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you'll find it **HERE.**

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7W NEW YORK® ALLIANCES

Extend Your Benefits Through 7W New York Alliances

You can't compare the breadth and scope of what New York has to offer to any other place in the world! From Seventh Avenue and the Garment District to the Decorator/Design trade, 7W New York is aligned to every industry and event that touches our world. This proximity offers tenants opportunities to expand channels of distribution and gain brand and product exposure that would not be possible anywhere else.

The NY Market – Gift and Home Industry

Apparel Fashion Industry

Fashion Accessories Market

Textiles Market

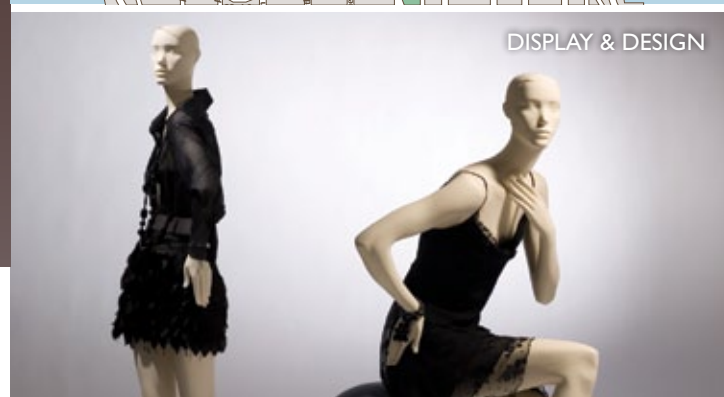
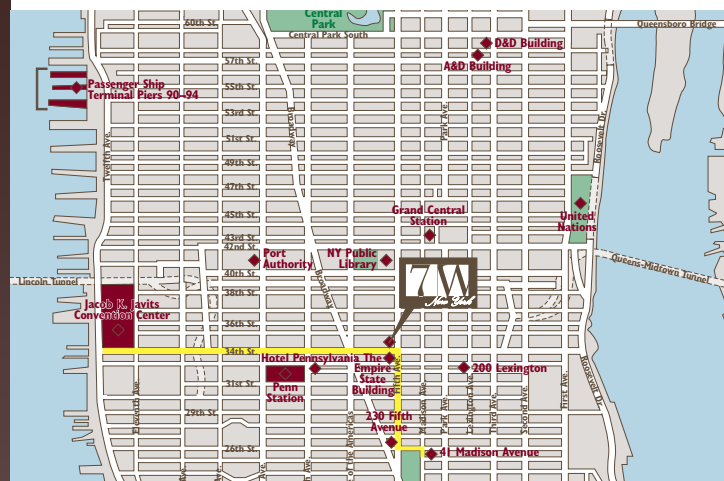
Toy Fair

Tabletop Industry

New York Design Community

Event/Hospitality Industry

Retail Display and Design



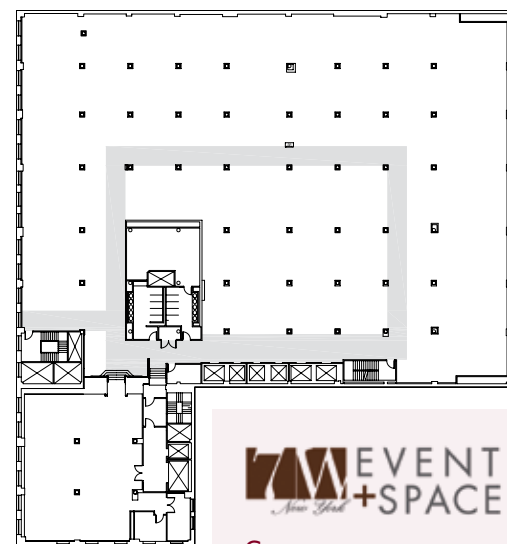
7W NEW YORK® now provides a high-end, adaptable setting with unlimited options ideal for an array of events from trade shows & expos to parties & meetings.

- Located on the top floor of the prestigious 7W New York Building
- 25,500 square foot event main hall / exhibit space
- 3,800 square foot Penthouse Suite
- Up to 14-foot high ceilings
- Wide-open customizable event/ exhibit space
- Hard wall gallery setting
- Chic black carpet
- Track lighting
- Natural light on 34th and 35th Streets

7W MARKETING + PROMOTIONS

Due to its unique position in the market place as a permanent wholesale showroom building, 7W is able to offer extended marketing opportunities to Events+Spaces shows:

- Email Outreach to a robust list of qualified buyers, designers, consumers, art collectors and more
- Press Release to more than 600 media contacts in both shelter and trade publications
- Lobby Signage – one month prior and during the event

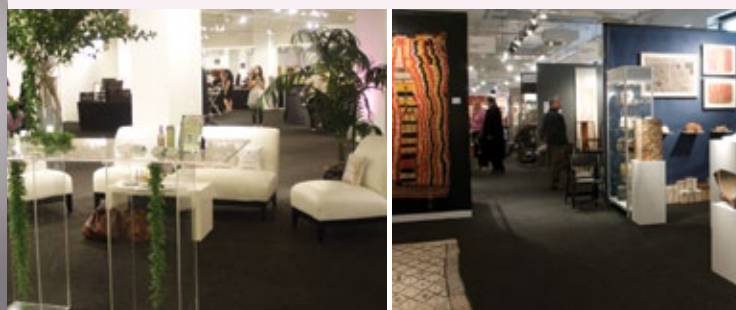


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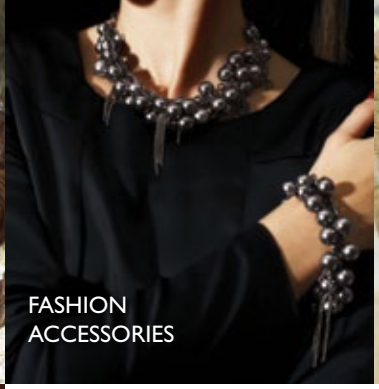




you'll find it HERE.



SEASONAL



FASHION ACCESSORIES



HOME TEXTILES



GIFT



TABLETOP

MARKET DATES AND EVENTS

7W New York® is open daily, Monday–Friday from 9 a.m.–5 p.m. to service buyers throughout the year.

THE NEW YORK GIFT AND HOME TEXTILES MARKET WEEK®
January and August

THE NEW YORK TOY & TRIM WEEK
February

THE NEW YORK HOME FASHIONS MARKET WEEK
March and September

THE NEW YORK TABLETOP WEEK
April and October

THE NEW YORK STATIONERY WEEK
May

RETAIL DESIGN COLLECTIVE
December

QUARTERLY DESIGNER DAYS
March, June, September and November

SAMPLE SALES
June and December

NEW YORK—YOUR FLAGSHIP DESTINATION

Easy Access From Anywhere

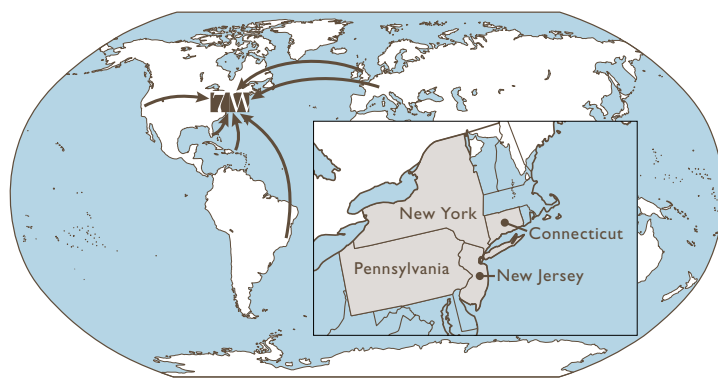
- 5th Avenue and 34th Street, one of the most prominent crossroads in the world
- Directly across from the Empire State Building
- Major public transportation hubs nearby

Local Penetration Plus National Reach

- Local region far exceeds national average for population, retail sales, income and affluence
- National reach extends from Florida to California

Unmatched International Access

- Europe, the Caribbean and South America—buyers visiting New York make it a point to stop at the crossroads of fashion and style.



Our post-show surveys tell us:

- 100 percent of buyers visiting 7W New York® plan on returning for future markets or during the year
- Four out of five buyers place significant orders when shopping 7W
- More than 75 percent of buyers found new product when shopping 7W
- 90 percent of showrooms report servicing customers at 7W that they do not see at other events or markets

MARKETING PROGRAMS & INITIATIVES

Advertising

- More than 1.5 million impressions in key publications
- Tenant co-op advertising

Direct Mail Campaign

- Postcards, tri-folds, multi-page brochures, personalized letters and more

Electronic Marketing Campaign

- 1 million total sends to email audience of more than 45,000

Comprehensive Public Relations Outreach

Signage

- Grand Entrance Lobby Vitrines
- Lobby Café Signage
- In-house billboards
- In-elevator signage for market weeks
- Elevator wraps for market weeks

Transportation

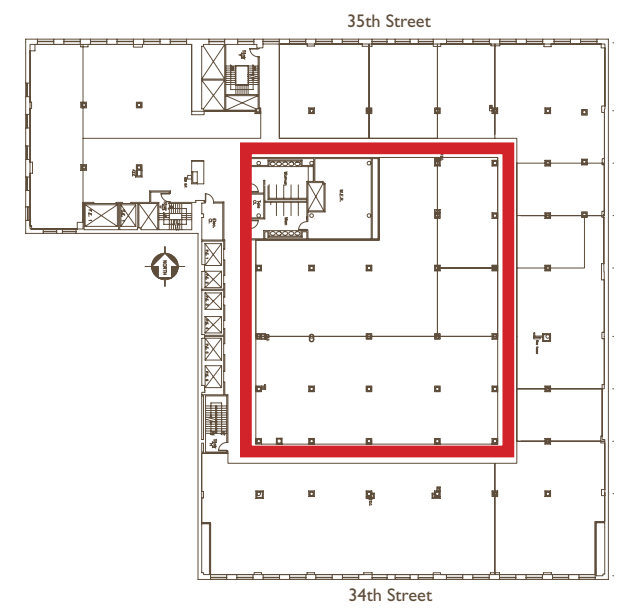
- Complimentary Luxury Limousine Service
- Complimentary Shuttle Buses
- Taxi, Parking & Commuter Rebates

Promotional Opportunities

- Dedicated / customized E-mail
- 7W E-catalog Gallery
- Mailing label access for target outreach
- Lunch and/ or lunch voucher sponsorships
- In-suite Event Publicity
- Showroom Brochure distribution
- Food / beverage co-op programs

Partnership Marketing Opportunities

- Preferred Buyer Program and e-mail campaign
- Listing in the 7W New York Directory and Web site with URL link and product categories
- Listing in the New York show directories
- Displays and vignettes throughout the building
- Product photos in mailings, electronic marketing materials, handouts and directories
- Use of Press Room—press kit distribution
- Public Relations co-op initiatives



PERMANENT SHOWROOMS

Overall Building Features

- Two-story Grand Entrance Lobby and staircase to the Concourse level
- Six passenger elevators accessing floor lobbies that feature hardwood floors, arched ceilings, decorator lighting details and distinctive furniture and fixtures
- Custom corridor carpeting
- Natural light on 34th and 35th Streets
- Convenient buyer amenities including a lobby-level café, show floor café and Club 7W Buyers' Lounge
- Press Room and Sales Office offering tenant press kit exposure and meeting space
- Large freight elevators providing convenient access for tenants

Floor Plan Features:

- Easy-to-shop racetrack layout
- Generous ceiling heights that allow for easy merchandising and visual displays
- Building configuration allows for showrooms of all sizes, from 600 sq. ft and up
- Expanded and finished stairways enhance market traffic flow and life-safety movement
- Floor plan directories are easily located and clearly identify floor tenants and lines

Showroom Features:

- 8' floor to ceiling frameless glass store fronts and windows
- Generous loft-like ceiling heights
- Rack-mounted spotlights
- High-grade carpet options and custom paint colors