

# Your **NY NOW** Online Brand Page Cheat Sheet



Getting your **NY NOW ONLINE BRAND PAGE** up and running is super easy! Follow these steps for instant exposure in front of our network of 40,000+ (and growing!) NY NOW attendees and Bulletin marketplace buyers.

## Mandatory Information

Once you've received email confirmation that your NY NOW Online account has been created, follow the instructions to log in. In order for your Brand Page to be live and visible to buyers, you'll need to provide the following:

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### General Info

CONTACT, BRAND VALUES, CATEGORY, ETC.

**TIP** The “Brand Name” field is what we’ll use when marketing your brand, in the printed show directory, on your booth sign, and more. Print deadline: 1/12/24

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### Brand Profile

PHOTOS, BIO, ETC.

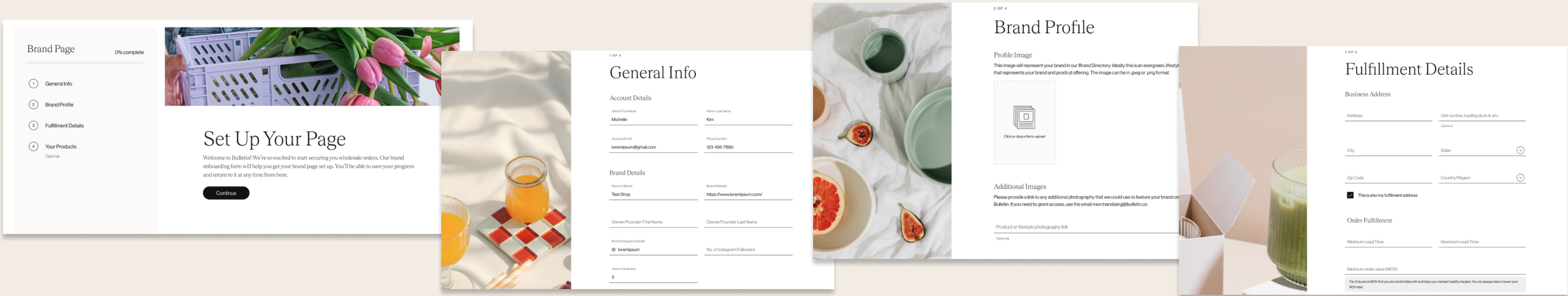
**TIP** Here are some Photography Guidelines to optimize your page.

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### Fulfillment Details

BUSINESS ADDRESS, ETC.

**TIP** If you’re an International brand with US or Canada distribution, update your fulfillment details to “unlock” e-commerce functionality.



You can preview your NY NOW Online Brand Page at any time to see how it will appear to buyers. And here are some more tips on editing your Page.

## Don’t Stop There! NOT MANDATORY, BUT RECOMMENDED

Products

Import a CSV File

Upload Bulletin CSV

or

Build with Our Team

Share your line sheet, google sheet, or website containing your wholesale pricing and our team will craft your brand page with your current catalog. Please note it may take up to two weeks to get you fully set up.

Share Line Sheet

**TIP** Tag your products and assign them to categories for optimal discovery.

NAME	TYPE
100 Circles Gold Hoop	Earrings
8th Light Indigo Dyed Tassel Earrings	Earrings
At the Top Long Dangle Earring	Earrings

## Upload Your Products

Let’s get buyers shopping! You’ll be prompted to upload your products as the final step of onboarding. Tips found here.

## Or We’ll Upload Them For You!

Under “Build with Our Team,” you’ll see the option to share your line sheet. Alternatively, request assistance from our Brand Building team at any time by submitting this form.