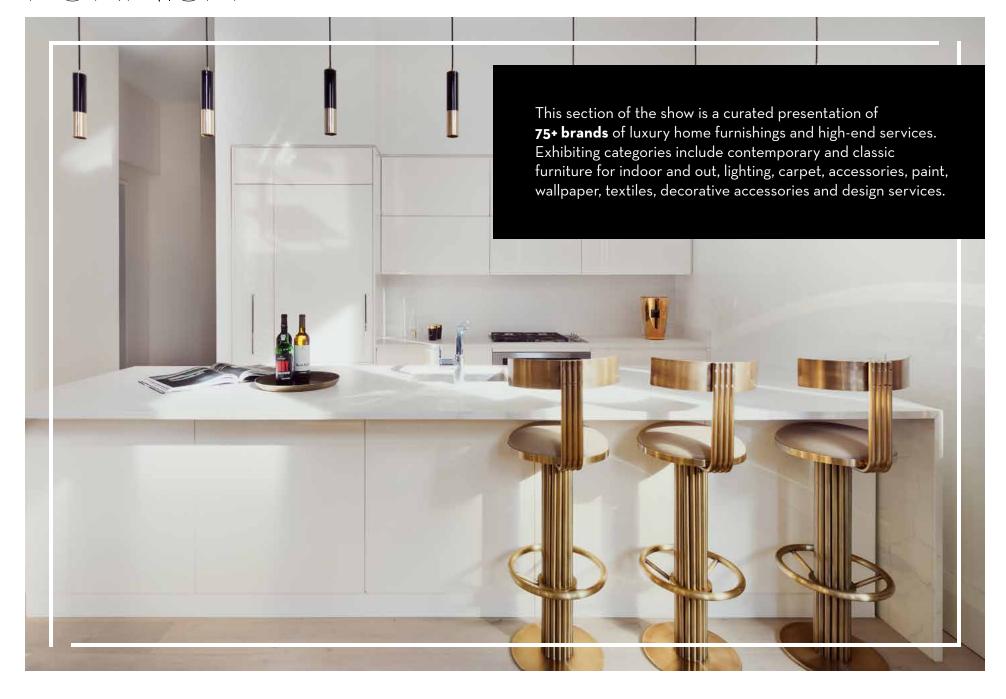
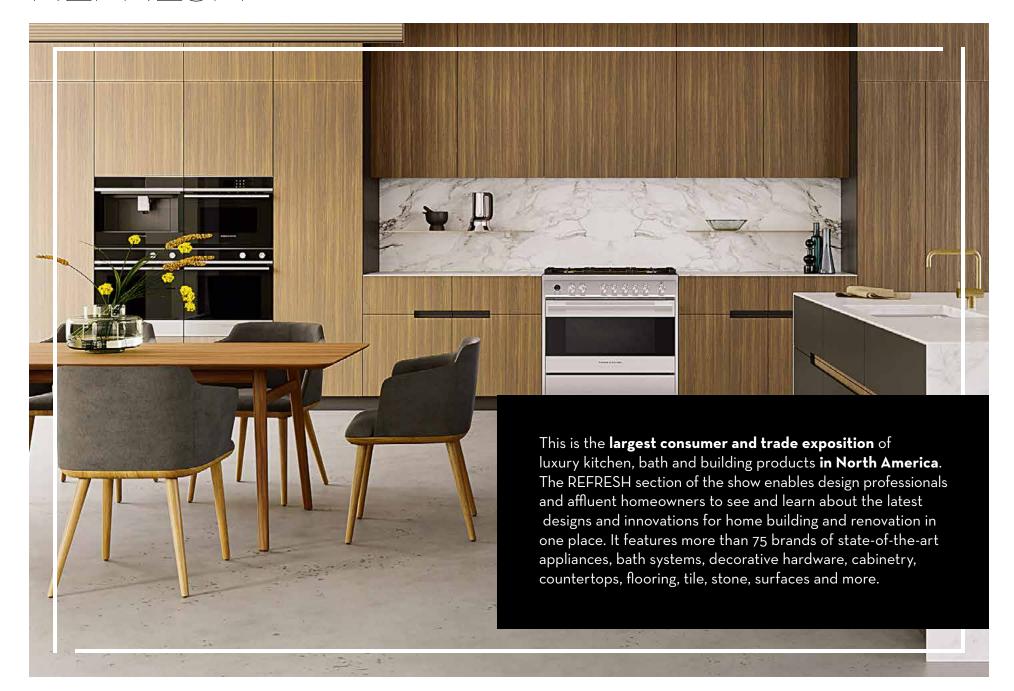


FURNISH



RFFRESH



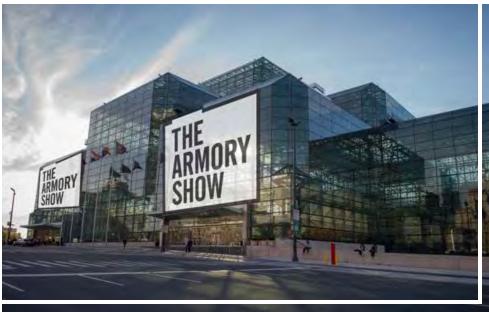


JAVITS CENTER

For the first time, The Armory Show—kicking off the fall arts season by presenting the world's leading international art galleries—will be co-located with the NY LUXURY DESIGN FAIR running concurrently in adjacent halls in the Javits Center.







DEMOGRAPHICS & OVERVIEW



NET SQUARE FEET (3,720 NET SQUARE METERS)

ZO,OOO
ATTENDEES

Z C EXHIBITORS

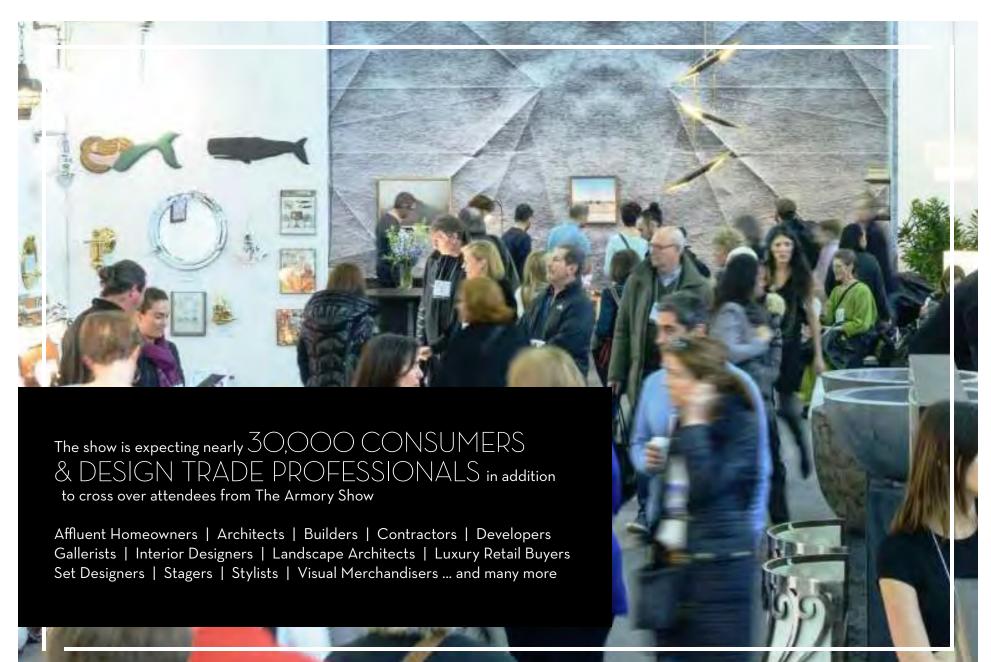
SECTIONS FURNISH | REFRESH | MADE

PROMOTION

Year-long public relations and marketing campaign

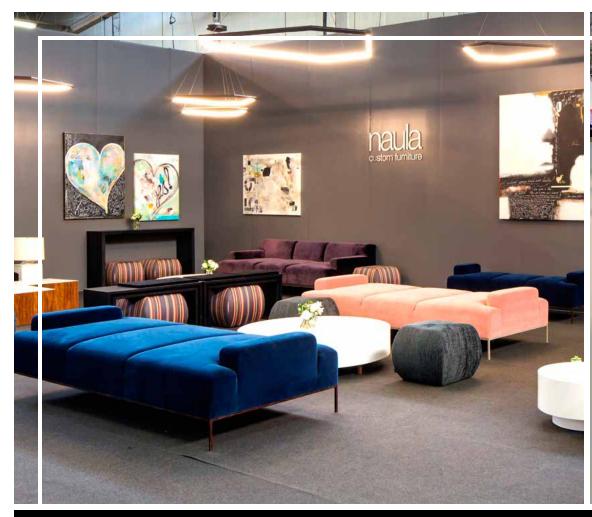
+ CATEGORIES Furniture, carpet & rugs, flooring, lighting, outdoor furnishings, wall covering, decorative accessories, textiles, kitchen, bath, art, glass, ceramics, decorative hardware, tile & stone, design services and more.

AUDIENCE



NY LUXURY DESIGN FAIR | SPONSORSHIP OPPORTUNITIES

FAIR LOUNGE





The Main Fair Lounge is a hub of action where attendees relax, network, and connect. Sponsorship includes on-site signage, contest and give-away opportunities, website promotion, e-blast marketing, complimentary tickets, social media outreach, and a full-page ad in the new NYLDF Magazine+Directory.

SHOW BAG DISTRIBUTION







An opportunity to present the daily show bag for distribution on one or more days. Your bags will be distributed in the entryway for everyone to see. The bags are next to the show directory and will be widely seen all over the show throughout the day.

AUTOMOTIVE PARTNERSHIP



ONSITE INSTALLATIONS

Create a seating vignette or creative, interactive installation in highly visible areas outside the Fair in the glass enclosed hallway for unparalleled exposure to attendees. Showcase your product and brand in a unique way to truly engage with show visitors.





NY LUXURY DESIGN FAIR | SPONSORSHIP OPPORTUNITIES

POP-UP SHOP

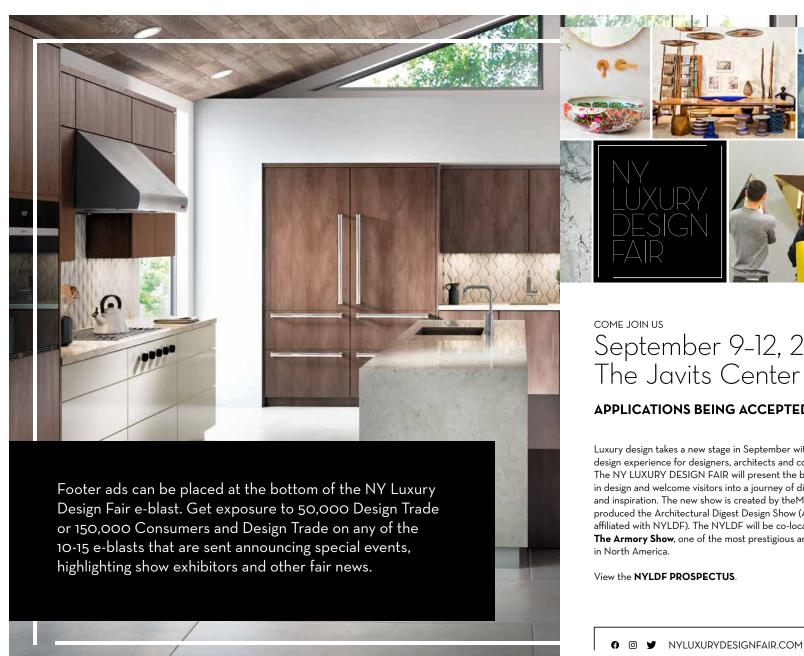




Create a retail moment through a custom pop-up shop that will be housed within the Fair on the show floor or in the main entryway.







September 9-12, 2021 The Javits Center

APPLICATIONS BEING ACCEPTED

Luxury design takes a new stage in September with a live design experience for designers, architects and consumers. The NY LUXURY DESIGN FAIR will present the best in design and welcome visitors into a journey of discovery and inspiration. The new show is created by the MART, who produced the Architectural Digest Design Show (AD is not affiliated with NYLDF). The NYLDF will be co-located with The Armory Show, one of the most prestigious art fairs

OUTDOOR ADVERTISING

TIMES SQUARE BILLBOARD | THE OCULUS DIGITAL SCREENS NYC LAMPPOST ADVERTISING | BUS KIOSKS

Become the sponsor of our outdoor advertising campaigns and reach 1.6 million people daily in Times Square, 350,000 Oculus visitors daily, and 4.4 million people through street banner advertising.









NY LUXURY DESIGN FAIR I SPONSORSHIP OPPORTUNITIES

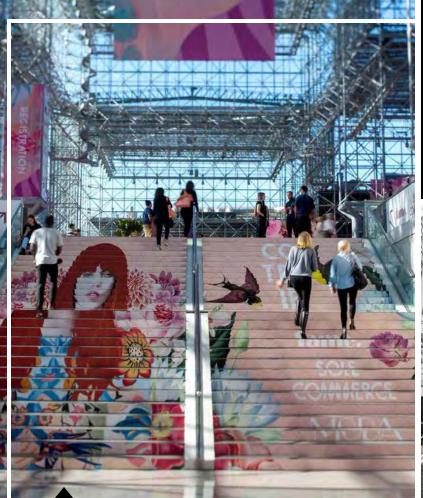
SOCIAL MEDIA

Engage with nearly 60,000 engaged followers with product featured on NYLDF's Instagram and Facebook channels as well as direct links featured on the NYLuxuryDesignFair.com via the IG feed plugin.

- Sponsor a single product in-feed post or slideshow of up to 8 images on IG stories.
- Own a day with a NYLDF social media takeover by posting 4-10 image. Includes 1 static post announcing the takeover on Instagram and Facebook feeds the morning of the takeover.
- Reels: NYLDF Presents In α New York Minute With...
 NYLDF will showcase a designer, maker, brand, or
 company representative on Reels. Content can be
 a participant who can answer three to five rapid fire
 questions or your brand has the option to showcase
 images of product, a behind-the-scenes tour of their
 studio, or a process video, etc.
- Other social media, IGTV or on-site social media opportunities can be created and developed along with bundled packages. For these sponsorships and more, please contact Novita Communications.



JAVITS ON-SITE SIGNAGE



ESCALATOR GLASS

Brand the Javits center escalators with branding or hanging installation. Escalator leads from The Armory Show to the NYLDF.



DOOR CLINGS

Present branding at the main entrance on the Concourse doors leading to the registration desk.



CONCOURSE STAIRS

Let attendees climb your brand! The concourse staircase is the very first thing that NYLDF attendees see as they enter, leave, or walk over to The Armory Show.



JAVITS ON-SITE SIGNAGE



FREESTANDING SIGNAGE | KIOSKS DISPLAY CASES

Indoor advertising such as kiosks (freestanding, double-sided, 4-sided) and signage are available based on approval. Glass display towers, tables, counters and cabinets in the public space that showcase and promote exhibitor's products.









RESTROOM STALL DOOR CLINGS

Men's and Women's restrooms available inside the Exhibit Hall with branded 2' x 2' decals. Mirror application also available.

JAVITS ON-SITE SIGNAGE









ADHESIVE SIGNAGE

Adhesives may be applied on floors, walls, glass and glass doors as well as in other public spaces of the Javits Center such as columns and restrooms.

Ask about placement and costs.

OUTDOOR SIGN POSTS DISPLAYS | COLUMNS

Ask for more information or to secure a full scale brand activation that would be seen by the audience for both The Armory Show and the NYLDF.





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Kathleen Hogan

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For complete show details, including video and television highlights, sponsorship opportunities, exhibit rates, and an online application, visit

NYLUXURYDESIGNFAIR.COM.

