

THE WINTER SHOW

A Benefit for East Side House

EXHIBITOR
PROSPECTUS



THE WINTER SHOW

January 24 - February 2, 2025

Park Avenue Armory

New York City

The 71st edition of The Winter Show will take place January 24 - February 2, 2025 (with Opening Night on Thursday, January 23). Within blocks of Madison and 5th Avenues, the Fair's historic Park Avenue Armory location offers proximity to leading museums, galleries, and auction houses, and several of the City's leading luxury hotels and shops.

The Winter Show is the leading art, antiques and design fair in America, featuring more than 70 of the world's leading experts in the fine and decorative arts.

The fair embraces a dynamic mix of works dating from ancient times through the present day and maintains the highest standards of quality in the art market. Each object at the Show is vetted for authenticity, date and condition.

Community is at the core of our mission. The Show is wholly owned by, and benefits East Side House Settlement, one of New York's pivotal community service organizations. All net proceeds from the fair provide unrestricted funds to help the charity provide critical support to a community in need.

THEWINTERSHOW.ORG

[@THEWINTERSHOWNYC](https://www.instagram.com/thewintershownyc)





EAST SIDE HOUSE

All funds raised from The Winter Show directly and fully support East Side House Settlement - a service-based organization that values education as the key to economic and civic opportunity. Each year East Side House helps 14,000 New Yorkers improve their lives each with programs ranging from basic literacy all the way to highly specialized technology training.

BY THE NUMBERS:

- 133 Years of helping New Yorkers in need
- 14 k New Yorkers serviced each year
- 5 k Individuals fed per week
- 1 k Hot meals delivered to homebound elderly neighbors each day
- 600⁺ Individuals placed in jobs each year
- 1.1 k Students graduated from high school and equivalency programs annually
- 600⁺ Students placed in college each year
- 13 East Side House has earned a 4/4 Star rating on Charity Navigator for 13 years

SCHEDULE OF EVENTS

SHOW DATES

Opening Night: Thursday, Jan. 23

Public Days: Friday, Jan. 24 - Sunday, Feb. 2

SHOW HOURS

M | W | F 12 PM - 8 PM

Tu | Th 12 PM - 4:30 PM

Sat 12 PM - 7 PM

Sun 12 PM - 6 PM

*VIP Early access at 11AM on Saturdays and Tuesday

In addition to various private events and tours, The Winter Show hosts an engaging series of discussions and panels throughout the duration of the Fair. These feature Magazine Editors, Designers, Dealers, Collectors, Curators, and more.





MARKETING & ADVERTISING

MARKETING:

- Invitations to Winter Show sponsors' and partners' top clients
- VIP Digital Access Cards distributed to local museums, private collections, and foundations for their boards and top supporters; distribution to top hotels, businesses, and private clubs
- Save the Date postcards distributed to all exhibitors and neighborhood top hotels and restaurants
- Electronic & printed invitations distributed through marketing partners, participating galleries, and sponsors
- Social Media marketing & advertising to target collectors and young professionals via Facebook, Instagram, using advanced geographic targeting algorithms
- Corporate outreach and to the executive boards of the top 100 area companies

DEALER PASSES:

- Each dealer will receive 30 print and/or digital single use passes and 10 VIP access passes for distribution to clients for the run of show.
- Unlimited additional discounted tickets for clients for the run of show billed at a 50% discount (ONLY if redeemed).
- Unlimited Customized Electronic Invitations for museum and design professionals to attend the professional preview on Friday, January 24 prior to the show opening to the public.

ADVERTISING:

The Winter Show does paid/trade advertising both in print and online with publications such as Air Mail, Antiques & Fine Art, Artnet, ArtDaily, Apollo, Architectural Digest, Galerie, The Magazine Antiques, Maine Antiques Digest, NYC&G, The New Yorker, The New York Times, New York magazine, Vanity Fair, and more.

ADVERTISING

DIGITAL IMPRESSIONS	CLICKS	AVERAGE CTR
2,821,877	20,592	1.78%
PRINT IMPRESSIONS	PRINT AD VALUE	PRINT AD PR VALUE
18,860,104	\$375,930	\$600,000

SOCIAL (Instagram & Facebook)

SOCIAL IMPRESSIONS	SOCIAL CLICKS	FREQUENCY
544,955	6,700	3.27
IG ACCOUNTS REACHED	IG CONTENT INTERACTIONS	IG PROFILE VISITS
166,500	6,259	25,300

PRESS COVERAGE

VIEWS	AUDIENCE REACH
2,250,000	461,000,000

Data: The New York Times, MediaMax Network, Hearst Media, Instagram, Press Coverage, Artnet, Incollect (Dec. 2023 - Jan. 2024)

The New York Times

THE 70TH WINTER SHOW
A Benefit for East Side House

January 19 - 28
Celebrating 70 Years
Park Avenue Armory
New York City
5,000 Years of Art, Antiques & Design

[GET TICKETS NOW](#)

BOOTH PACKAGE

Booth pricing ranges between \$152 - \$169 per square foot based on wall height, size, and location.

The Winter Show Exhibitor Booth Fee includes the following:

- Perimeter walls (either 10 or 12 ft. in height)
- Carpeting – wall-to-wall graphite grey
- Ceiling - black or white muslin ceiling
- 1000 Watts of Power (for those bringing their own lighting equipment)
- Aisle Illumination of booth signage
- Full-Page ad in the Show's catalogue as well as an exhibitor listing
- Participation in the Fair's online platform and programs
- Allocation of 10 VIP cards and 30 guest passes and free promotional materials
- Drayage
- Dedicated videos promoting the gallery on social media channels, in newsletters, and online
- Exhibitor Lounge with coffee, water, food, and snacks free of charge
- 50% off wine, beer, and cocktails during the Fair from 6 PM to 8 PM

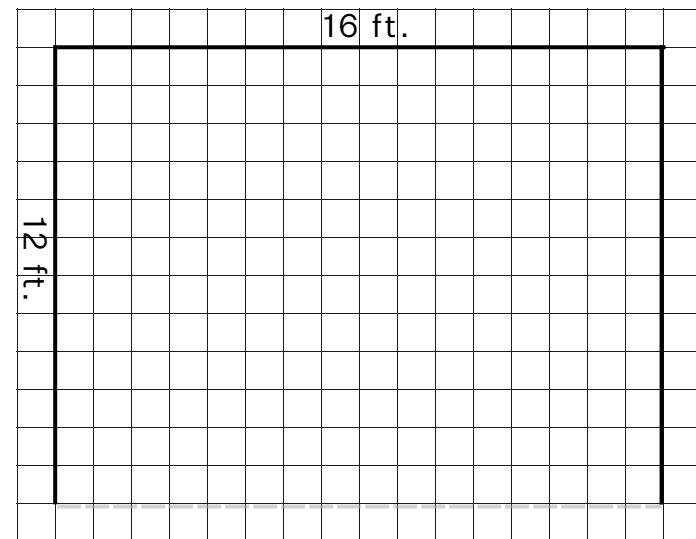


EXHIBITION BOOTHS

SMALL

192 ft² - 216 ft² (18 m² - 20 m²)

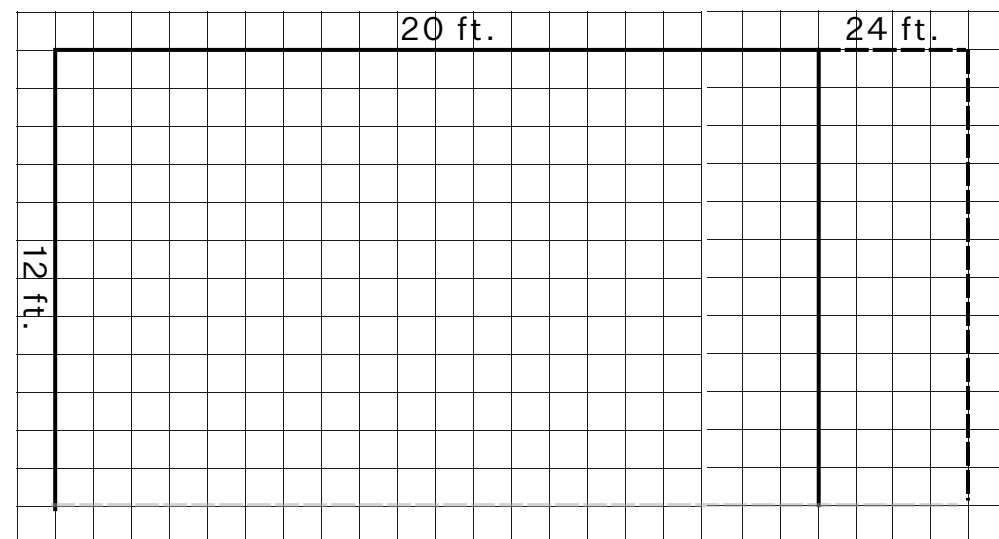
Sample booth layout



MEDIUM

240 ft² - 288 ft² (22.3 m² - 26.8 m²)

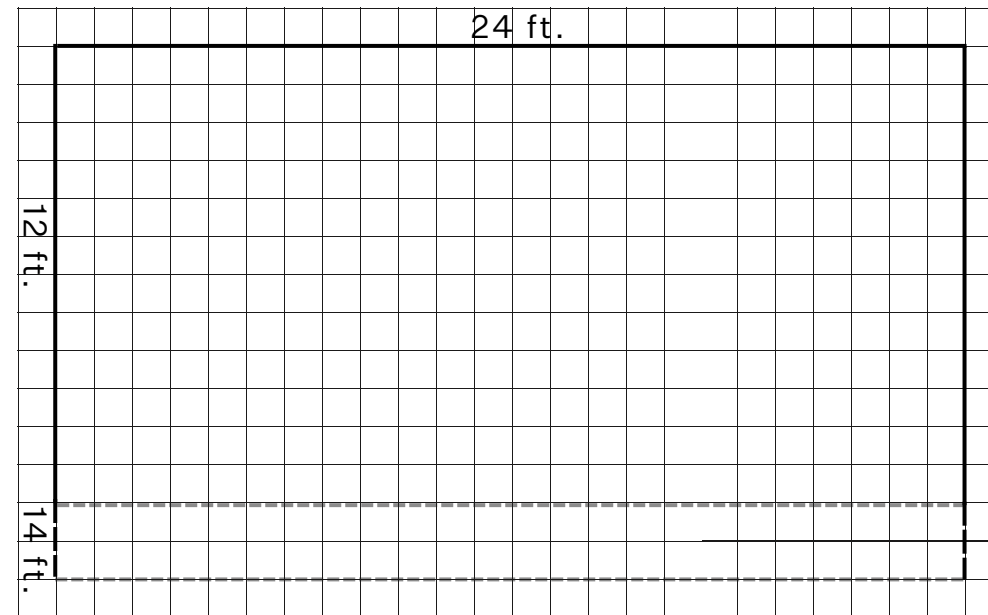
Sample booth layout



LARGE

288 ft² - 338 ft² (26.8 m² - 36 m²)

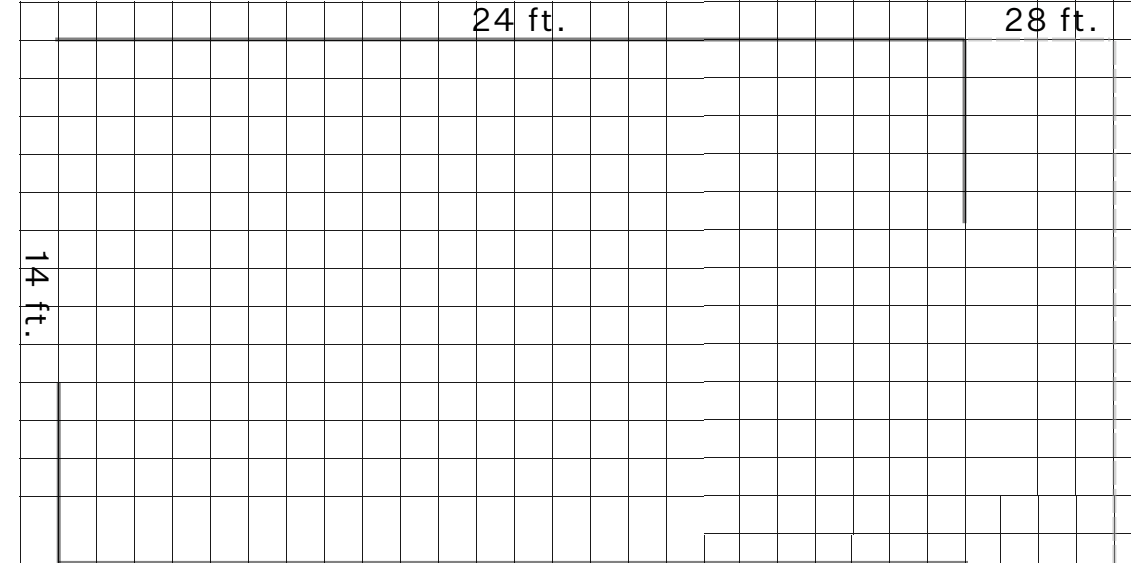
Sample booth layout of a 288 below. A larger stand might be 14 x 24.



X-LARGE

340 ft² - 480 ft² (31.6 m² - 46.8 m²)

Sample booth layout of a 336 below. A larger stand might be 14 x 28 open on two aisles.



ADDITIONAL COSTS

ADDITIONAL WALL PANELS

- 1, 2, 3, and 4 ft.
- 4ft. door panel with locking door

WALL COVERING

- Standard Felt or Suede (Available in over 20 colors)

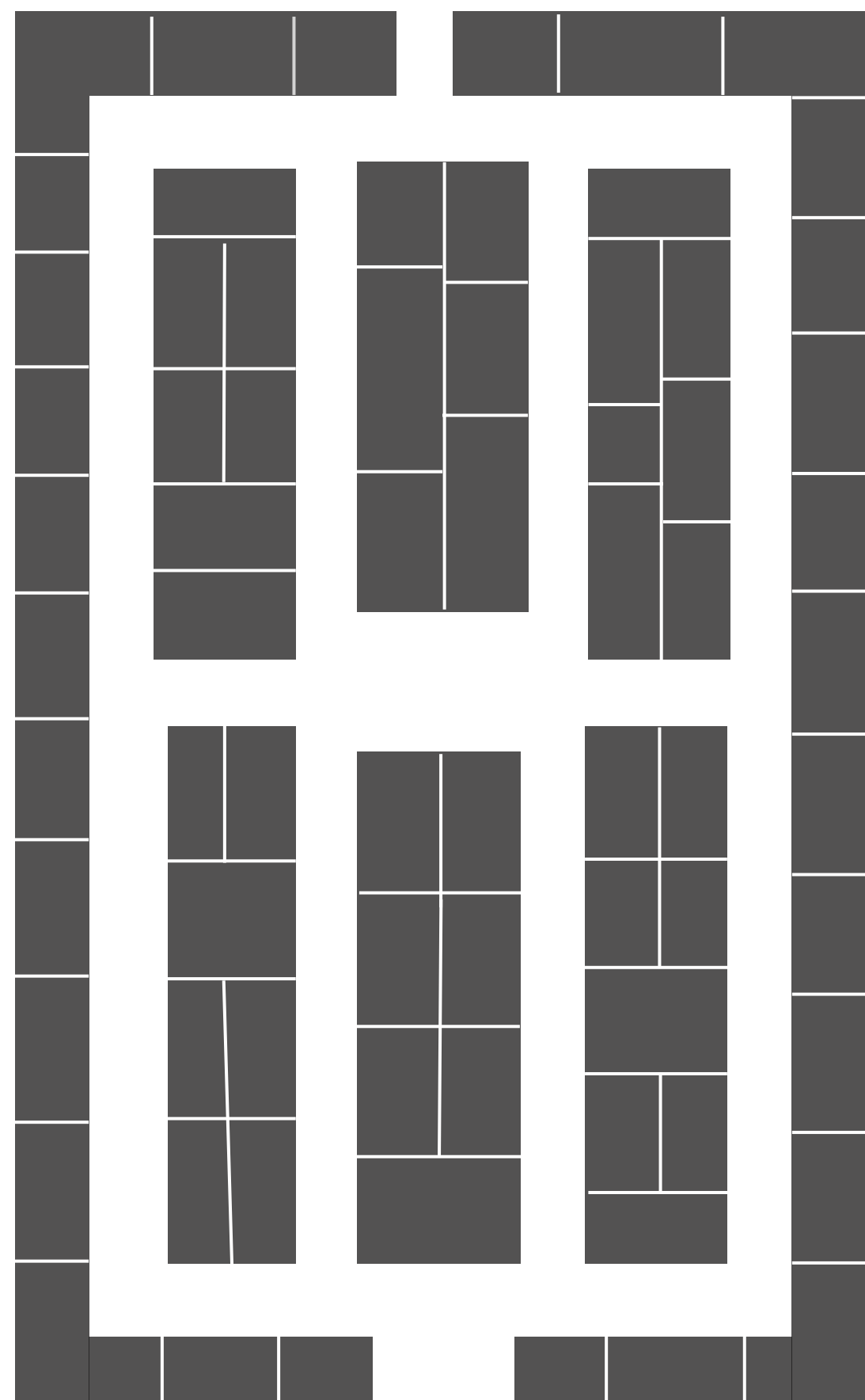
BASEBOARD & CROWN MOLDING

- Standard or fancy

LIGHTING & ELECTRIC

- 2,4 and 8ft. tracks with 5 Vision LED Display Lights (1230 Lumens | 3000K Color Temp (Warm). Each fixture is individually dimmable via Rheostat.
- Additional light fixtures
- Outlets - one plug can put a power strip on it for up to 5-6 devices
- Outside Wall Aisle lighting
- Installation of wall sconces / chandeliers

FLOOR PLAN EXAMPLE



ENTRANCE

2024 EXHIBITORS

- A La Vieille Russie, Inc.
- Adelson Galleries, Inc.
- Allan Katz Americana
- Arader Galleries
- Aronson of Amsterdam
- Avery Galleries
- Barbara Israel Garden Antiques
- Bernard Goldberg Fine Arts, LLC
- Boccaro Gallery
- Carolle Thibaut-Pomerantz
- Charles Clark
- Clinton Howell Antiques
- Cove Landing
- Daniel Blau
- Daniel Crouch Rare Books
- David A. Schorsch - Eileen M. Smiles
Fine Americana
- Debra Force Fine Art
- Didier Ltd
- Dolan/Maxwell
- Doris Leslie Blau
- Eguiguren Arte de Hispanoamérica
- Elle Shushan
- European Decorative Arts Company
- French & Company
- Galerie Léage
- Galerie Nathalie Motte Masselink
- Glass Past
- H. Blairman & Sons Ltd
- Hill-Stone, Inc.
- Hirschl & Adler Galleries
- Hyde Park Antiques, Ltd.
- James Robinson, Inc.
- Jill Newhouse Gallery
- Jeffrey Tillou Antiques
- Joan B Mirviss LTD
- John Szoke Gallery
- Jonathan Cooper
- Kelly Kinzle
- Kentshire
- Keshishian
- Koopman Rare Art
- Lawrence Steigrad Fine Arts
- Les Enlumineurs
- Levy Galleries
- Lillian Nassau LLC
- Lowell Libson & Jonny Yarker Ltd
- MacConnal-Mason Gallery
- Macklowe Gallery, Ltd.
- Maison Gerard
- Michael Goedhuis
- Michael Pashby Antiques
- Michele Beiny
- Milord Antiquités
- Nathan Liverant and Son, LLC
- Olde Hope
- Peter Finer
- Peter Harrington
- Ralph M. Chait Galleries, Inc.
- Red Fox Fine Art
- Richard Green
- Robert Simon Fine Art
- Robert Young Antiques
- Rolleston Ltd
- Ronald Phillips Ltd
- Rountree Tryon Galleries
- S.J. Shrubsole
- Simon Teakle Fine Jewelry
- Spencer Marks
- Tambaran
- The Old Print Shop, Inc.
- Thomas Colville Fine Art
- Thomas Heneage Art Books
- Thomsen Gallery
- Véronique Bamps
- Wartski



REACH YOUR AUDIENCE

Visitors to the Show are leaders of industry, culture, and the arts. 84% of visitors have one or more homes in the New York metropolitan area with second and third homes in Westchester and Fairfield counties, the Hudson River Valley, and the Hamptons. Others fly in from major cities such as Los Angeles, Atlanta, London, and Paris.

The Winter Show's advertising and marketing campaigns target consumers of art, antiques, and luxury goods; design-world influencers; and lovers of culture and the arts.

ATTENDEE PROFILE

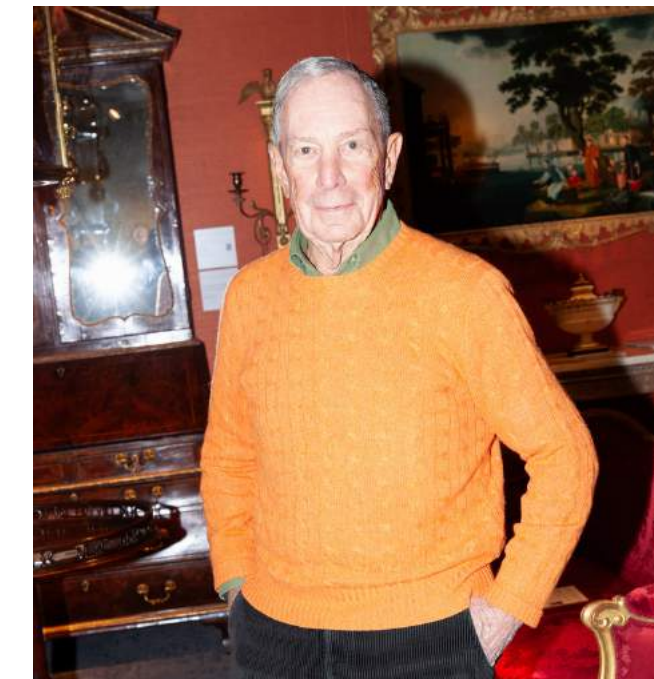
- Private & Public Museum Executive Leadership
- Private & Corporate Collectors
- Art Advisors
- Interior Designers & Architects
- Industry Leaders (CEOs, CFOs, COOs etc.)
- Auction House Executive Leadership
- Private Membership Clubs & Associations

INDUSTRY PROFILES

- Insurance Companies
- Media
- Private Equity
- Law Firms
- Financial Services
- Visual & Performing Arts Organizations
- Fashion
- Hospitality
- Real Estate

NOTABLE ATTENDEES

Paul Arnhold, Emily Adams Bode Aujla & Aaron Singh Aujla, Mikhail Baryshnikov, Drew Barrymore, Kurt Beers, Friederike Biggs, Lee & CeCe Black, Michael Bloomberg, Nate Berkus, Julia Workman Brown, Thom Browne, Adam Charlap-Hyman, Richard & Maureen Chilton, Billy Cotton, Anderson Cooper, Debra Del Vecchio, Jamie Drake, Ali Duvaras, Andrea Feick, Emily Frick, Casey Fremont Crowe, David Geffen, Wendy Goodman, Kia Goosby, Wes Gordon, Peter & Jamee Gregory, Nina Griscom, Luke Edward Hall, Payton Hari, Michelle Hellman, Young Huh, Hugh Jackman, Thomas Jayne, Corey Damen Jenkins, Jill Kargman, Jane Keltner de Valle, Celerie Kemble, Alison Kenworthy, Arie Kopelman, Elizabeth Kurpis, Aerin Lauder, Leonard Lauder, Elizabeth Lawrence, Steve Martin, Ryan McGinley, Tyler Mitchell, Isaac Mizrahi, Kyle O'Donnell, Mitch Owens, Alex Papachristidis, Alvina Patel, Zac Posen, Polina Proshkina, Nicky Hilton Rothschild, Mary Kate and Ashley Olsen, Carla Shen, Stephen Sills, Christian Siriano, Martha Stewart, Donna Tartt, Giancarlo Valle, Consuelo Vanderbilt, Adrienne & Gianluigi Vittadini, Vera Wang, Sigourney Weaver, Bunny Williams, Oprah Winfrey, and many more...



BY THE NUMBERS (2024 Fair)

AUDIENCE

25k⁺ Attendees

800⁺ Museum Professionals,
Art Advisors & Designers

200⁺ Journalists & Editors

25k⁺ Mailing List Contacts
with 50% Open Rate

25k⁺ Social Media Followers
(Instagram and Facebook)

35k⁺ The Winter Show's Catalogues
Distributed (print & digital)



IN THE NEWS

AVENUE

The Winter Show Celebrates 70 Years with a Bang

JANUARY 19, 2024

A big anniversary warrants a big party, and last night the 70th edition of The Winter Show kicked off in style with its annual Opening Night benefit. Guests got a first look at art and antiques on display from over 70 dealers from around the world, while enjoying drinks and nibbles.



Nicky Hilton
Photo by Brendon Cook/BFA



THE UNFORGETTABLE MEETS THE UNIMAGINABLE AT THE WINTER SHOW

"This year's Show is full of treasures, as usual — offering casual viewers as well as collectors a scattershot wealth of surprising objects."

The New York Times



"... Opulent showcases draw from over 5,000 years of art history, mixing works from far-flung corners of the world..."

Artnet News

artnet

Art & Exhibitions

From an Elliptical Piano to a Renaissance Altarpiece—Rare Treasures Abound at New York's Winter Show

The theme this year is Americana.

Lee Carter, January 19, 2024



Joseph Mallord William Turner, "Evening: Looking Across a Distant Lake to Mountains (ca. 1821), watercolor on paper. Courtesy of exhibitor Lowell Libson & Jonny Varley.

The Winter Show has again returned to the vaulted vastness of the Park Avenue Armory, on New York's Upper East Side, to delight and dazzle spectators, professional and not, with a plethora of curious art and design objects that stretch back centuries. They hail from all corners of the world; however, the theme this year is Americana.

The New York Times

Need a Bird Cage Shaped Like the U.S. Capitol? Try the Winter Show

The storied arts and antiques fair at the Park Avenue Armory has something for every taste. Our critic's choice of booths to get you started.



Centennial year patriotic bird cage, 1876, at Focus: Americana during the 70th edition of the Winter Show at The Park Avenue Armory. Search Menu for The New York Times



"A can't miss star... mingling curious aesthetes with intoxicating decorative arts..."

Veranda

"... The crème de la crème of America's art, antique, and design fairs."

Air Mail



"... be swept away back into the period in which these pieces were made."

Forbes

"... what has remained unchanged is the rare quality and exquisite beauty of the offerings."

Incollect

VOGUE

PARTIES

Young Antiquarians Gathered at The Winter Show's Young Collectors Night

BY MAIA TORRES

JANUARY 20, 2024



Paul Anagnostis, Wes Gordon, The Johnson/BFA.com

THE WINTER SHOW

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For questions or additional
information, please email:
office@thewintershow.org

