NY NOW®

THE MARKET FOR HOME, LIFESTYLE + GIFT

POST MARKET REPORT

SUMMER 2016

NEARLY
23,000
BUYERS

2,700
EXHIBITORS

Buyers from 50 U.S. states and 73 countries

22% of buyers were **NEW**

22% of attendees were from VIP companies

18% of attending companies were **VIP retailers**

Attendance by unique store locations **increased** by 8%

Buyers per location **increased** by 2%

ATTENDANCE TRENDS

76%
of buyers were single store retailers – the most difficult to find and identify

NEARLY 40%
of buyers are exclusive to NY NOW

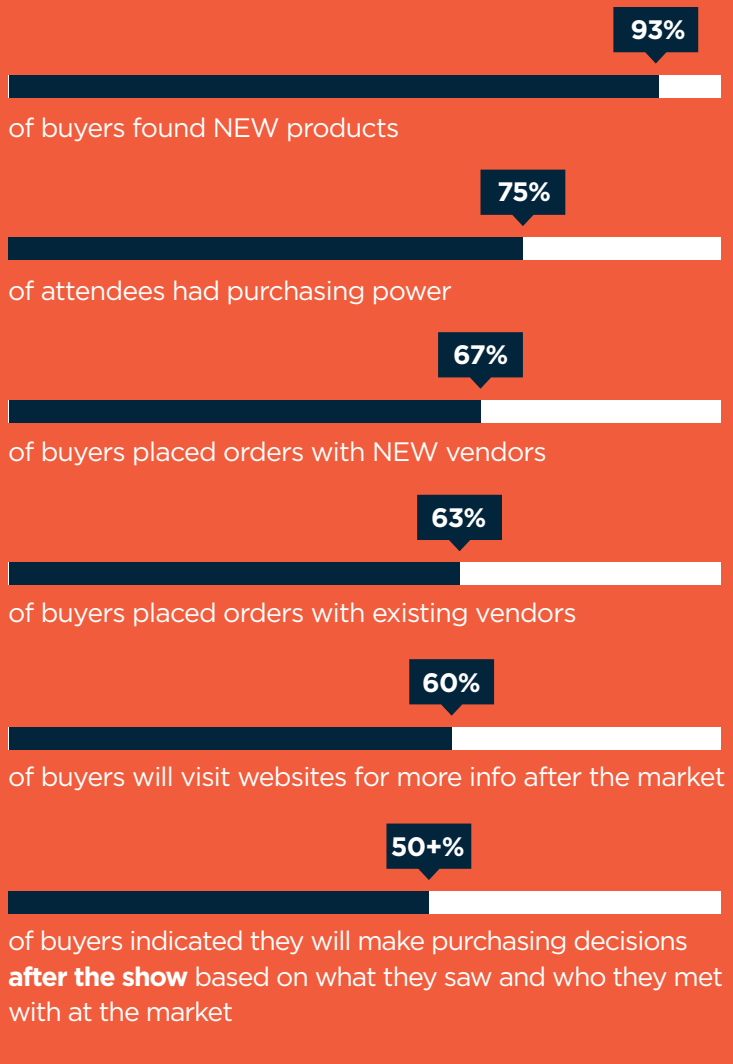
2/3
of buyers were unique to NY NOW Summer

Buyers indicated that they SPENT 14% MORE at the summer 2016 market than last year!

Buyers spent **MORE TIME** at the market. **The average days attended per buyer was up 5%**

Nearly 80% of buyers indicated that seeing a product at NY NOW was MORE influential to their purchasing decisions over any other tradeshow or available resource

BUYING POWER WAS STRONG



WHY BUYERS ATTENDED

88% of attendees consider NY NOW a must-attend event 2%

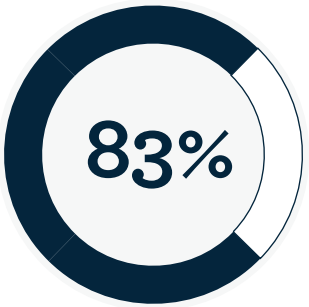
- 95% to shop for product
- 92% to see new products
- 85% to find new suppliers
- 70% to purchase products
- 67% to see existing suppliers

TOP 10 ATTENDEES BY BUSINESS TYPE

1. Brick & Mortar Retailers
2. Online Retailers
3. Distributor/Dealer
4. Interior Decorator
5. Interior Design Firm/Architectural Firm
6. Cart/Kiosk Retailer
7. Importer
8. Special Events
9. Mail order/Catalog
10. Buying Office/Purchasing Firm

MORE THAN 2/3 OF BUYERS CAME TO PURCHASE FOR RETAIL SALES.

BUYERS VALUED QUALITY OVER PRICE



of buyers indicated that they were sourcing above average or high end luxury products with higher price points.

"NY NOW is where I go to maintain my competitive edge. With the quality of their exhibitors I can always find something new and exciting that keeps my store interesting. In a time when we all struggle to define ourselves and stay relevant, we need a market that attracts emerging brands and good design. No other market does that as well as NY NOW."

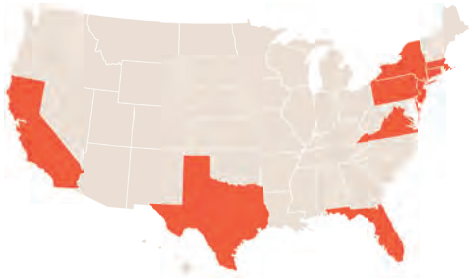
– Amy Rutherford, Red Barn Mercantile

TOP 20 PRODUCT CATEGORIES OF INTEREST

1. Decorative Accessories
2. Contemporary Design
3. Home Furnishings
4. Handcrafted
5. Jewelry
6. Candles
7. Holiday/Seasonal
8. Baby/Child/Tween
9. Personal Accessories
10. Home Textiles
11. Tabletop
12. Made in USA
13. Fair Trade
14. Gourmet Housewares
15. Floral/Garden/Outdoor Furnishings
16. Stationery/Publishing
17. Games/Puzzles/Toys - Adult
18. Personal Care/Wellness
19. Resort/Souvenir/Promotional Items
20. Religious/Inspirational

TOP 10 STATES IN ATTENDANCE:

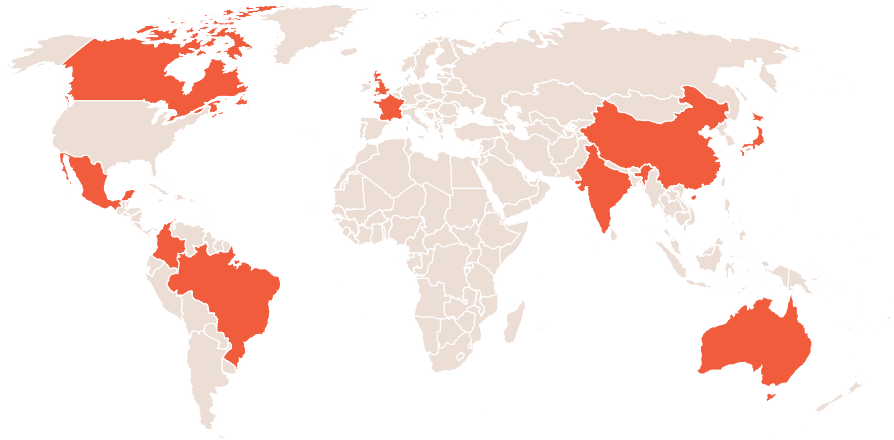
1. NEW YORK
2. NEW JERSEY
3. PENNSYLVANIA
4. CONNECTICUT
5. MASSACHUSETTS
6. CALIFORNIA
7. FLORIDA
8. MARYLAND
9. TEXAS
10. VIRGINIA



SAMPLE OF U.S. ATTENDEES

7 WEST CARPET
A MANO
A MANO GALLERY
A PET'S WORLD
A.I. FRIEDMAN
ABACUS
ABC HOME FURNISHING
ABC TOYS AND GIFTS
ABODE NEW YORK
ACES
ACORN TOYS
AERO
ALDEA HOME
ALLIGATOR SOUP
ALPHABET SOUP
ALPHABETS
AMAZON
AMERICAN EAGLE OUTFITTERS
ANNEX COOKERY
ANTHROPOLOGIE
ASIAN PACESETTERS
B & B DEPARTMENT STORES
THE BANYAN TREE
THE BUNGALOW INC.
BARNES & NOBLE
BARNES & NOBLE COLLEGE BOOKSELLERS
BARNEYS NEW YORK
BED BATH & BEYOND
BEDHEADERS HOME
BETWEEN THE SHEETS
BLOOMINGDALE'S
BOBBY'S DEPT STORES
BOUTIQUE HEAVEN
THE BREAKERS PALM BEACH
BROOKSTONE
THE BUNGALOW INC.
BURLINGTON STORES
BUY BUY BABY
CACHET
CAPE RESORTS GROUP
THE CARAVAN SHOP
CARNEGIE MUSEUM OF ART
CASA.COM
CELADON
CELEBRITY KIDS
CENTURY 21 DEPARTMENT STORES
CHARLESTON GARDENS
CHEQUERS
CHRISTMAS TREE SHOPS
CLUB MONACO
CONTEMPORARY ARTS MUSEUM
COW HARBOR FINE GIFTS
CRATE AND BARREL
THE DEPOT
DRUG MART
DWELL
DYLAN'S CANDY BAR
EARTHSAVERS INC
EVENT NETWORK
FAB
FAIRWAY MARKET
FISHERS HOME FIRNISHINGS
FIVE BELOW FIVE BELOW
FOLKLORICO
FRANCESCA'S COLLECTIONS
GALT TOYS+GALT BABY
GEARYS BEVERLY HILLS
THE GIFT BRIGADE
GLOBAL HOME
GRACIOUS LIVING
GRAMERCY ATELIER
HABITAT
HATCH/MODERN ECOLIFESTYLE
HEART AND HOME
HG BUYING
HICKORY & TWEED
HIGH FASHION HOME
THE HIGH MUSEUM OF ART
THE HOME DEPOT INC.
HOMEGOODS
HOMESPUN
HOMESTYLE
HSN
HUDSON GRACE
INDULGE
J.CREW/MADEWELL
JAYSON HOME
JENSS DECOR
KANVAS
KATE'S PAPERIE
KITCHEN CABOODLES
KOHLS CORP
KRAVET
L BRANDS
LEARNING EXPRESS
LEGACY
LILLIAN AUGUST DESIGNS
LILLIAN VERNON CORP
THE LINEN SHOP
LIVING GOODS
LONDON JEWELERS
LORD & TAYLOR
LORI`S HOSPITAL GIFT SHOP
LOWES
MACKENZIE-CHILDS
MACY'S BACKSTAGE
MACYS.COM
MADEWELL HOME, LLC
METRO HOME STYLE
THE METROPOLITAN MUSEUM
METROPOLITAN MUSEUM OF ART
THE METROPOLITAN OPERA
MICHAEL'S STORES INC.
MOMA DESIGN STORE
MUSEUM OF CONTEMPORARY ART
NATHAN & CO.
NEIMAN MARCUS/THE HORCHOW COLLECTION
NEST
NORDSTROM
OBJECTS OF DESIRE
ONEKINGSLANE
OVERSTOCK.COM
THE PAPER PEDLAR
PARTY CITY
POSH
POTTERY BARN
PRESENT THYME
RED BALLOON GIFT SHOP
THE RED DOOR BOUTIQUE
REFINERY
RON ROBINSON INC.
ROSS STORES, INC.
RUE LA LA
SCULLY & SCULLY
SERENDIPITY
SET YOUR TABLE
SHUTTERFLY
SMITHSONIAN ENTERPRISES
SPENCER GIFTS
SPLURGE
SPROUT HOME
STAPLES
STARBUCKS COFEE COMPANY
STEIN MART, INC.
STUFF
THE SUMMER HOUSE
SWAG BOUTIQUE
TARGET CORPORATION
TEN THOUSAND VILLAGES
TERRESSENTIALS
TJX COMAPNIES
TOUCH OF CLASS
TOYS "R" US
TWIGS
UNCOMMONGOODS
UPRIVER HOME
URBAN COTTAGE
URBAN OUTFITTERS
THE URBAN MUSE
URBAN THREADS
URBANIC
VALUE DRUGS
WALGREENS
WANDERLUST
WEST ELM
WEST ELM/WILLIAMS-SONOMA, INC.
WEST SIDE KIDS
WHOLE FOODS MAKET
WILLIAM-WAYNE & CO.
WINE ENTHUSIAST COMPANIES
WISTERIA
WORLD OF GOODS
THE ZEN SHOP

AN INCREASINGLY GLOBAL MARKET

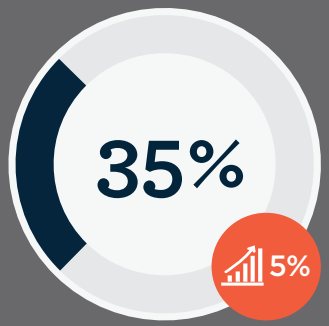


TOP 10 COUNTRIES IN ATTENDANCE:

1. AUSTRALIA
2. BERMUDA
3. CANADA
4. CHINA
5. COLOMBIA
6. INDIA
7. JAPAN
8. MEXICO
9. PANAMA
10. UNITED KINGDOM

SAMPLE OF INTERNATIONAL ATTENDEES

ART GALLERY OF ONTARIO
CABANA HOME
CORTINA
DA VINCI'S HOME
DESIGNHOUSE
ETTINGER
FEATHER YOUR NEST
GANT IMPRESOS Y REGALOS
HUDSON BAY COMPANY
INDIGO
LOFT
OOH LA LA
PAPER E. CLIPS
PRESTO PAPER AND HOME
TJX CANADA
VANCOUVER AQUARIUM



of buyers have experience with import regulations & logistics, international shipping, and U.S. customs clearance

of these buyers came prepared to meet higher minimum orders!

of buyers were able to handle FOB

PRESS ATTENDANCE

353

media outlets attended NY NOW, offering an unparalleled opportunity for brand exposure unmatched by any other market

The International Press Tour, coordinated by Coyne PR, brought key trade media from Italy, Germany and the UK to NY NOW – many for the first time!

ACCESSORIES MAGAZINE
APARTMENT THERAPY
ASSOCIATED PRESS
BRIDES
BUZZFEED
CBS CONSUMER PRODUCTS
CELEBRITY BABY TRENDS
COASTAL LIVING
COSMOPOLITAN
COUNTRY LIVING
DWELL
ECO FASHION TALK
ELLE DECOR
ENTERTAINMENT TONIGHT
EVERY DAY WITH RACHAEL RAY
FOOD & WINE
FOOD NETWORK
GIFT SHOP
GIFTS AND DECORATIVE ACCESSORIES
GIFTWARE NEWS
GLAMOUR
GOOD HOUSEKEEPING
GOOD MORNING AMERICA
HANDMADE BUSINESS/SMART RETAILER
HFN
HGTV
HOME ACCENTS TODAY
HOME FASION FORECAST
KIDS TODAY
KITCHENWARE NEWS/HOUSEWARES REVIEW
LDB INTERIOR TEXTILES
LUXE. INTERIORS + DESIGN
MARTHA STEWART
METROPOLIS
MILK MAGAZINE
MSNBC'S YOUR BUSINESS
MUSEUMS & MORE
NEWSDAY
NY1
O, THE OPRAH MAGAZINE
PARENTS MAGAZINE
PEOPLE
RAPAPORT
REFINERY29
SOUVENIRS, GIFTS & NOVELTIES
STATIONERY TRENDS
STYLE BEAT
TABLETOP TODAY
TABLEWARE INTERNATIONAL
THE TODAY SHOW
THE HUFFINGTON POST
THE NEW YORK TIMES
VANITY FAIR
VOGUE
W MAGAZINE
WCBS TV
WEST COAST WOMAN

NY NOW

HOSTED BUYER PROGRAM

The Summer 2016 Hosted Buyer program included:

89
Retail Stores

139
Buyers

12
International

47
Home focused retailers

39
Lifestyle/Handmade focused retailers

SAMPLING OF HOSTED BUYERS:

Circle Furniture, MA

Francesca's, TX

Kuhl- Linscomb, TX

Louise Shanks Home Furnishings, TX

Red Barn Mercantile, VA

Scandia Home, MI + IL

Stephen Frank Garden & Home, CA

The Paper Store, MA

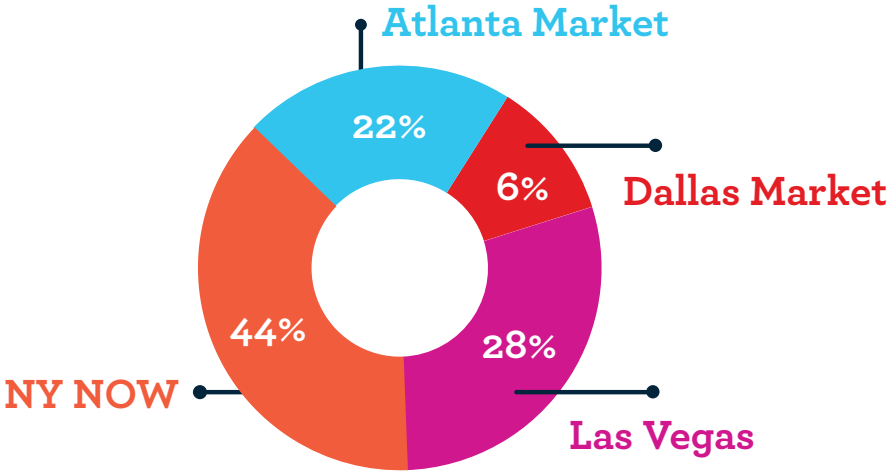
The Silver Puffin, SC

Vermont Furniture Gallery, VT

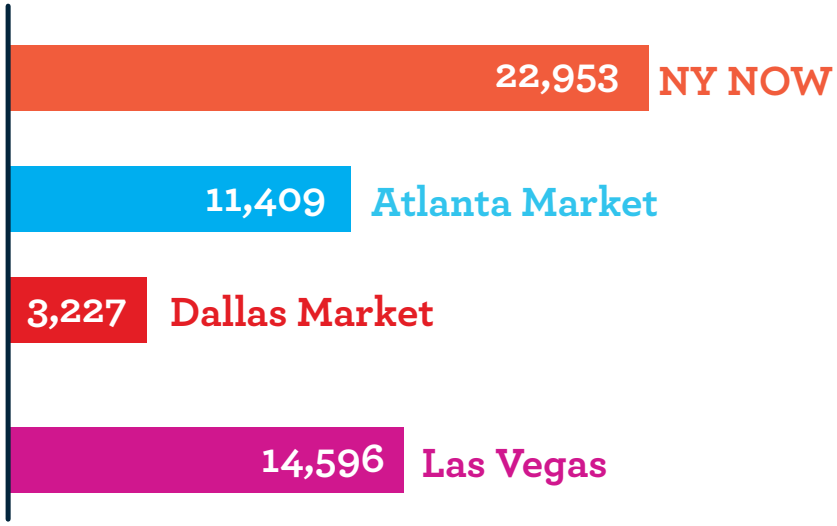
NY NOW DOMINATED THE CONVERSATION ON SOCIAL MEDIA DURING THE SUMMER MARKET SEASON:

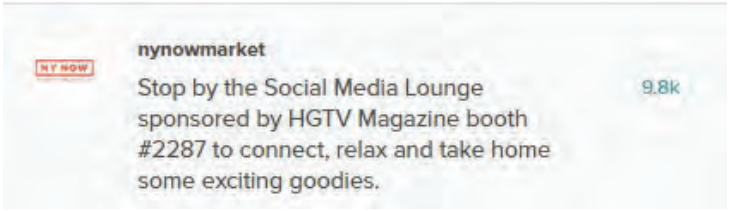
Total Share of Voice

(June 31-August 31)



Total Mentions:





NY NOW SOCIAL FOLLOWERS CONTINUE TO GROW

Instagram

FOLLOWERS

30k+

50% increase
over previous period

225% increase
in followers acquired during the week of the Market compared to summer 2015

ENGAGEMENT

26,461 engagements
during the week of the Market.

facebook.

LIKES

18k+

15% increase
over previous period

ENGAGEMENT

31,404 engagements

499% increase

Likes grew by 53% from last show

Twitter

FOLLOWERS

9.9+

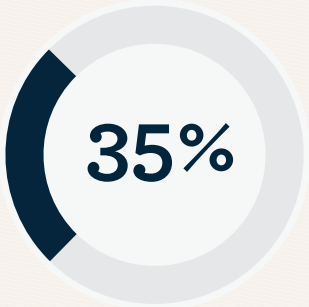
11% increase
over previous period

ENGAGEMENT

2,884 engagements

15% increase
in engagement during the week of the Market compared with summer 2015

EXHIBITOR MARKETING INFLUENCED ATTENDANCE



of buyers said that EXHIBITOR pre-show marketing had a direct impact on their decision to attend – emails, direct mail and social media.

NY NOW MARKETING – WHAT WE DID TO ATTRACT ATTENDEES

- Segmented email campaigns to 70,000+ buyers including newly launched nurture campaign
- Multiple direct mail campaigns to pre-registered attendees including the Pre-Show Planner, a market preview catalog mailed to 65,000 buyers!
- Daily social media engagement across Instagram, Facebook and Twitter, including social medial including contests with prizes to create excitement among the buyer community
- Provided a dedicated online profile and matching tool for exhibitors and buyers to connect, and assist exhibitors with attracting buyers to their booth
- Promoted exclusive on-site displays and awards
- Promoted exhibitors launching new and exclusive products
- Together with Coyne PR, NY NOW agency of record, offered exhibitors opportunities for high level press exposure across major media (trade and consumer)
- Ran advertising campaigns with 22 domestic media partners and 12 international media partners

WHAT BUYERS HAD TO SAY ABOUT NY NOW SUMMER 2016:

"The most cutting edge of new ideas and artisan products."

- Michelle Schechtman, Greater Good

"The summer 16 edition of NY NOW was fantastic. I think lots of people had a great show; buyers and exhibitors alike. I wrote almost 60 orders, approximately 80% with new vendors, and still have at least 7 – 8 reorders to finalize. There was so much energy and buzz in the aisles I think the upbeat vendors, busy booths, aisles, and product mix had everyone feeling optimistic and buying with confidence. This was my 70th consecutive trip to NY NOW!"

- Kristen Kreider National Museum of American Jewish History

"I thought the mix in Handmade was exceptionally good and I placed several orders with new artists and reordered from others."

- Leslie Genszler, Madison Museum of Contemporary Art

"We come to NY NOW two times a year and always find good products for our store."

- Victoria Leister, Pharo Garden Centre

"We have been attending NY NOW for 20 years and have always found it to be the best of all the shows in other cities that we have seen. Always the best vendors and always well organized as it was this year. We ordered new items from vendors we had been working with for years, and we found several new vendors with exciting products we added to the mix. We look forward to returning."

- Eratus & Meg Corning, The Silver Puffin

"NY NOW was the only market I attended this summer and the show inspired me on many levels. I found five new suppliers, wrote lots of orders with my current vendors, kept many new lines in mind for the spring - summer season, and reconnected with many clients. I was so excited about all the fresh new product introductions I have been actively sharing posts on my Instagram account and have lots of likes and comments!"

- Ginette Lorrain, Boucherie Lorrain

"We have a travel budget of one show a year and we choose this one. There's so much to see and always something new in season."

- Neil Schwartz, Senate Gift Shop

THE NY NOW TEAM

HOME

Jaime Sikorjak
Accent on Design®

Ashley Ciofrone
Accent on Design®, Handmade® Designer Maker, Handmade® Global Design

Angela Gonzalez
Home Furnishings + Textiles

Britney Simone
Home Furnishings + Textiles

Marc Delman
Tabletop + Gourmet Housewares

Michelle Losapio
Home Furnishings + Textiles, Tabletop + Gourmet Housewares

LIFESTYLE

Melissa Engongoro
Baby + Child, Gift, Personal Accessories, Personal Care + Wellness

Jami Collins
Gift

Stephanie Gaspari
Gift

Lauren Sweder
Baby + Child, Personal Accessories, Personal Care + Wellness

Sarah Collins
Baby + Child, Personal Accessories, Personal Care + Wellness

HANDMADE

Allison Garafalo
Artisan Resource®, Handmade® Designer Maker, Handmade® Global Design

Nicole Climent
Handmade® Designer Maker, Handmade® Global Design

Ashley Ciofrone
Accent on Design®, Handmade® Designer Maker, Handmade® Global Design

SHOW DIRECTORS

Randi Mohr

Scott Kramer