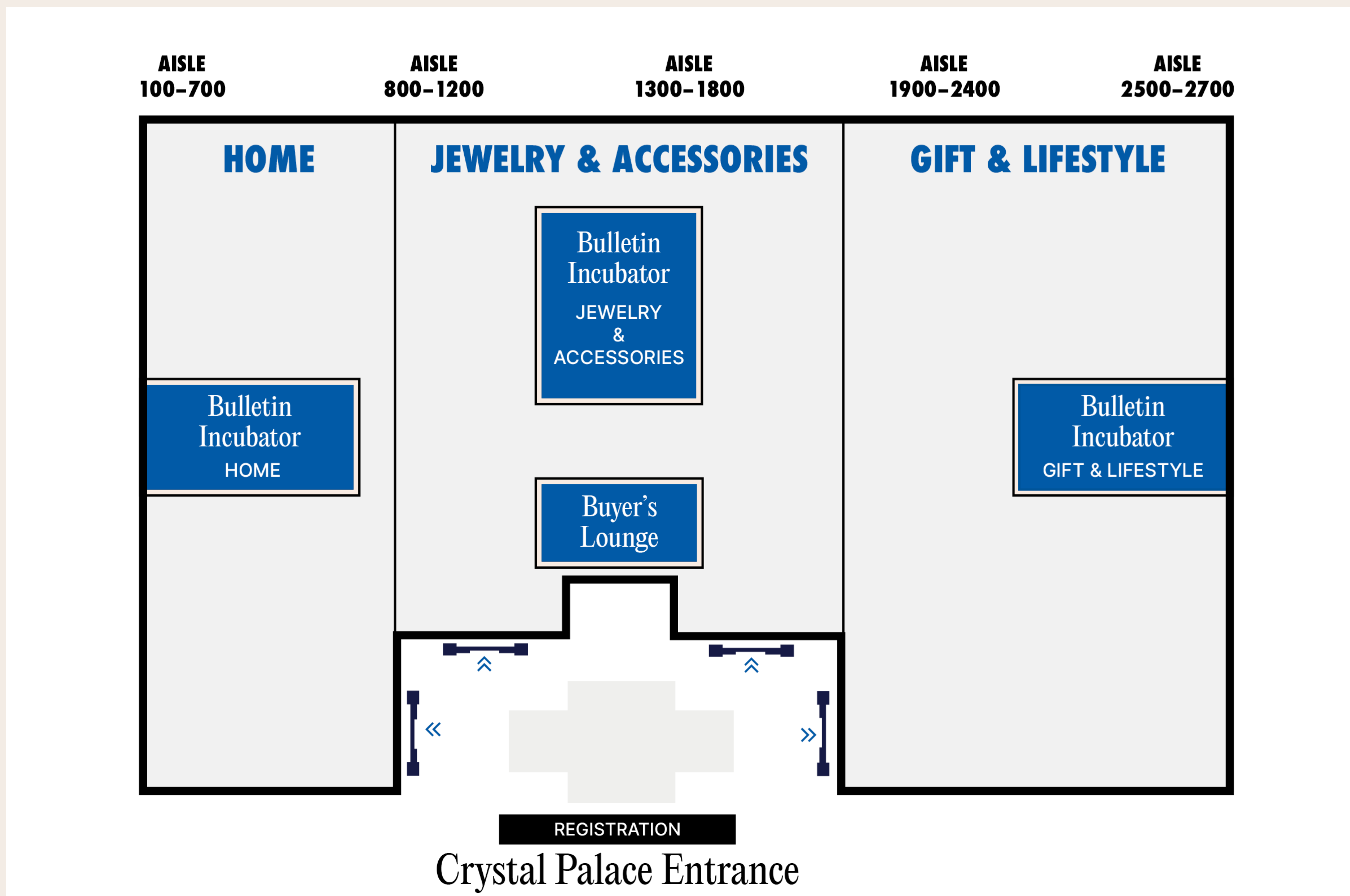
smulkeen@phoenixlogistics.com

Hand Carry

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

HAND CARRY RULES

- Bring the vehicle to Javits Center: enter on 36th Street & 12th Avenue.
- Allowable vehicles are a sprinter van or smaller in size. Anything larger will have to be unloaded through the loading dock in the rear of the Javits.
- One person must always stay with the vehicle at all times.
- Limit of 30 minutes to unload and bring everything to your space.
- There will be a porter service (free of charge) if additional help is needed. They are located right inside the doors.
- Only 2-wheeled carts and suitcases are permitted.
- Items that require more than one person to carry/lift will have to be loaded through the loading dock at the rear of Javits.



Moving Out

MOVE-OUT DATES:

- August 16th, 3pm–11pm
 - August 17th, 8am–12pm
-

Schedule & Notes:

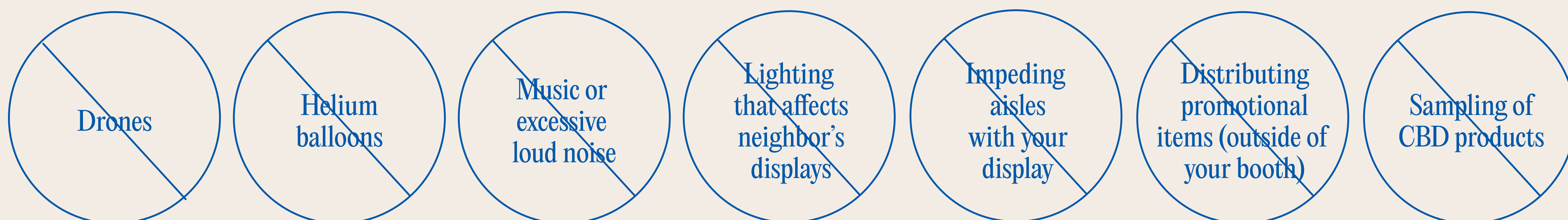
- Empty crates and pallets will be brought out on August 16th after the close of show. Empties can take up to 4 hours to return.
- Outbound paperwork can be filled out for items shipped to Javits and can be packed back up in crates or palletted with the correct shipping labels.
- Freeman will bring them from the booth to the loading dock.
- Hand carry will work the same as move-in.
- All decals or wallpaper must be removed.
- Walls do not need to be re-painted.
- All décor, tape, Velcro, screws, etc. need to be removed. If décor items are not removed or there is damage to the walls, there will be a fee
- Fee Details here: [Veloce Damaged Wall Details](#)

If personal décor/furnishings were brought in and will not be packed up, there is an option to donate to Housing Works, the official charity of NY NOW. Contact Sarah Tanenbaum (646) 207-4847 for home goods, gifts & accessories, and furniture (including some IKEA furniture) donations.

EVERYTHING from your booth must be cleared, with the exception of rental furniture. To ensure all exhibitor materials are removed from the show floor by Thursday, August 17 at 12pm, all carriers must be checked in by 10am on Thursday, August 17, 2023.

Booth Rules

Not Allowed



SHOW MANAGEMENT PERMISSION REQUIRED:

- Additional gas, electric, plumbing, & cable services (can be ordered [here](#))
- Animals
- Food & beverage sampling
- Raffles, drawings, contests
- Photography & video recording
- Vehicle displays

Booth set-up that you can do on your own:

- Using screws that will make holes no larger than ¼ of an inch for hard wall booths
- Painting hard wall booths
- Adding your own carpet/flooring (fire retardant material only)
- Hanging curtains/fabric on pipe and drape booths (fire retardant material only)
- 2-step step stool
- Installing your own light bulbs or plugging items in

Booth set-up that requires assistance:

- Any set up requiring power tools or application of decals/wallpaper will need to hire labor See the [Labor Order Form](#) for further details
- Before applying decals/wallpaper, exhibitors should make sure that it is a vinyl, easy peel/peel, and stick material so it does not damage the walls during removal. See details for our [Veloce Walls](#)
- Anything that requires a ladder
- Installing track lighting

MENTIONABLE NOTES:

- All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA)
- All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at the exhibitor's expense.
- If using a contractor outside of Freeman to build the booth space, an EAC (Exhibitor Appointed Contractor) form will need to be uploaded into the Exhibitor Hub.

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 NYNOW Show Management by uploading it to the [Exhibitor Hub](#).

- 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,
[Marsh-TotalEvents 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 & Bulletin

- [A2Z Exhibitor Hub](#). All of your business with NY NOW lives here: view invoices, make payments, and manage your contract. [Here's more info.](#)
- Bulletin Brand Account. You'll edit your brand details & upload products here so that buyers can shop our [Market Directory](#) via NY NOW Online. [Here's more info.](#)

Freeman

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.

Advanced Rate Deadline → Thursday July 13, 2023

- **Flooring:** Freeman's flooring options
Options such as vinyl, carpet, padding etc.
- **Furnishings:** Freeman's furnishings options
Options such as shelving, stools, chairs, tables etc.
- **Signage:** Freeman's signage options
- **Delivery and Transportation:**
Contact exhibit transportation experts at 800.995.3579 or via email at exhibit.transportation@freeman.com
- **Installing Booths, Décor, Forklift Use, and Hanging Signs:**
Freeman Labor Order Form

Sponsored Feature Opportunities for Exhibitors

CLICK HERE TO
SUBMIT FOR OUR

FREE

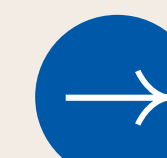
MARKETING
OPPORTUNITIES

We're thrilled to offer Summer 2023 exhibitors a variety of opportunities to maximize exposure and engage the 40,000+ buyers in our community.

On an ongoing basis, we leverage industry & buyer data to merchandise brands across our marketplace, emails, social media feeds, and more. In addition, we refer to submissions from our [Free Marketing Form](#), plus we make sure to leave room for coveted promotional opportunities that allow brands to truly stand out in the crowd. This document details the sponsored opportunities available to exhibitors who want that extra spotlight.

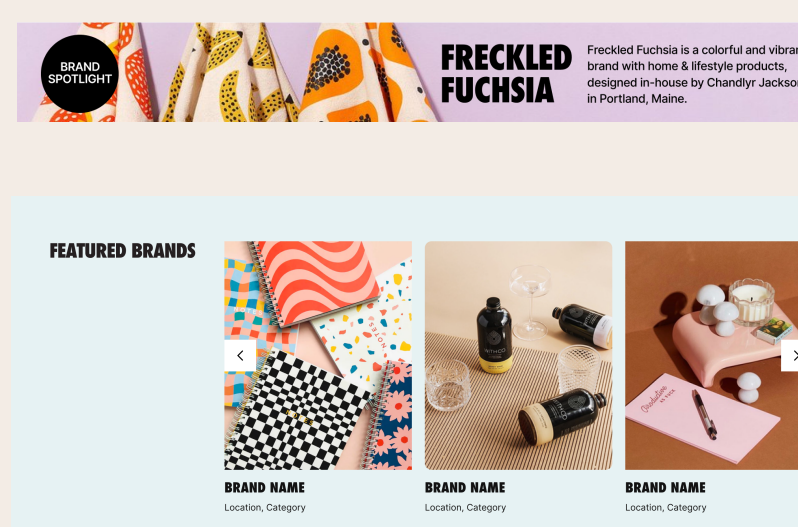
EMAIL MARKETING OPPORTUNITIES

UNIT	SPEC (PX)	FLIGHT	RATE
GENERAL MARKETING EMAIL, FEAT. 12+ BRANDS	N/A	N/A	FREE!
BRAND SPOTLIGHT EMAIL, FEAT. <4 BRANDS	600 X 400	1 EMAIL	\$300
BRAND SPOTLIGHT FOOTER, FEAT. 1 BRAND	728 X 90	1 EMAIL	\$250



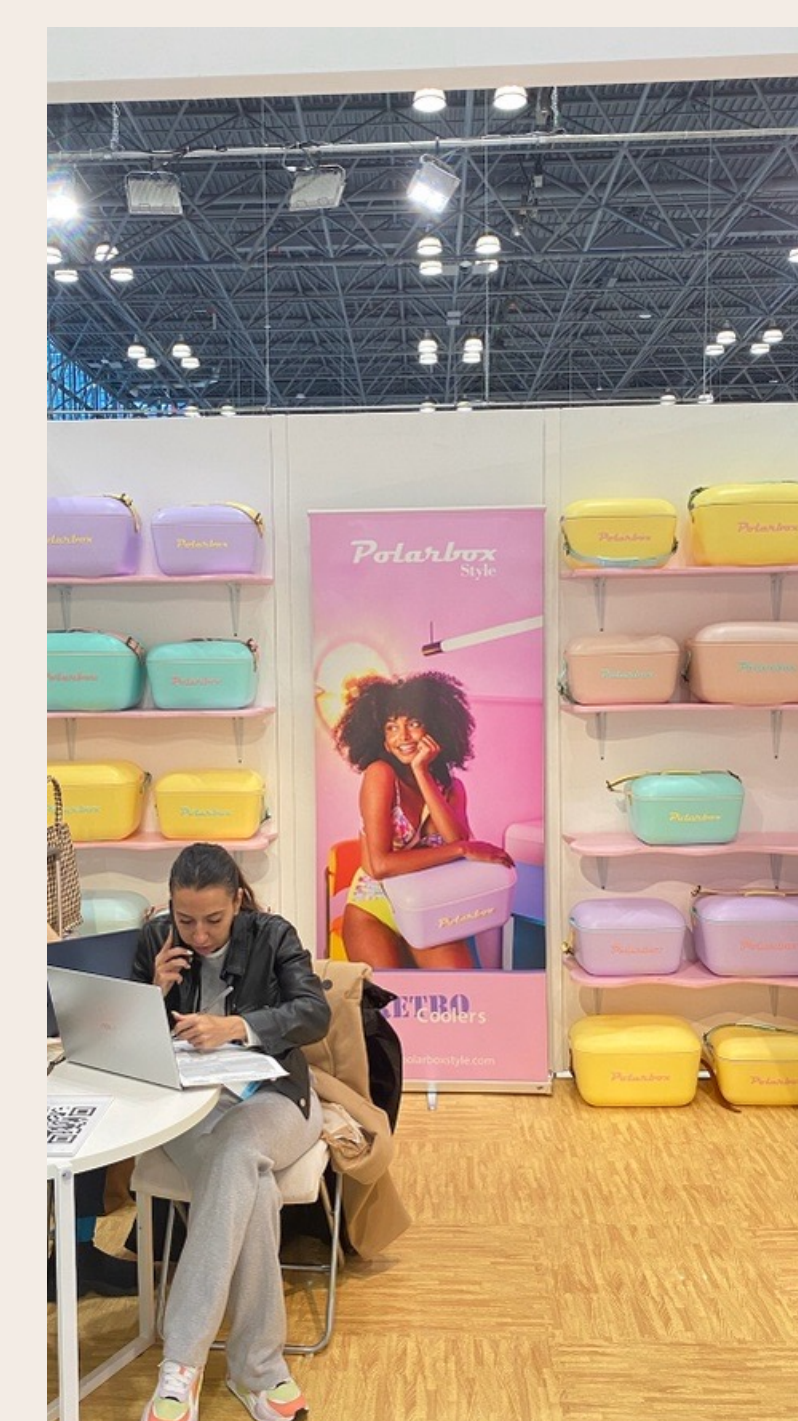
WEBSITE MARKETING OPPORTUNITIES

UNIT	SPEC (PX)	FLIGHT	RATE
BRAND SPOTLIGHT HERO SLIDER	1600 X 551	1 WEEK	\$750
PRODUCT SPOTLIGHT FEATURE	600 X 400	1 MONTH	\$300
BILLBOARD AD UNIT	970 X 250	1 WEEK	\$650
SUPER LEADERBOARD AD UNIT	970 X 90	1 WEEK	\$575
STANDARD LEADERBOARD AD UNIT (BOTTOM)	728 X 90	1 WEEK	\$250
JUMBOSTITIAL AD	640 X 480	BIWEEKLY	\$400



ONSITE MARKETING OPPORTUNITIES

UNIT	SPEC (FT)	RATE
VIP ATTENDEE BAG INSERT		\$250
KIOSKS – CRYSTAL PALACE		\$1,800
OVERHEAD HANGING BOOTH SIGNAGE	40' X 30'	\$5,400
DIGITAL SIGNAGE	6' X 1.8'	\$5,000
PRINTED METERBOARD (SINGLE-SIDED)	3' X 7.25'	\$1,100
PRINTED METERBOARD (DOUBLE-SIDED)	3' X 7.25'	\$1,750
ATTENDEE BAGS CO-SPONSORSHIP		\$25,000
BADGE LANYARDS		\$15,000
FRONT DOOR DECALS	2' X 2'	\$15,750



[CLICK HERE TO ACCESS THE SPONSORSHIP GALLERY](#)

Invite Your Buyers to NY NOW!

IN TWO QUICK STEPS:

- Head to your “Invite Dashboard” (link sent via email), which includes your unique referral link and designed assets.
 - Download all assets and use them on social, in email, and more. When your buyer registers for NY NOW, we’ll send them \$100 to shop your line on Bulletin.
-

Here’s a sample of one of your customized graphics:



How do I access my Dashboard?

Since this is a unique dashboard per each exhibitor, we’ll be sending out a reminder email with your link each week.

If you’re eager and want it now, or can’t find it in your email inbox, reach out to VIP Guest Invites, our official Exhibitor Referral vendor, at:

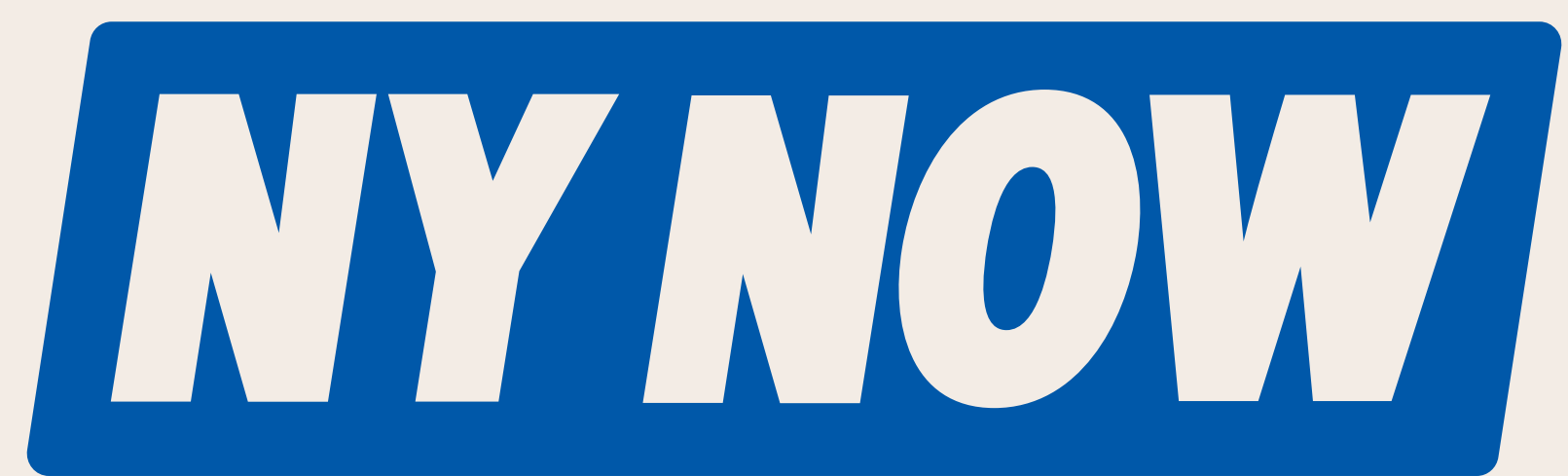
Email:

support@vipguestinvites.com

Phone: 1-800-211-6570

The unique link and code that you’ll find in your Dashboard not only allow your buyers to easily register for free, but they also allow us to track who registered from your referral. We’ll make sure our registration team gives them the VIP treatment, **plus once they register, we’ll reward them with a \$100 inventory credit (on us!) to shop your line on Bulletin Wholesale.**

That’s right – get your buyers to register, and we’ll do everything in our power to get them to shop your line now, and at the market as well. Hybrid wholesale shopping at its finest! Download your shareable assets now, and get started referring.



See you there!

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