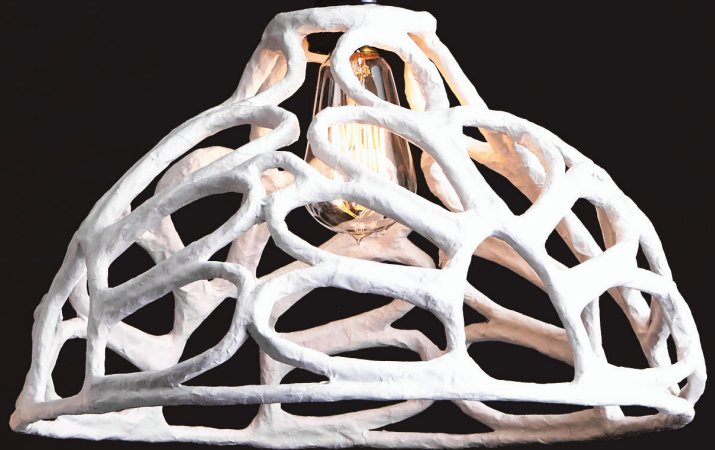


# ARTISAN resource®

AUG 21 - 24 + JAVITS CENTER NYC



Connect Here. Shop the Globe.



Azizi Life



Dounia



People of the Sun



Manos del Uruguay

**There is unprecedented demand for handmade and artisan products in the U.S. lifestyle market today. Artisan Resource, a section of the Handmade Collection at NY NOW, is a semi-annual venue for overseas artisan enterprises to showcase product collections and production capabilities at export terms from their country of origin. Artisan Resource provides international handmade businesses an opportunity to connect with importers, including retail stores, wholesale companies, distributors and designers.**

## EXHIBITOR PROFILE

Artisan Resource exhibitors are overseas export enterprises and organizations offering handmade product collections and custom design production. Experienced exporters are selected to exhibit based on their production capabilities and commitment to design innovation, cultural preservation, social enterprise and sustainability.

### Target exhibiting countries for 2016

Afghanistan	Burkina Faso	El Salvador	Jordan	Mozambique	Philippines	Tanzania
Algeria	Cambodia	Ethiopia	Kenya	Nepal	Rwanda	Tibet
Argentina	Cameroon	Ghana	Kyrgyzstan	Nicaragua	Senegal	Thailand
Bangladesh	Chile	Guatemala	Laos	Niger	South Africa	Tunisia
Bhutan	Colombia	Haiti	Madagascar	Pakistan	Sri Lanka	Uganda
Bolivia	Dominican Republic	Honduras	Mali	Palestinian Territories	Swaziland	Uruguay
Brazil	Ecuador	India	Mexico	Panama	Syria	Uzbekistan
Burma	Egypt	Indonesia	Morocco	Peru	Tajikistan	Vietnam

## ATTENDEE PROFILE

Over 25,000 buyers attend NYNOW and represent all 50 US states and more than 80 countries globally. Artisan Resource is promoted as a sourcing platform to NY NOW buyers to find new artisan collections and custom production resources. Buyer attendees represent large volume retail stores, national retail chains, small independent retail stores, museum stores, wholesalers, distributors, mail order catalogues, designers, sourcing agents, and press. Attendees look to buy current product collections as well as to find production partners to develop custom lines.

## PARTICIPATION PACKAGE



- 8 foot tall white hard walls. The walls are smooth, consistent and contemporary in appearance. Walls can be painted, drilled into etc. Each wall can hold up to 100lbs.
- Light Bar including labor and power\*
- White display rack with three shelves
- Grey carpeting
- Enhanced booth identification "street sign" with frame displayed in the aisle
- Folding chair
- Vacuuming of your booth (first night only)
- Pre-Show market readiness webinars to prepare companies for the US. Market
- On-site US Market Trend & Design Seminar Series conducted by ByHand Consulting and market experts
- Directory listing in the NY NOW online and printed directory
- Material handling

\*Please note that electricity is only provided for lighting. Should you need an outlet we can provide an order form.



## MARKETING SUPPORT

A variety of pre-market and on-site marketing opportunities are available, designed to enhance your exposure to attendees. A sample of opportunities offered are listed below. For a complete list of marketing and sponsorship opportunities with pricing and details, please visit [nynow.com](http://nynow.com)

- Attendee email ads
- Market directory and pre-show planner advertising
- Product preview emails – delivered to attendees, showcasing your featured product image
- Product display cases
- Entrance door decals - logo and graphics on entrance doors
- Floor decals
- Attendee badge holders and lanyards with your branding and booth number
- NY NOW website ad
- Shuttle bus signs
- Opportunity to display featured products in the Sustainability: design for a better world® display on-site - **FREE!**
- Editorial opportunity to be featured in an article by HAND/EYE at [www.handeyemagazine.com](http://www.handeyemagazine.com) - **FREE!**
- Product photos used on web and in email communications - **FREE!**

## PROGRAMS AND EVENTS

Artisan Resource provides educational programs and networking events for exhibitors and attendees. Below represents a sample of previous program sessions.

- **Customers & Distribution Channels** (pre-show webinar)
- **Selecting Your Export Collection** (pre-show webinar)
- **Booth Display & Promotion** (pre-show webinar)
- **Handmade Futures:** Ideas and colors that will drive customer interest during the year ahead. (on-site seminar)
- **Handmade Messaging:** Communicating your brand story with clarity. (on-site seminar)
- **Handmade Impact:** What are the social effects of commerce in the artisan sector? (on-site seminar)

*byhand*  
consulting

**ByHand** is a consulting company offering a comprehensive range of marketing and training expertise to help artisan enterprises reach new export markets and to help US buyers source artisan products. In partnership with Artisan Resource®, ByHand works to bring import buyers together with international artisans possessing export capabilities in one venue, twice per year.

Through customized consulting services and comprehensive marketing programs, ByHand addresses the critical issues for growing artisan enterprises and expanding markets. Co-founders Colvin English and Karen Gibbs have been helping artisans develop sellable products, find new buyers, and establish sustainable business models. ByHand's team has worked in over 60 countries to overcome the issues facing artisan enterprises in a global marketplace.

Clients include export promotion agencies, international economic development groups, and private enterprises.

**Contact:** [info@byhandconsulting.com](mailto:info@byhandconsulting.com) **Website:** [www.byhandconsulting.com](http://www.byhandconsulting.com)

Studio Xaquixe | Tilonia®



Entoto Beth Artisans



Lorenza Filati



Kaligarh



## TOP 100 BUYERS

12 Small Things  
 A Curated World by Kay McGowan  
 ABC Carpet & Home  
 Abercrombie & Fitch  
 Alternatives Global Market Place  
 American Rag / Maison Midi  
 Anthropologie  
 Artisan Connect  
 At West End  
 Barnes and Noble  
 Barneys New York  
 Bath & Body Works  
 Bed, Bath & Beyond  
 Beyond Cool Japan  
 Bloomingdales  
 Burlington Coat Factory  
 Calvin Klein  
 Canvas Home/OCHRE  
 CharityUSA.com  
 ClothRoads  
 Company C  
 Container Group Buying  
 Craft & Folk Art Museum  
 Crate & Barrel  
 Dara Artisans  
 DwellStudio  
 Earthbound Trading Co.  
 El Corte Ingles  
 Elizabeth Arden  
 Ethan Allen Global Inc.  
 Fab.com, Inc.  
 FOREVER 21  
 Frontgate  
 FTD  
 Gifts.com  
 Global Girlfriend  
 Globalcrafts  
 Gracious Home  
 Greatertgood  
 Guggenheim Museum  
 Gumps  
 Hammacher Schlemmer  
 Harry & David  
 Hautelook (Nordstrom)  
 HomeGoods  
 HSN  
 Ivanka Trump  
 J.Crew  
 Kenneth Cole  
 Kitson  
 Kravet, Inc.  
 Kripalu Center  
 Lillian Vernon  
 Lord & Taylor  
 LVMH, Fresh Inc.  
 Macys.com  
 Mango  
 MarMaxx  
 Matta, New York, Ltd.  
 MoMA, Museum of Modern Art  
 NapaStyle, Inc.  
 National Geographic  
 Natural Habitat  
 Neiman Marcus  
 Nest  
 Noonday Collection  
 Nordstrom  
 One Kings Lane  
 One World Projects  
 Overstock.com  
 Ron Robinson Inc./Fred Segal  
 Ross Stores, Inc.  
 Sam Flax Stores/Bloomingdales  
 Same Sky  
 Sandals Resorts International  
 SF MOMA Museum Store  
 Shinsegae Department Store  
 Shopbop.com  
 Simon Pearce  
 Smithsonian Enterprises  
 Source4Style  
 Starwood Hotels & Resorts  
 Stuart Weitzman  
 Target Corporation  
 Ten Thousand Villages  
 The Conran Shop  
 The Field Museum  
 The Metropolitan Museum of Art  
 The Museum of Modern Art  
 The Ritz-Carlton, Naples  
 The Sarut Group  
 The Yankee Candle Company  
 Thomasville  
 TJX Companies  
 Uncommon Goods  
 VivaTerra  
 Walmart.com  
 Williams-Sonoma  
 Wisteria  
 World Finds

## KEY PRESS ATTENDANCE

Architectural Digest  
 Artisanal Living  
 Better Homes and Gardens  
 Brides  
 Coastal Living  
 Condé Nast  
 Country Living  
 Domino  
 Dwell Media  
 Eco Fashion Talk  
 Elle Decor  
 Food & Wine  
 Frances Bailey.com  
 Gift Shop Magazine  
 Gifts & Decorative Acc.  
 Global Crafts Buddy  
 Good Housekeeping  
 Good Morning America  
 Haute Living  
 HFN  
 HGTV  
 Home Accents Today  
 Home Companion  
 Home Textiles Today  
 House & Home  
 InStyle  
 Interior Design  
 Interview  
 Martha Stewart Living  
 Newsweek Online  
 O, The Oprah Magazine  
 Real Simple  
 The Associated Press  
 The Crafts Report  
 The New York Times  
 The Trend Forecaster  
 Vogue  
 WGSN  
 Wall Street Journal

### Contact

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 914-421-3212

**ByHand Consulting**  
 info@byhandconsulting.com

**AUG 21 - 24 + JAVITS CENTER NYC | [nynow.com](http://nynow.com)**

**FUTURE DATES: FEB 5 - 8**



Makaua



Greca



Living Blue



Threads of Peru