



PR and Its Role in Elevating Your Brand at  
NY NOW®, *the Market for Home, Lifestyle + Gift*



## About Coyne PR

As the agency of record for NY NOW<sup>®</sup>, *the Market for Home, Lifestyle + Gift*, Coyne PR will be handling public relations opportunities for the event, including but not limited to, media relations, press center management, event press announcements, and more. Together with NY NOW, we want to help exhibitors take advantage of all of the public relations opportunities at the market.



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- A horizontal line of red dots separating the header from the main content.
- NY NOW winter 2018 market Overview
  - What is PR?
  - Designing Your Market PR Strategy
  - Pre-Market PR Opportunities
  - On-Site PR Opportunities
  - Post-Market Tips



## NY NOW winter 2018 market Overview

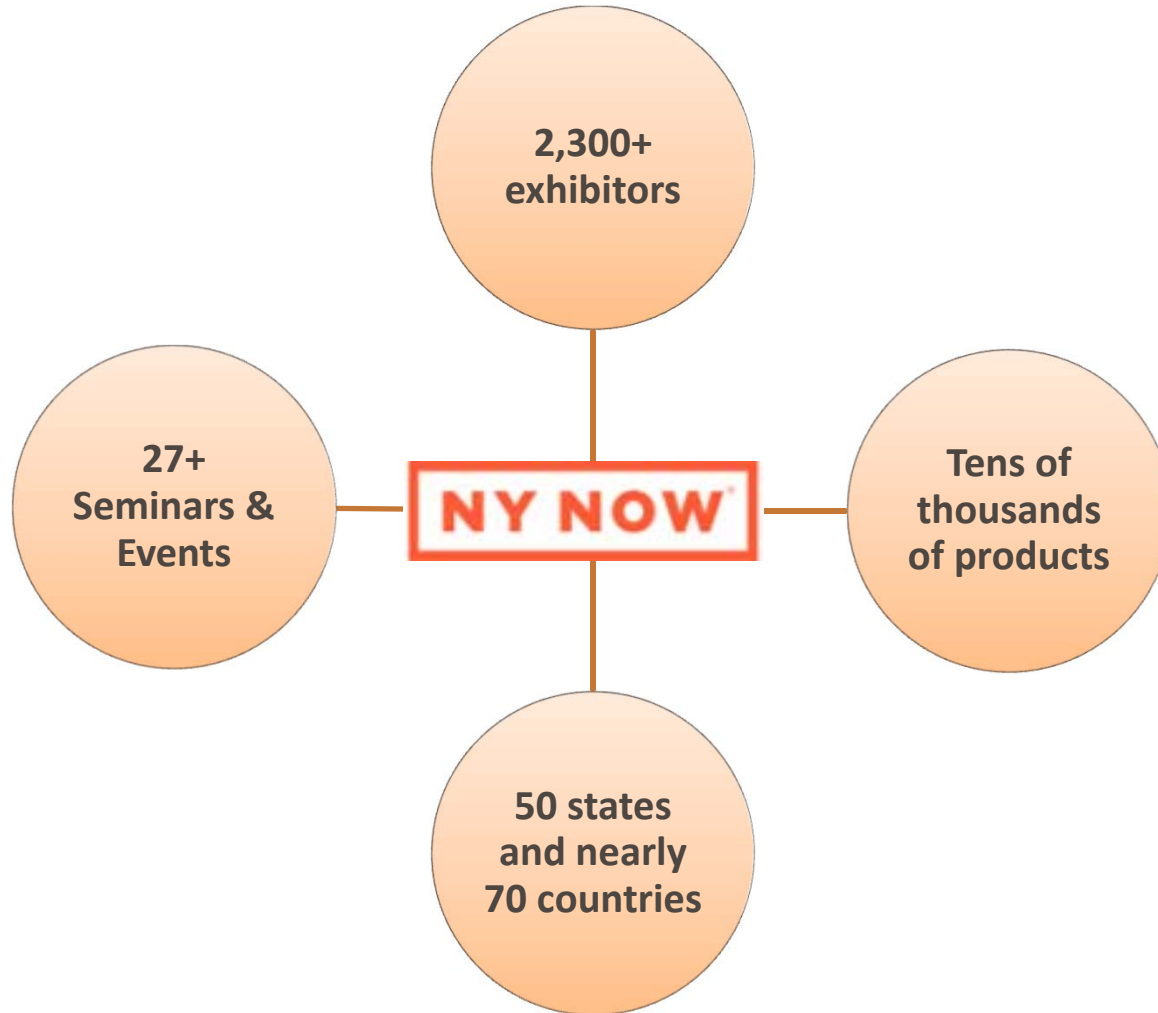


# Market Hours

NY NOW's winter 2018 market will take place in one convenient location at the Jacob K. Javits Convention Center in New York City during the following days and times:

February	3 SAT	4 SUN	5 MON	6 TUE	7 WED
HANDMADE® GLOBAL DESIGN	9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 5PM	
HANDMADE® DESIGNER MAKER		9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 2PM
HOME JAVITS CENTER		9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 2PM
LIFESTYLE		9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 2PM
ARTISAN RESOURCE®		9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 2PM

NOTE: Staggered opening and closing days.





## What is PR?



- Paid
- Message integrity: “*as-is*”
- Promotional endorsements

- “Free”
- Message integrity: open to interpretation
- Third-party credibility







## Designing Your Market PR Strategy



# Promoting Your Participation

A successful PR strategy at NY NOW will include engagement with the media **pre-market**, **on-site**, and **post-market**.





## Pre-Market Preparation and Opportunities





# Press Material Development

## What to include in your press kit:

- Press releases
- New product fact sheets
- Company backgrounders
- Company literature (brochures, Q&A's)
- Executive/designer backgrounders
- High-res images
- Company PR contact information





# How to Create a Press Release

- An attention-grabbing headline that outlines the primary news
- A lead paragraph that provides an overview of the news, the most important details, and your NY NOW booth number
- A compelling quote that provides industry insight and perspective

**NY NOW** THE MARKET FOR HOME, LIFESTYLE + GIFT

**SUMMER IN THE CITY IS UPON US! ATTENDEE REGISTRATION NOW OPEN FOR NY NOW® SUMMER 2017 MARKET**

- See Stylish Home Accents, Gifts, Personal Accessories and More at the Javits Center in New York City, August 19-23, 2017 -

WHITE PLAINS, NY. – April 12, 2017 – Join thousands of attendees, buyers and retailers this summer for **NY NOW®**, the Market for Home, Lifestyle + Gift, the industry’s most expansive marketplace event. Attendee registration is now open and members of the industry, including retailers and buyers, are encouraged to sign up now to ensure they have a front row seat to the latest design trends. Leading exhibitors – both large-scale and boutique – will showcase their newest products and set the stage for an exciting holiday season and beyond. Attendees will have the unique opportunity to participate in a cutting-edge lineup of seminars, events, and more – all under one roof and only available in New York City! Qualified members of the trade can [click here](#) to start the registration process.

August	19 SAT	20 SUN	21 MON	22 TUE	23 WED
HANDMADE® GLOBAL DESIGN JAVITS CENTER	9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 5PM	
HANDMADE® DESIGNER MAKER + ARTISAN RESOURCE® JAVITS CENTER		9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 2PM
HOME JAVITS CENTER		9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 2PM
LIFESTYLE JAVITS CENTER		9AM - 6PM	9AM - 6PM	9AM - 6PM	9AM - 2PM

NY NOW will heat up New York City’s Jacob K. Javits Convention Center August 19-23, 2017 and continue its tradition of featuring a staggered opening. The Handmade® Global Design section of the HANDMADE Collection will open on Saturday, August 19 and close on Tuesday, August 22. The HOME and LIFESTYLE Collections, as well as Artisan Resource will open on Sunday, August 20 and close on Wednesday, August 23. In addition, the popular Handmade® Designer Maker section will move to Level 3 of the convention center for the first time, and as a result, it will follow the same schedule as the other sections on that level, opening Sunday, August 20 and closing Wednesday, August 23.

“There’s no better place to be in August than NY NOW. With thousands of established and emerging brands to explore, NY NOW buyers are sure to find the perfect products to stock their shelves for the holiday season,” said Randi Mohr, Vice President and NY NOW Director. “This summer’s market is on track to be one of our most exciting yet and we recommend that buyers looking to attend register today to make the most of their market experience!”

- Company logo/header
- A subhead that provides key details about the announcement
- A photo or graphic that illustrates a key point or theme
- Additional information about your announcement



# How to Create a Press Release

An attention-grabbing headline that outlines the primary news



Company logo/header

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announcement

news, the important details of your NY NOW booth number

**Don't forget your PR contact information and NY NOW section and booth # at the top or bottom of the release!**

photo or graphic that creates a key theme

A compelling quote that provides industry insight and perspective

on Tuesday, August 22. The HOME and LIFESTYLE Collections, as well as Artisan Resource will open on Sunday, August 20 and close on Wednesday, August 23. In addition, the popular Handmade® Designer Maker section will move to Level 3 of the convention center for the first time, and as a result, it will follow the same schedule as the other sections on that level, opening Sunday, August 20 and closing Wednesday, August 23.

Additional information about your announcement

"There's no better place to be in August than NY NOW. With thousands of established and emerging brands to explore, NY NOW buyers are sure to find the perfect products to stock their shelves for the holiday season," said Randi Mohr, Vice President and NY NOW Director. "This summer's market is on track to be one of our most exciting yet and we recommend that buyers looking to attend register today to make the most of their market experience!"





# How to Create a Fact Sheet\*

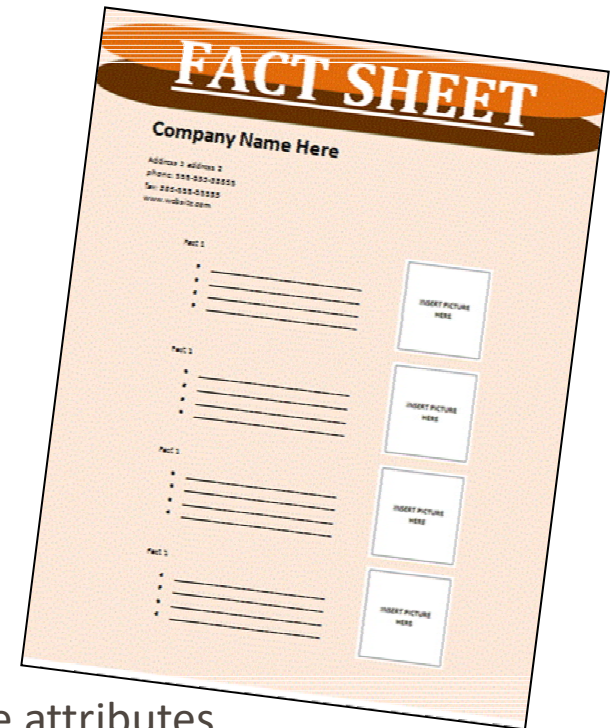
## Company Information

- Logo
- Brief company overview
- PR contact information
- NY NOW booth number
- Website and social media URLs
- Quote from key executives or designers (optional)

## Product Information

- Product name/model number
- 3-5 bullet points describing the product(s) and its unique attributes
- Availability (when it will be available and where it can be purchased)
- MSRP
- Low-res thumbnail image of product

*\*Typically reserved for new product introductions and/or core products and collections*



## ARCADIA HOME

Brooklyn, NY  
United States  
<http://www.arcadiahomeinc.com>



Booth: 2866

Home Products

Artisan made accessories for home and holiday.

Arcadia Home is a remarkable source for eco-friendly, artisan-crafted home and holiday designs. Committed to bringing you quality livable luxury, our products are made to live with and enjoy rather than kept behind glass and admired from afar.

### Products



#### Nativity Scene in Hand Felted Wool

A Nativity scene unlike any other! Made of hand felted wool, this seven piece set is comprised of Three Wise Men, Joseph, Mary, a lamb, and baby Jesus. The fantastic colors and charming details will lend pizzazz and fun to your Yuletide celebrations.... [More Info](#)



#### Overlapping Flowers Christmas Tree Skirt in Cream

Spectacular cream on cream tree skirt with hand cut flower petal design. Hand felted and sewn of 100% wool. 60". Special in every way... [More Info](#)



#### Black Lab Cushion Cover in Hand Felted Wool

Show your love for Labs with this hand felted wool pillow cover. The black and gray coloration complements a range of décor. 20"x20". Zipper on back.... [More Info](#)

### Categories

#### Decorative Accessories (also see Home Furnishings)

- Boxes
- Decorative pillows

#### Environmentally Friendly/Natural/Recycled

- Environmentally Friendly/Natu

#### Products

#### Games/Puzzles/Toys

- Children

#### Holiday/Seasonal

- Christmas
- Thanksgiving

#### Home Furnishings (also see I

- Handmade

#### Jewelry

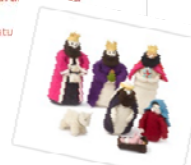
- Boxes

#### Pet Products

- Pet Products

#### Wedding & Bride

- Wedding & Bride



**Nativity Scene in Hand Felted Wool**  
A Nativity scene unlike any other! Made of hand felted wool, this seven piece set is comprised of Three Wise Men, Joseph, Mary, a lamb, and baby Jesus. The fantastic colors and charming details will lend pizzazz and fun to your Yuletide celebrations.... [Less Info](#)



A Nativity scene unlike any other! Made of hand felted wool, this seven piece set is comprised of Three Wise Men, Joseph, Mary, a lamb, and baby Jesus. The fantastic colors and charming details will lend pizzazz and fun to your Yuletide celebrations. This set is artisan-made, with hand beading, hand stitching, hand applique, all made of hand felted wool. The Wise Men measure approximately 9"x5.5"x1.5" each, Mary and Joseph are approximately 6"x4"x3" tall each, Lamb: 2.5"x2"x2", Baby: 2.5"x.5"x1.5". The Wise Men, Mary, and Joseph are weighted with sand at their bases.

Arcadia Home felt designs are hand-felted, hand-appliqued, and lovingly created from 100% sustainable wool by artisans working in India. The facility where these pieces are produced is an award-winning model of sustainability, which runs on solar electricity, collects rainwater, and recycles water on-site. By collaborating with this artisan group, Arcadia Home is helping to preserve the tradition of felt making in the area, promote eco-friendly business, and provide fair and safe employment for hundreds of artisan felt-makers, spinners, and seamstresses.

Each handmade Arcadia Home design is as unique as the artisan who created it. And for each design purchased, Arcadia Home contributes to non-profit organizations dedicated to protecting the environment through our membership with 1% for the Planet.





# Trade Media Editorial Opportunities

EXHIBITORS PRESS HOTEL + TRAVEL

## MARKETING TOOLS

Exhibitor Education Displays **Public Relations**

### Public Relations

Tradeshow public relations can help you generate awareness with the your company and your new products, increase your booth traffic and great place to initiate a PR campaign, with 400+ representatives – from media outlets – attending each semi-annual edition... Remember you other companies for time and attention! Start "building the buzz" today

Questions? If you have additional questions about pre-show media or

COYNE PR  
Katie Seifert  
973-588-2000

### Free Editorial Opportunities

Leading trade publications are seeking to feature the latest exhibit of new product introductions planned for Market. We provide a list of dates, along details about images and information required by editors. Editorial promotion is FREE. All you have to do is enter your submission deadlines. Read here for complete list.

### Stationery Trends

Issue Date: Winter 2018 (Product Showcase)  
Deadline: October 18, 2017

Topic: Stationery, patches, weekly planners, pouches, pencil sets, foiled napkins. Themes that are being featured include: minimalism, black & gold, neon, tassels, pom poms, nautical designs, the color lavender, tortoise shell, global vibe, natural textures, textured surfaces (mirrored, iridescent, scratch-off) as well as technology accessories, cards for Mother's/Father's Day, wall art, as well as products with a purpose or charity component.

Special Instructions: Exhibitors with products that are a fit for this topic can find additional information and submission details here.

Contact: Submissions should be sent to: [stedit@stationerytrendsmag.com](mailto:stedit@stationerytrendsmag.com). Questions only can be directed to Sarah Schwartz.

### Tableware International / Kitchenware International

Issue Date: November/December 2017 (NY NOW Preview Issue)  
Deadline: November 1, 2017

Topic: Tableware and kitchenware companies previewing or launching products and collections at the NY NOW winter 2018 market.

Special Instructions: Please include your company name and a short company overview, NY NOW booth number, plus a 150-200 description about the collections/products that are being unveiled along with a 300 dpi image.

Contact: Kate Birch

All PR Opportunities are listed here:

<http://www.nynow.com/exhibitors/marketing-tools/>



# NY NOW “Best New Product” Awards



- NY NOW continues its popular “Best New Product” Awards program to recognize and celebrate the exceptional offerings from exhibitors across the market!
- **Criteria:**
  - Must be NEW as of September 1, 2017
  - Exhibitors can submit 1 product only
  - Products must be new introductions
  - Deadline: December 15, 2017
- Products are judged by panel of industry experts and members of the media during the market. Winners will be announced during the market on nynow.com and on NY NOW’s social channels.
- **Entry period is now open; visit the Exhibitors tab on the NY NOW website for further details.**



Best New Product Awards



- *destination: new*
  - Participants with products launching exclusively at NY NOW are eligible for the **Best Exclusive Launch Award**
- *sustainability: design for a better world*<sup>®</sup>
  - Spotlight global home and lifestyle suppliers products, production processes and business practices are eco-friendly and socially responsible. All participants are eligible to for the **EcoChoice Award**





## On-Site PR Opportunities

- **Send Us Your News in Advance**
  - Be sure to share your company news and announcements with the Coyne team via [nynow@coynepr.com](mailto:nynow@coynepr.com) ahead of the show.
  - News can include **new product launches, company news, special anniversaries, booth events including special guests and promotions, etc.**
- **\*NEW\* Meet With Us In-Person**
  - **Date: Friday, February 2, 2018**
  - In-person product briefings will be held in 15-minute increments
  - Each exhibitor is permitted **one** appointment only and may bring **one** product to highlight
  - Contact the Coyne PR team via [nynow@coynepr.com](mailto:nynow@coynepr.com) to schedule an appointment.





- Use the Pre-Registered Media List  
*(available beginning 6 weeks prior to the start of the Market)*
- Set appointments to have media visit your booth
- Respond to drop-ins

### Tips for Engaging Media at the Booth:

- ✓ Be open, friendly, and outgoing
- ✓ Encourage media to explore your booth and products
- ✓ Provide business cards, press kits and takeaways/samples





## Press Material Distribution

- All exhibitors are permitted to leave media press kits in the NY NOW Press Center during the market.
  - The Press Center is located on the Javits Center’s 4A Terrace. For easiest access, enter the building at 38th Street and take the elevator to Level 4.
- Kits should include:
  - Booth # and Section
  - Information on new products/lines including images, pricing, etc.
  - Company information and website
- **\*NEW\*** If you need assistance with developing materials and creating your press kit, contact the Coyne PR team and we will be happy to share the various options and pricing.





## Press Kit Considerations

- If you are providing samples or USBs, please bring a container or basket to hold them. We do not have extra display materials.
- All exhibitors are permitted to have only one press kit location on the racks, and we cannot permit expanded displays in the Press Center.
- **Any remaining kits/containers/samples must be picked up by Wednesday, February 7<sup>th</sup> no later than 2:00 pm. After that, they will be discarded.**

### Press Kit Drop-off Schedule:

February 2<sup>nd</sup> between 10am – 3pm

February 3<sup>rd</sup> and 4<sup>th</sup> between 8am – 9am

### Location:

Press Center on the 4A Terrace

*Please leave your materials with a member of the Coyne team, who will then place your kits in the appropriate location. Press Kits are organized by section.*



## Connect with NY NOW

Be part of the conversation!

- Facebook: <https://www.facebook.com/nynowmarket>
- Twitter: [@nynowmarket](https://twitter.com/nynowmarket)
- Instagram: [@ny\\_now](https://www.instagram.com/ny_now)
- NY NOW Website: [www.nynow.com](http://www.nynow.com)

Show hashtag: #NYNOW



@ny\_now



@nynowmarket



@nynowmarket



## Post-Market Tips

## Keep the Conversation Going!

- ✓ Send a Thank You!
- ✓ Follow and interact with media contacts on social media
- ✓ Issue a post-market press release
- ✓ Monitor for coverage
- ✓ Prepare for your next market experience





Questions

[nynow@coynepr.com](mailto:nynow@coynepr.com)