



# AUGUST 10-13, 2019

## JAVITS CENTER RIVER PAVILLION NYC

CO-LOCATED WITH



The NSS co-located with NY NOW brings 15,000+ qualified stationery buyers together in one place, to form business and life-changing relationships and derive inspiration from the creativity on the Show floor that propels them and the industry forward.

NSS Buyers spend an average of **\$73,422** with NSS exhibitors

### DECISION MAKERS FROM:

- Independent Specialty Stores • Chain Retailers • Brick + Mortar Stores
- Key National Accounts • Mass Retailers • Bookstores • Buying Offices/Purchasing Firms
- Museum Shops • Online Retailers • Catalogs/Mail-Order • Event Planners
- Hotel + Spa Gift Shops • Manufacturers' Reps • Licensing Agents



### KEY RETAILERS WHO ATTEND





+



=

15,000+ Qualified Stationery Buyers!



REACH BUYERS FROM 48 U.S. STATES, THE DISTRICT OF COLUMBIA AND 57 COUNTRIES AROUND THE GLOBE.



"We get to see all the new trends first at the NSS and we love seeing all the new vendors. Often I'll see something that I may not have even thought about before for my store - you see it and think, oh that's PERFECT!"

- Jeanne Desmarais. Retailer, Paper Moon Invitations

Top states by attendance

- 1. New York
- 2. New Jersey
- 3. California
- 4. Pennsylvania
- 5. Massachusetts
- 6. Connecticut
- 7. Florida
- 8. Illinois
- 9. Texas
- 10. Maryland
- 11. Virginia
- 12. Minnesota
- 13. Ohio
- 14. Georgia

Top countries in attendance

- 1. Canada
- 2. United Kingdom
- 3. Japan
- 4. China
- 5. Chile
- 6. Colombia
- 7. Sweden
- 8. Australia
- 9. Korea
- 10. Brazil
- 11. Guatemala
- 12. Dominican Republic
- 13. Peru
- 14. Germany



Apply to exhibit today!

NATIONALSTATIONERYSHOW.COM f t i #NSSsummer2019



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**ATTENDEE  
TO EXHIBITOR  
RATIO UP  
15.45% TO 8.65**

### BUYER STATS AS A RESULT OF ATTENDING THE NSS:

**79%** of buyers found new products

**75%** say it's a must-attend show  up 6%

**68%** of buyers say their purchasing decisions are influenced by products seen at NSS  up 4%

## EXHIBIT SPACE PACKAGE

Exhibit space is \$38.00 per square foot, and can be booked as single space, or in multiples (e.g., 10'x10', 10'x20', etc.). The August 2019 rate for new exhibitors is priced as follows:

**50 sf = \$1,900**

**60 sf = \$2,280**

**80 sf = \$3,040**

**100 sf = \$3,800**

**There is a corner premium of \$615**

## FIND DISTRIBUTORS

Interested in expanding your distribution? A significant number of exhibitors grow their rep distributor network as a result of exhibiting at the NSS.

## TOP 20 PRODUCTS THEY'RE SOURCING

Stationery, Greeting Cards, Invitations/Announcements, Custom Invitations, Giftwrap, Bags, Bows, Wedding/ Bridal Products, Calendars/Diaries/Journals, Printing Services, Envelopes, Packaging, Art Materials, General/Lifestyle Gifts, Personalized Products, Holiday/Seasonal Products, Desk Accessories, Party Supplies, Writing Instruments, Boxed Cards, Office Products, Handmade Products

## NEW FEATURE!

### **Emerging Artists Panel Display - \$950 1 meter panel**

Smaller companies, in business 2 years or less, that have never exhibited in the NSS may apply. Limited positions available.

## WE'D LOVE TO WORK WITH YOU!

**Complete the Exhibit Space Application: Visit [nationalstationeryshow.com](http://nationalstationeryshow.com) or call 914-421-3250.**

**Apply to exhibit today!**

**NATIONALSTATIONERYSHOW.COM**



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