

Rising Artisans

NY NOW®

The premier destination within the HANDMADE Collection at NY NOW®
presenting the newest sustainable designers and global artisans to market

About

NY NOW is the modern wholesale market for retailers and specialty buyers seeking diversity and discovery. Gathering twice a year in America's design capital, New York City, and building community year-round through our 365 Digital Market, it's where buyers and designers unearth a refreshed and dedicated collection of eclectic lifestyle products.

NY NOW is for qualified buyers only. We are committed to providing you the best platform to build brand exposure, generate leads and write orders. Our Buyer Relations team is working every day to grow and improve the quality of our database.





Rising Artisans

A premier section of the Handmade Collection at NY NOW, Rising Artisans is dedicated to exclusively showcasing the newest handmade brands to market.

Navigating your first tradeshow can be daunting for new companies. Rising Artisans participants receive coaching on how to maximize success at the market.

Through webinars, checklists and one-on-one coaching with a dedicated market expert, participants will gain an understanding of the expectations of NY NOW attendees and how to shape their product collections, optimize their booth display and marketing materials to attract buyers and write orders.

Who is Eligible for Rising Artisans?

- ✓ Designers and Artisans entering the wholesale marketplace for the first time.
- ✓ Products and collections are handmade and demonstrate a commitment to design innovation, cultural preservation, social impact and/or sustainability.
- ✓ For international companies, demonstrate experience supplying export markets.

*Please note participation is limited to 2 shows



Rising Artisans program inclusions

Booth & display

- A 5-foot x 10 foot “Palo Alto” booth package (hard walls, lighting, carpeting, chair, shelves, booth sign and table).
- Six-month subscription (July-December) to the NY NOW Digital Market.
- Advice on booth display, layout and fixtures, including recommendation of paint color and purchasing of paint and vinyl logo for your booth.
- On-site assistance to answer questions and provide visual merchandising support.

Resources & tools

- “Preparing for Success” – a series of instructional webinars that defines target customers, exclusive product offer and marketing materials to maximize success at NY NOW.
- One-on-one consultation calls with our market expert who shares customized feedback on topics from product selection, booth display, sales materials, communication strategy and more.
- On-site sales coaching on how to engage customers and develop sales.

Rising Artisans program inclusions cont.
























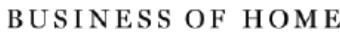

Promotion to handmade buyers

- Feature on Rising Artisans promotion page on NY NOW's website.
- Promotion on NY NOW's social media.
- Rising Artisans location pinged on attendee floorplan/directory.
- Featured e-mail campaign to registered buyers.
- Emerging brand call-out in attendee handout.
- Automatic enrollment in Best Emerging brand award.

Benefits & results to expect

- Extended knowledge of the US market and opportunities for handmade products.
- A marketing plan for NY NOW that defines target customers, competitive product selection, practical marketing materials and realistic sales goals.
- Expanded customer list with an average of 35+ new contacts per show.
- New sales with new customers.

Sneak peek at our Buyers & Press

Let's connect



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