



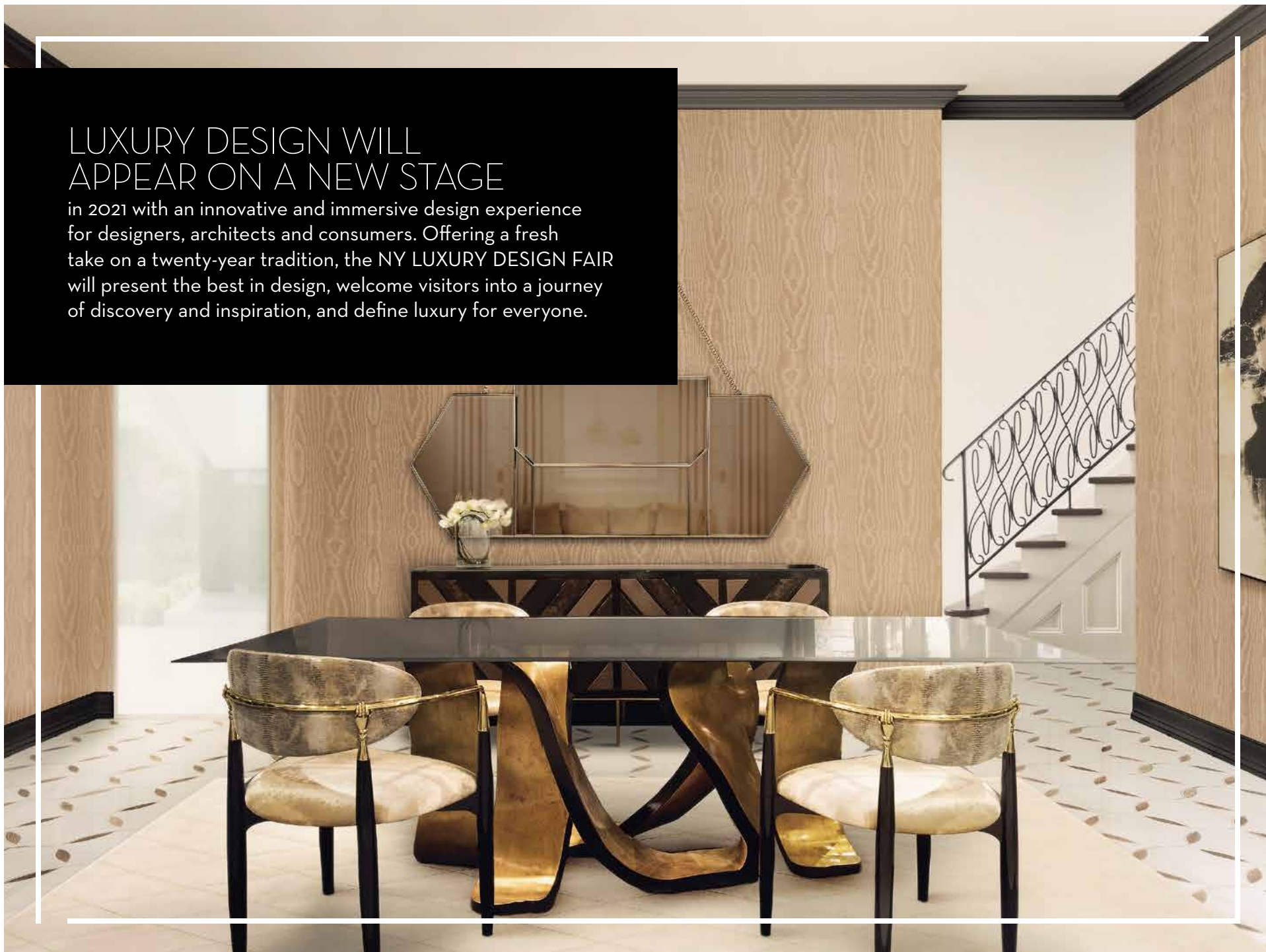
NY LUXURY DESIGN FAIR

NEW YORK LUXURY DESIGN FAIR
SEPTEMBER 9-12 | 2021

SOCIAL MEDIA
SPONSORSHIP OPPORTUNITIES

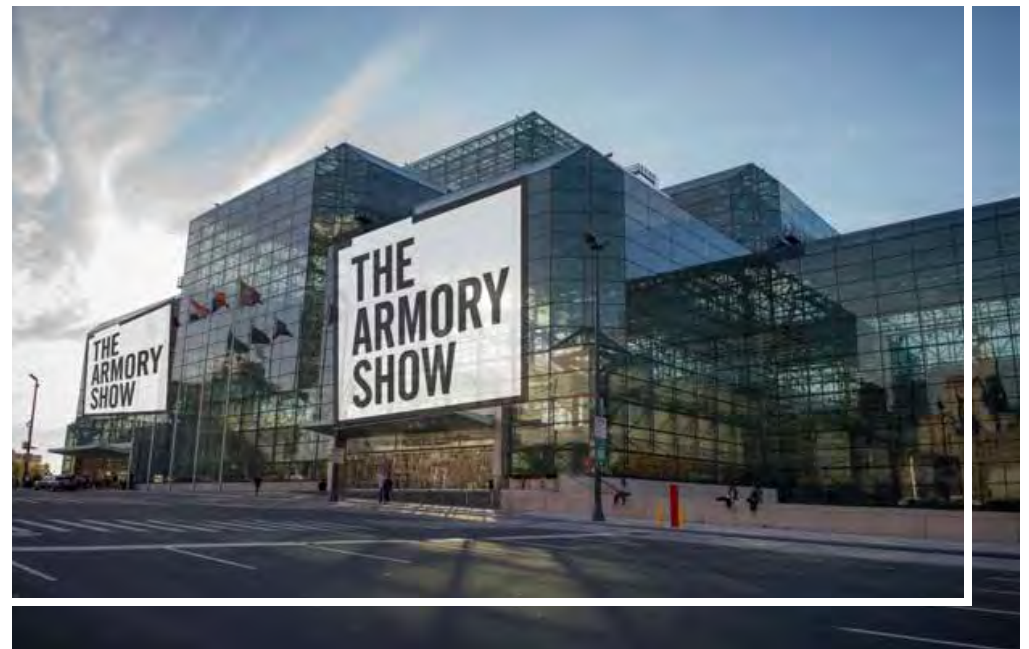
LUXURY DESIGN WILL APPEAR ON A NEW STAGE

in 2021 with an innovative and immersive design experience for designers, architects and consumers. Offering a fresh take on a twenty-year tradition, the NY LUXURY DESIGN FAIR will present the best in design, welcome visitors into a journey of discovery and inspiration, and define luxury for everyone.



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



40,000
NET SQUARE FEET
(3,720 NET SQUARE METERS)

30,000
ATTENDEES

300
EXHIBITORS

3 SECTIONS
FURNISH | REFRESH | MADE

PROMOTION
Year-long public relations and marketing campaign

17+ 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.

PRODUCT SPOTLIGHT + TAKEOVER

PRODUCT SPOTLIGHT

Spotlight of a product of your choice to be featured on NY Luxury Design Fair's Instagram and Facebook channels at optimal times. Also featured on the NY Luxury Design Fair website via the Instagram feed plugin.

1 product image

June-July: \$350

August-October*: \$450

Slideshow of up to 8 images

(8 images on FB and IG only; 1 image on Twitter):

June-July: \$700

August-October*: \$800

TAKEOVER

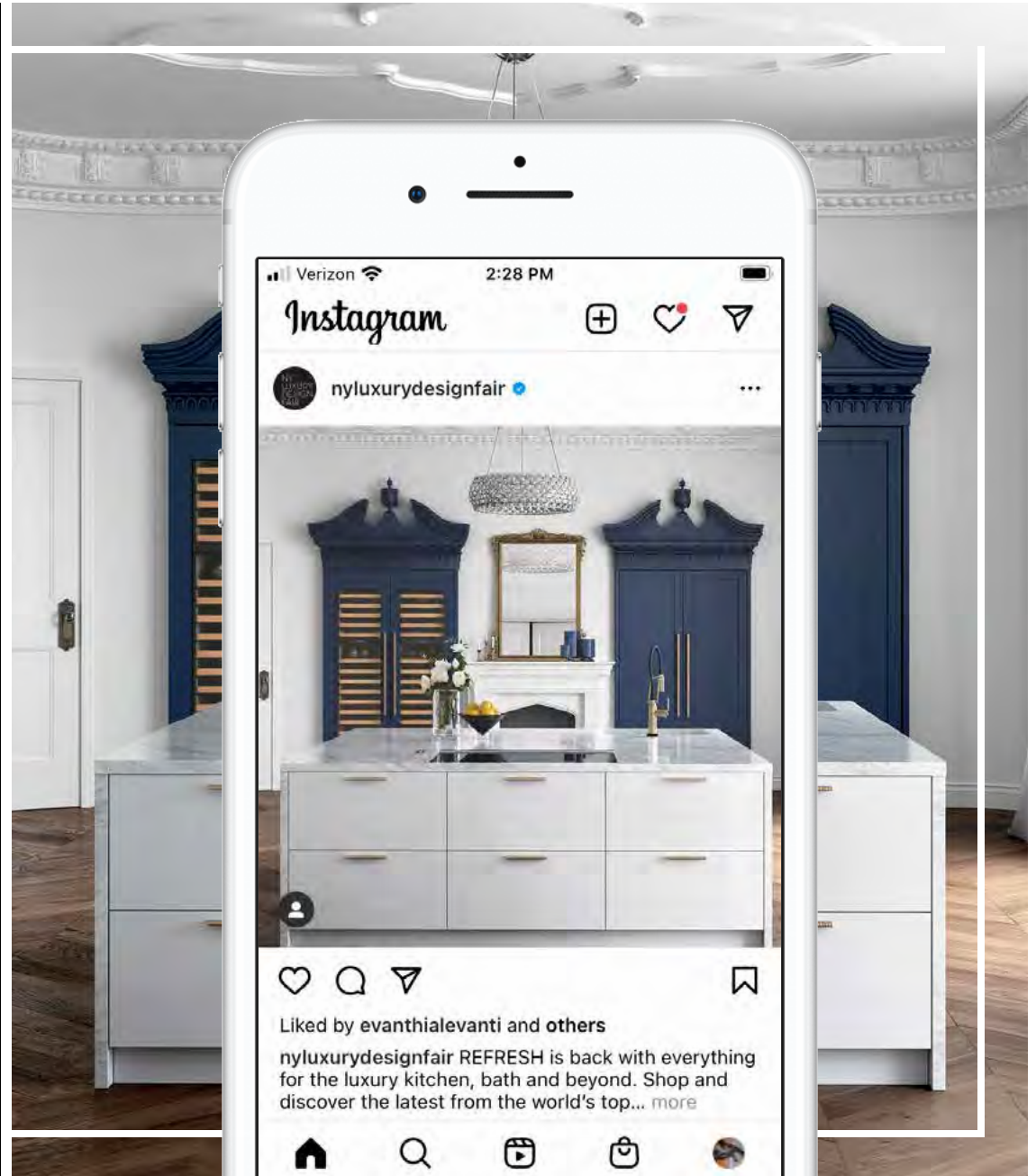
June-July: \$2,500

August-October*: \$3,000

(Show dates are excluded)

Takeover NY Luxury Design Fair's Instagram stories for one day with an opportunity to post 4-10 image frames. Includes 1 static post announcing the takeover on Instagram, Facebook, and Twitter feeds the morning of the takeover, static image chosen by the NY Luxury Design Fair team.

*Limited availability during show dates.



IGTV SERIES

“DESIGN DETAILS WITH.....”

June–July: \$3,500 | August–October*: \$4,000

A series where NY Luxury Design Fair exhibitors and makers are featured. These segments can be showroom or studio tours. Exhibitors can also have someone from their team talk with a designer they've collaborated with (either on a product design or a recent project) or they can showcase a particular product they are working on. These are 3–10 minutes and will be more of a behind-the-scenes look with the manufacturers and designers, offering insider peeks into showrooms and new product launches.

GUIDELINES FOR THE VIDEO

- Vertical format only for IGTV
- Natural light is best, although when using artificial lighting please try to shoot content facing the light (not with it behind you)
- Double check that your microphone is not covered to ensure the highest quality sound
- IGTV: Optimal video time is 3–5mins, but can be up to 10 min depending on content
- You only have a small window of time (average 10–15 seconds) to grab a viewer's attention, so include an engaging opening and the most important information first
 - Maybe pose an intriguing question or promise your viewers that they will learn something interesting from watching your video
- Tips for conversations:
 - Each respective person should allot around 1 additional second of silence after they are done speaking to ensure when the video clips are edited together sound is not cut off weirdly
 - Make direct eye contact to the camera and not the screen (to appear as if you are looking right at the other person)
- We also need a headshot of the person who will be on the IGTV or image of the project or showroom you are going to feature

AMPLIFICATION

NY Luxury Design Fair will promote your IGTV on the date on which it goes live on Facebook and Twitter. We will also create an IG Stories Countdown Sticker a couple of days before that allows interested parties to receive an alert/reminder of the event before it airs and also offers them the option to re-share it to their own account.

*Limited availability during show dates.



INSTAGRAM REELS

"IN A NEW YORK MINUTE WITH....."

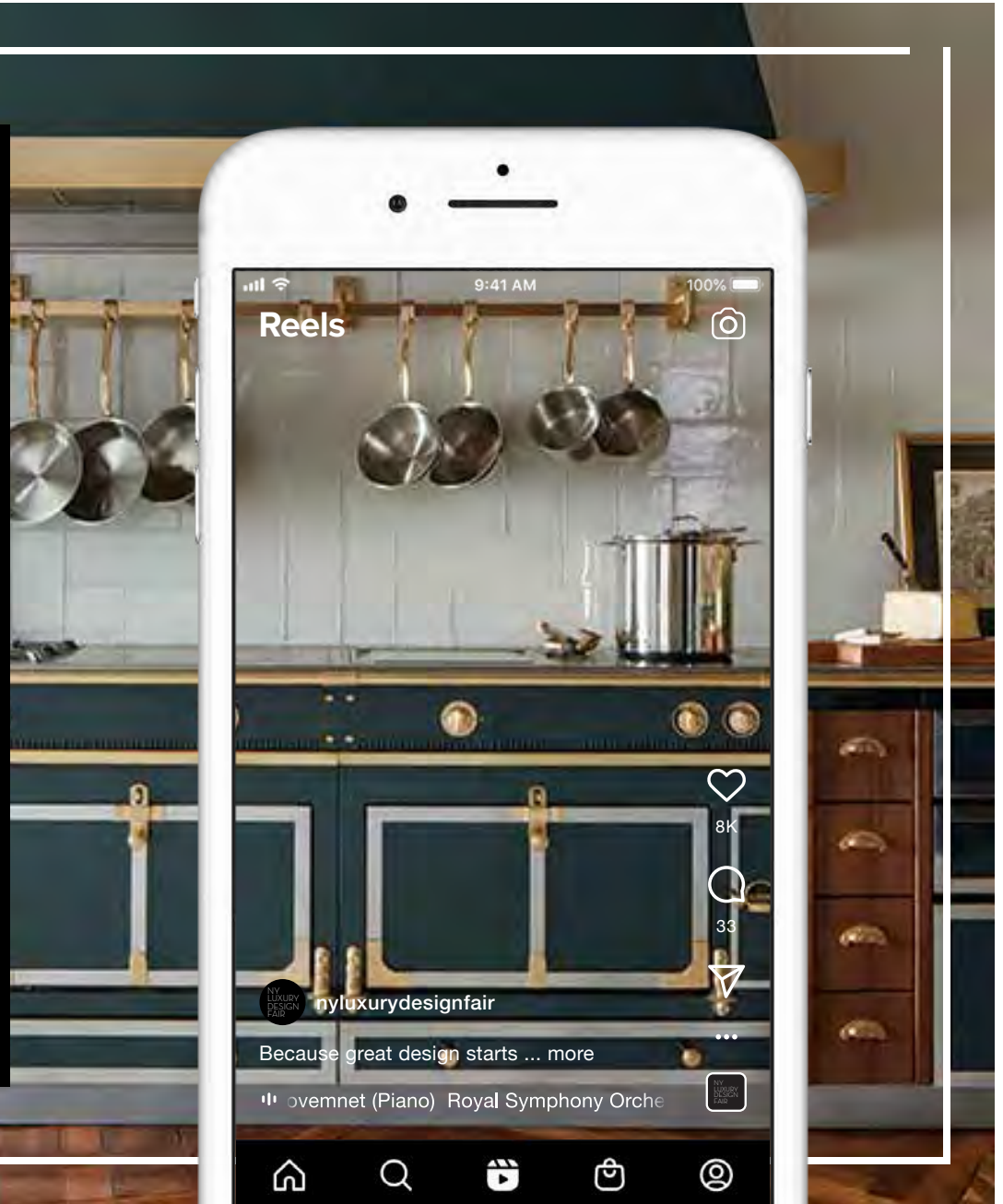
June-July: \$2,500 | August-October*: \$3,000

Each month, NY Luxury Design Fair will showcase a designer, maker, brand, or company representative on Reels. Option one: Participant will answer three to five rapid fire questions and one more personal, get-to-know the designer type topics. Guests will choose from 2-3 questions provided to them and one get-to-know you question. Option 2: Participant has the option to showcase images of their designs, a behind-the-scenes tour of their studio, etc.

GUIDELINES FOR THE VIDEO

- Vertical (9:16) orientation would work best for this type of IGTV/Reels
- Natural light is best, although when using artificial lighting please try to shoot content facing the light (not with it behind you)
- Double check that your microphone is not covered to ensure the highest quality sound content
- Reels: Limit of 30 seconds
- To save time, do not repeat the question, just answer it, and we will edit the question into a text box on the screen.
- A headshot

*Limited availability during show dates.



BUNDLE PACKAGES



The Fair Bundle: \$2,500

(Estimated value: \$4,400 from June-July;
Value from August-October* \$5,100)

Pre-show promotion:

- 1 Instagram feed post
- 1 Instagram story takeover

At show:

- 1 Instagram feed post
- 1 Instagram story

The Design Bundle: \$4,500

(Estimated value from June-July, \$7,400;
Value from August-October*, \$8,600)

Pre-show promotion:

- 1 Instagram feed post
- 1 story takeover
- 1 Reel

At show:

- 1 Instagram feed post
- 1 Instagram story

The Luxury Bundle: \$6,500

(Estimated value from June-July, \$10,900;
Value from August-October*, \$12,600)

Pre-show promotion:

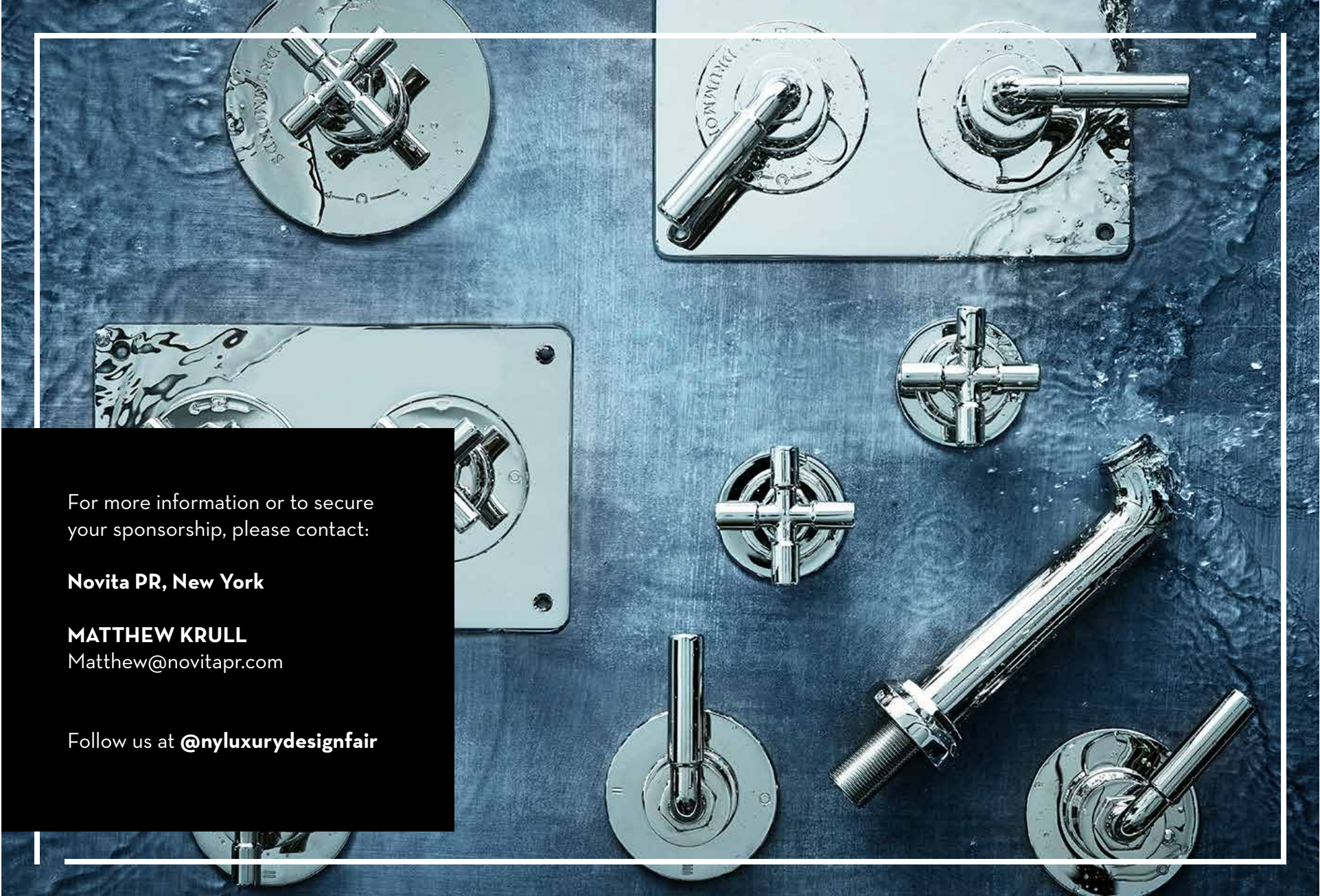
- 1 Instagram feed post
- 1 story takeover
- 1 Reel

At show:

- 1 Instagram feed post
- 1 IGTV series
- 1 Instagram story

*Limited availability. Content will be pre-determined and pre-recorded for Feed Posts and IGTV Series to go live during show dates. IG Stories will occur live on site.

CONTACT



For more information or to secure
your sponsorship, please contact:

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Follow us at **@nyluxurydesignfair**