



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

NYC's Premier Wholesale Event & Marketplace

FEBRUARY 4–7, 2024

JAVITS CENTER, NYC

Welcome to the Future of NY NOW



Welcome to NY NOW®, the wholesale event where brands come to make the game-changing connections that supercharge their businesses.

Boasting 10,000+ prestigious buyers and thousands of exhibitors, NY NOW is the leading gift, home, and accessories market that retailers trust to source timeless bestsellers and the next big thing.

The market prides itself on **quality programming** and **networking opportunities** that feature **influential industry leaders**, and our new **online wholesale platform**, NY NOW Online (powered by Bulletin), is seamlessly integrated to also help brands and buyers connect and grow, all year round.

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

Building Community Across Categories

We've leaned into smart merchandising with our new supply strategy, creating unique product neighborhoods on the show floor. Our thoughtful curation will streamline the discovery process for attendees, ensuring that your booth gets the attention it deserves. Get ready to showcase your products in an environment that fosters engagement, collaboration, and unparalleled exposure.



HOME

This section features categories including Food & Beverage, Home Décor, Home Design, Tabletop, and Garden & Outdoor Living 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.

Who Attends

ABC HOME FURNISHING
ABERSONS
ALTAR'D STATE
AMERICAN EAGLE OUTFITTERS
ANTHROPOLOGIE
ARRAY HOME
ARUBA MARRIOTT
AUGUSTA TWENTY
BABIES R US – AMERICAN DREAM
BALSAM HILL
BANDOS
BARNES & NOBLE
BELLACARA
BLICK ART MATERIALS
BLOOMINGDALE'S
BOCA RATON MUSEUM OF ART
BOSTON MUSEUM OF FINE ARTS
BROOKLYN ZOO NY
BRYANT PARK CORPORATION
BURLINGTON COAT FACTORY
BUTTERFIELD MARKET
CAILINI COASTAL
CAMP
CANVAS HOME
CARNEGIE MUSEUM OF ART
CASABLANCA
CATBIRD NYC
CELADON HOME
COPLON'S
CRATE & BARREL
DIVING CAT STUDIO/GALLERY
DOMOV ID
DRUG MART
DYLAN'S CANDY BAR
DYPHOR LLC
ECHO NEW YORK
ELIS MANHATTAN
ELIZABETH STUART DESIGN

ESTEE LAUDER
EVENT NETWORK INC.
EXIT9 GIFT EMPORIUM
FAHERTY BRAND
FANATICS
FAO SCHWARZ
FIVE BELOW
FOOD52
FOTOGRAFISKA
FRAGRANCENET.COM
FRED SEGAL
FREE PEOPLE
GALLERY Z
GOGOTECH, INC.
GOOD NEIGHBOUR
GRAYSON STYLE & HOME
HAMILTON JEWELERS
HOMENATURE
HUMBOLDT HOUSE
ICE CREAM & SHOP(PE)
INDIGO BOOKS US
ISASBELLA
IT'SUGAR
JAO BRAND
JAYSON HOME
JAZZ AT LINCOLN CENTER
JUNG LEE NY
KARN KANE
KINOKUNIYA BOOKSTORE
L'OREAL USA
LANDRY'S INC.
LESTERS
LIBERTY OF LONDON
LIBRAIRIE RENAUD-BRAY INC.
LOCKWOOD
LOFT
LONDON JEWELERS
LORD & TAYLOR

M&M DESIGN INT'L
MAARIBU
MACY'S INC.
MADE TRADE
MAGNOLIA MARKET
MANGIA NYC
MCNALLY JACKSON BOOKS
MICHAEL'S STORES INC.
MOCHI KIDS
MODA OPERANDI
MODERN STATE
MOMA DESIGN STORE
MUSEUM OF ARTS AND DESIGN
MUSEUM OF NATURAL HISTORY
NBC UNIVERSAL
NEWTW!ST
NIC+ZOE
OCCASIONETTE
OH! NUTS
OK
OMNI HOTELS & RESORTS
PIQ
PAPER SOURCE
PAPER TWIST
PAPERLESS POST
PARTY CITY
PINK CHICKEN
PINK OLIVE
POSMAN BOOKS
QVC
ROCK AND ROLL HALL OF FAME
ROSS STORES, INC.
SAKS FIFTH AVENUE
SALT & SUNDRY
SAN DIEGO MUSEUM OF ART
SCULLY & SCULLY
SEDONI GALLERY
SEED PEOPLE'S MARKET

SF MOMA MUSEUM STORE
SHISEIDO COSMETICS AMERICA
SILVERADOJEWELRY GALLERY
SKIN SPA NEW YORK
SLOANS
SPENCER GIFTS
ST. FRANK
STAPLES
STARBOARD CRUISE SERVICES
STARBUCKS COFFEE COMPANY
STARR RESTAURANTS
TAKASHIMAYA
TARGET CORPORATION
TERRAIN
THE ARTISANS
THE BREAKERS HOTEL
THE CITIZENRY
THE CONSERVATORY NYC
THE CONTAINER STORE
THE JILLY BOX
THE NATL GEOGRAPHIC SOC.
THE NEW STAND
THE WALT DISNEY COMPANY
THERAPY STORES
THREADWELL
TJX COMPANIES
TWIST
UNCOMMON GOODS
URBAN OUTFITTERS
VINEYARD VINES
WALMART
WEST ELM
WHOLE FOODS MARKET
WILLIAMS SONOMA
WOO SKINCARE AND COSMETICS
WORLD MARKET
ZITOMER
ZOLA

HOSTED BUYER PROGRAM

This Winter, we'll invite 100 buyers from top retail institutions to join us at NY NOW. Participants will receive a free stay, plus plenty of exclusive perks and amenities throughout the market. In return, our Hosted Buyers will commit to deeper engagement onsite through facilitated meetings, section tours, and networking events

What Our Partners Are Saying

EXHIBITOR

"What we need is the variety of buyers—the specialty toy boutiques, the museum buyer, and the gift shops—and the beauty of NY NOW is getting to connect with all three in the same place!"

OWNER, UNICHE COLLECTIVE

INCUBATOR EXHIBITOR

"As a small brand, we felt like the Bulletin Incubator was exactly where we needed to be. It's priced in a way we can handle, and having the extra support from the Bulletin staff was really necessary for us!"

FOUNDER, ORDINARY HABIT

ATTENDEE

"This is my third day here and I still haven't been able to see everything... If you're a buyer that's just looking for jewelry, there's so much here to choose from. If you're looking for gifts or accessories, you can find anything that you ever needed."

OWNER, GO EASY SHOP

PRESS

"Any and every fashionista, influencer and trendsetter knows that NY NOW is both next level and cutting edge. It's your vital resource for spotting trends of what's new and next! It's truly your go-to for new and emerging brands."

FLOSS MAGAZINE

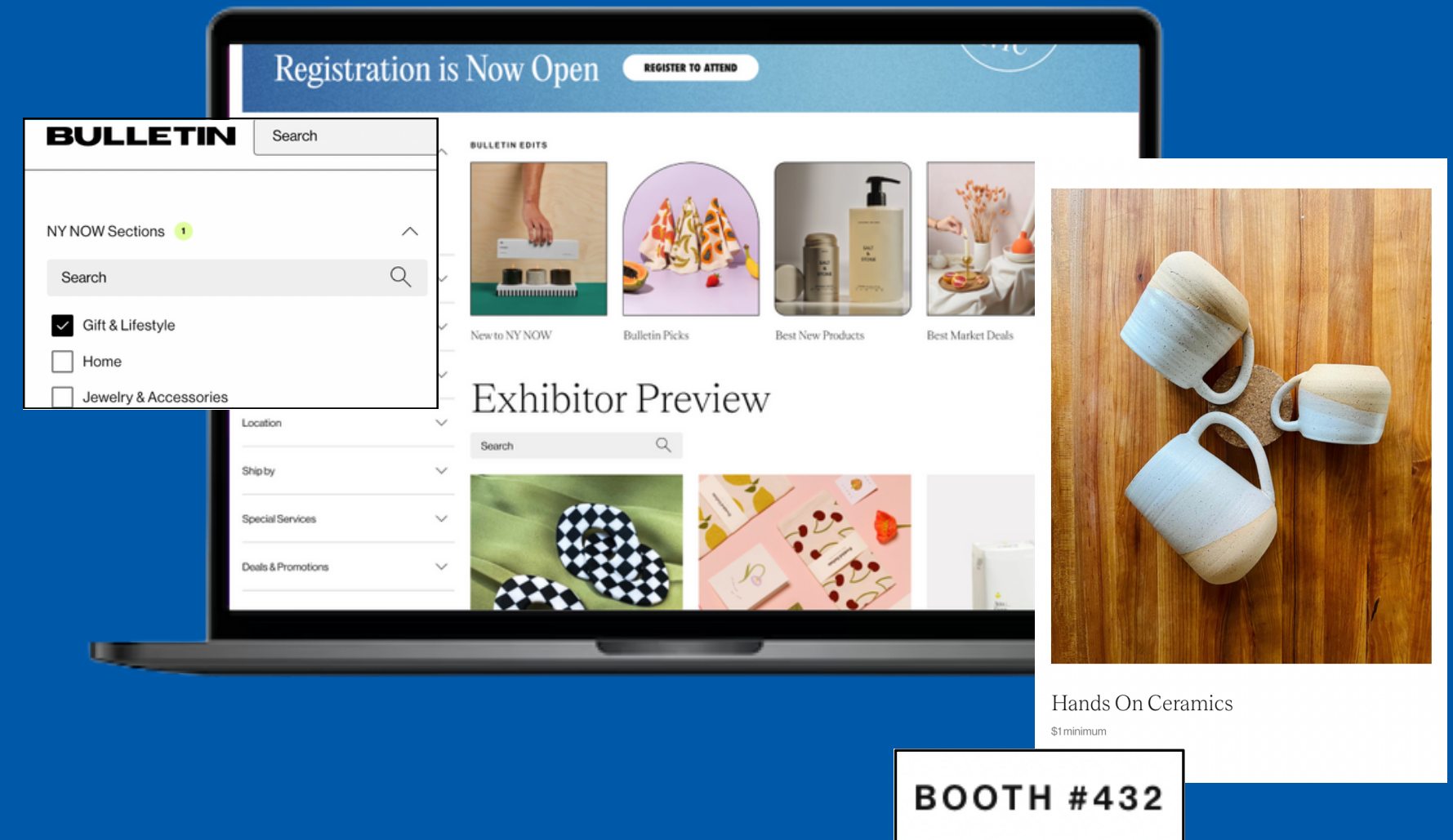
NY NOW Online

Our mission is to revolutionize the wholesale industry by combining the strengths of in-person events with an online marketplace to provide a seamless hybrid experience for buyers and brands.

Each booth package for Winter 2024 Market boasts an additional benefit: membership to NY NOW Online, our dedicated wholesale platform and online market directory (\$425 fee).

NY NOW Online provides exhibitors with a virtual storefront with e-commerce functionality, a dedicated market directory, plus tools to increase connections with buyers year-round.

Since NY NOW Online is built directly into Bulletin's marketplace, exhibitors benefit from added exposure in front of 40,000+ retailers shopping online. All parties gain unique advantages from our hybrid experience, fostering innovation and growth across the board.



KEY FEATURES:

Market Directory: A comprehensive commerce-enabled directory of our exhibitors, providing buyers with information about brands, their products and price points and NY NOW booth number. [Click here to view.](#)

Commission: We offer REDUCED COMMISSION RATES for all orders placed from contract signing through 2/29 for the Winter 2024 Market: 12% on new orders, 8% on reorders, and 0% on referrals, and 0% on all orders during Market Dates. Plus, we handle all invoices!

FOR MORE INFORMATION, [CLICK HERE](#)

NY NOW Programs & Destinations

01 NY NOW Incubators

Our Incubator helps emerging designers and makers (under 5 years old) launch and grow their wholesale businesses by providing a more hands-on market experience, as well as more accessible booth package rates. Participation is based on an application process.

02 Rising Artisans

This program is dedicated to showcasing the newest sustainable designers and global artisans, providing exclusive 1x1 coaching by an industry expert to help maximize market success. Through webinars, guidance, and more, participants gain an understanding into how to shape their product collections, marketing materials and booth displays to attract buyers and get orders.

03 Luxury Lifestyle

Offering an elevated aesthetic and featuring a visual landscape of curated designers, the Luxury Lifestyle neighborhood at NY NOW has always been an event standout. Attendees praise the timeless elegance of exhibitors' exquisite drop earrings, intricate statement pieces, precious gems in vibrant colors, textured mixed metal, and so much more.

04 International Pavilions

By visiting our International Pavilions, buyers are able to step into a global marketplace of creativity and culture. Through this program, artisans from every corner of the world converge to showcase their exquisite crafts, unique designs, and traditional treasures within these dedicated country-specific pavilions.

Event Content

DELIBERATE PROGRAMMING TO EDUCATE AND INSPIRE



01 Panels & Workshops

Each market, we put together a series of thought-provoking panels featuring industry experts, trendsetters, and visionaries, providing you with a deeper understanding of the ever-evolving market landscape.

02 Activations

Listening and learning at panels and workshops is crucial, but what about learning how some of our incredible brands make their products, or celebrating together with a toast?! Participate in interactive showcases and live demos led by skilled artisans, raise a glass with your fellow exhibitors at our happy hours, and more.

03 Tours & Presentations

Led by industry insiders, our tours provide expert commentary and context, revealing the stories behind the products and the inspirations that drive their creators.

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.



NY NOW IN THE NEWS [HERE](#)

Winter 2024 Market Packages & Pricing



Veloce Basic Hard Wall

STANDARD 10X10: \$7,225



STANDARD 5x10

(No Fascia/No Track Lighting): \$4,125



Veloce Advance* Hard Wall

STANDARD 10X10: \$7,775

STANDARD 5X10: \$4,575

DISPLAY



HEIGHT



CHAT



STORAGE



Pipe + Drape 10x10

STANDARD: \$5,375

Raw Space 10x10

STANDARD: \$5,275

Check out what's our packages include in the next slides

Featured in every booth package is a **\$425 membership for NY NOW Online**, our dedicated online directory and wholesale marketplace. Rates included in package cost.

OUR ADVANCE* HARD WALL PACKAGES INCLUDE THE OPTION TO SELECT ONE OF FOLLOWING UPGRADE OPTIONS:

- 01 **DISPLAY:**
Shelf Unit - Double with (4) Shelves in white
64" W x 11.5" D x 65.6" H (2) Limerick Chairs
- 02 **HEIGHT:**
Shelf Unit - Double with (3) Shelves in white -
45" W x 14" D x 85" H (2) Limerick Chairs
- 03 **STORAGE:**
White Cabinet,
41" H x 39.4" L
(1) Limerick Stool
- 04 **CHAT:**
(1) 30" Round Bar Table
(1) Limerick Stool

TO CONSIDER WHEN SELECTING YOUR PACKAGE:

- Corner Premiums are available for \$615 per corner. Requests are based on a first come, first served basis due to limited availability.
- Larger booth sizes available, inquire for pricing
- Availability for 5x10's is extremely limited
- Due to our specialized curation and merchandising efforts to ensure you the best possible position on our show floor, booth numbers are subject to change
- We do not permit substitutions for any booth package

What's Included in Our Packages



	VELOCE HARD WALL (10x10) \$7,225	VELOCE HARD WALL (5x10) \$4,125	VELOCE ADVANCED HARD WALL(10x10) \$7,775	VELOCE ADVANCED HARD WALL (5x10) \$4,575	PIPE & DRAPE (10x10) \$5,375	RAW SPACE (10x10) \$5,275	RAW SPACE (5x10) \$3,125
BOOTH STRUCTURE	(3) Walls, white wooden panels 10' W x 10' D x 8' H	(3) Walls, white wooden panels 10' W x 5' D x 8' H	(3) Walls, white wooden panels 10' W x 10' D x 8' H	(3) Walls, white wooden panels 10' W x 5' D x 8' H	(3)Walls, white drape panels 10' W x 10' D x 8' H	X	X
FURNITURE	(1) Chair (1) Waste Basket	(1) Chair (1) Waste Basket	(1) Chair (1) Waste Basket (Includes 1 of 4 available furniture upgrades)	(1) Chair (1) Waste Basket (Includes 1 of 4 available furniture upgrades)	(1) Chair (1) Waste Basket	X	X
ID SIGN	Double-sided with name and booth number [17" W x 11" H]	Double-sided with name and booth number [17" W x 11" H]	Double-sided with name and booth number [17" W x 11" H]	Double-sided with name and booth number [17" W x 11" H]	Basic booth sign	X	X
LIGHTING	Track lighting with 4 LED bulbs & electricity to power lights	1 ParCan & electricity to power lights	Track lighting with 4 LED bulbs & electricity to power lights	1 ParCan & electricity to power lights	X	X	X
CARPET	Included	Included	Included	Included	X	X	X
FASCIA	Included	X	Included	X	X	X	X
DRAYAGE	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments	Showsite material handling for palletized or crated shipments

The NY NOW Incubator

Our Incubator program helps **emerging brands (under 5 years old)** launch and grow their wholesale businesses by providing a more hands-on market experience, as well as more accessible booth package rates. Our goal is to infuse NY NOW's already diverse offering with newness, and to usher in the next generation of exhibitors.

250 Incubator brands exhibited at our Summer 2023 Market. As part of this program, brands participate in three consecutive cycles of the show to maintain eligibility.

EXHIBITOR REQUIREMENTS

- 01** 1–5 years in business: ideally new-to-market with innovation as the focus of the brand
- 02** Have never exhibited at NY NOW



APPLY HERE

INCUBATOR PACKAGE OPTIONS

	HARD WALL BOOTH STANDARD	LARGE TABLE STANDARD	SMALL TABLE STANDARD
BOOTH SPACE OR TABLE STRUCTURE	5' x 8' (Wall Dimensions: 3.2' x 8')	WHITE WOODEN BASE 47.2" W x 47.2" D x 31.5" H	WHITE WOODEN BASE 39.4" W x 19.7" D x 31.5" H
FURNITURE	(1) SHELF: 45" W x 14" D x 85" H* *UPON REQUEST ONLY (1) TABLE: 39.7" W x 23.6" D x 28.7" H (1) WHITE CONTOURED CHAIR	(1) STOOL	(1) STOOL
ID SIGN	DOUBLE-SIDED WITH NAME & BOOTH NUMBER	ONE-SIDED WITH NAME & BOOTH NUMBER	ONE-SIDED WITH NAME & BOOTH NUMBER
DRAYAGE	SHOWSITE MATERIAL HANDLING FOR PALLETIZED OR CRATED SHIPMENTS	SHOWSITE MATERIAL HANDLING FOR PALLETIZED OR CRATED SHIPMENTS	SHOWSITE MATERIAL HANDLING FOR PALLETIZED OR CRATED SHIPMENTS
CARPET	✓	✓	✓
LIGHTING	(3) TRACK LIGHTS: HALOGEN FIXTURE	X	X

STANDARD
PRICE

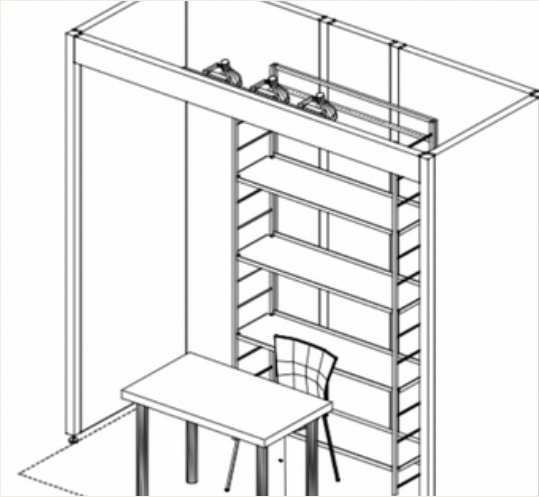
\$3,275

\$2,275

\$1,875

EACH BOOTH PACKAGE FOR WINTER 2024 MARKET BOASTS AN ADDITIONAL BENEFIT: MEMBERSHIP TO NY NOW ONLINE, OUR DEDICATED WHOLESALE PLATFORM AND ONLINE MARKET DIRECTORY (\$425 FEE).

HARD WALL



LARGE TABLE



SMALL TABLE



Things to note for TABLES:

- Product display is limited to only the table surface
- You may include a removable decal on the the front or sides of the table
- You cannot paint the table

FAQ

IMPORTANT DATES

Winter 2024 Market Dates:

Sunday, February 4 – Wednesday, February 7.

Price Increases

January 18, 2024

NY NOW Standard Rate Expires

January 19, 2024

NY NOW Late Entry Pricing Activated

Javits Deadlines

January 04, 2024

Increase on advanced rate ordering through Freeman

January 10, 2024

Increase on advanced rate ordering through Javits

USEFUL RESOURCES

- You can review our **Winter 2024 Market Exhibitor Services Manual** [here](#). The Exhibitor Services Manual is your destination for key in-person event details, including show rules and regulations, mandatory forms, and order form deadlines for ordering services through NY NOW® approved vendors.
- Explore options for booth furnishings and accessories [here](#).
- Please visit our Exhibitor [Help Center](#) for all event related information
- Browse our Exhibitor Resources webpage [here](#) for everything you could possibly need to feel ready to sell, learn, connect, and have your best market ever.

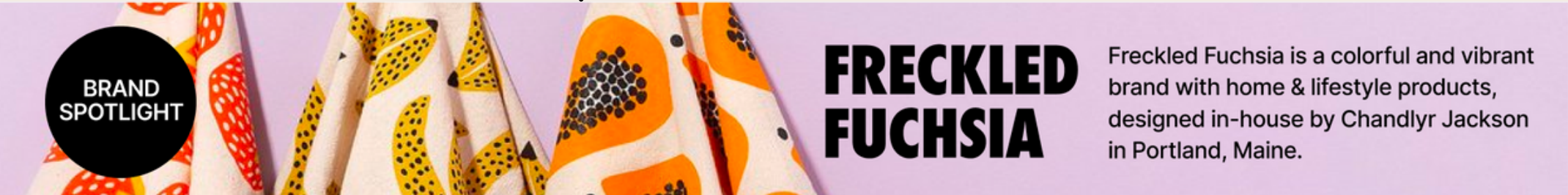
Sponsored Feature Opportunities

Sponsorship provides a unique opportunity to position your brand in front of 40,000+ premium, qualified retailers and 5,000+ fellow brands across our NY NOW and Bulletin communities.

For our Winter 2024 Market, we're proud to offer a wide variety of opportunities to promote your brand, engage attendees, and maximize exposure at the market. Options range from **FREE FEATURES** to investing in premium placements bag inserts, digital ads, large format signage, a dedicated brand spotlight email, and so much more. [Learn more here.](#)

\$250

Dedicated email footer, featuring 1 brand



\$300

Brand spotlight email, featuring no more than 4 brands



See you on the show
floor for our
Winter 2024 Market!

CONTACT

SALES@NYNOW.COM

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

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