



INTRODUCING
COLONY VENDOR SELECT

COLONY
196 W BROADWAY
TRIBECA, NEW YORK



COLONY VENDOR SELECT

Colony’s Vendor Select program is an elevation of the classic lunch and learn. Hosted in partnership with founder and curator Jean Lin, the Vendor Select program brings architectural and trade-facing products from the workroom onto the gallery floor. Vendor Select provides high impact, high return engagement with both existing and new A&D clientele.

Applications are currently open for the 2027 calendar year.

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THE OPPORTUNITY

This series is designed for businesses with a sophisticated, luxury product and a compelling story to tell. The collaboration gives brands access to Colony's close trade network, tailored directly to your sales and marketing strategy.

As a series, these concentrated business development events allow trade to directly see, touch, feel and connect with your product and your team—without the noise and competition of a supply room, fabrication site, or trade show.

The events complement and offer continuity to your holistic sales and marketing strategy. Each one enables multiple exposure points at different, strategically timed moments throughout the year in a luxury, inspirational, and centrally located Manhattan gallery setting.

Applications are currently open for the 2027 calendar year. We will be accepting up to four partners.

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THE OFFER

The series is designed as a minimum of three (3) Lunch & Learns across a calendar year.

TIER 1—HOST

Use the space as an inspirational home base for your Colony Vendor Select, led by your team.

TIER 2—COLLABORATE

Use the space as an inspirational home base for your Colony Vendor Select, led by your team in collaboration with Colony as formal co-hosts.

Colony personally invites a specific, tailored list of trade, based on your team's highest-value client wish list (10-20 key relationships may be requested).

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PRICING

\$4,000 base per Tier 1 event with a three-event (triannual) minimum commitment.

\$7,000 base per Tier 2 event with a three-event (triannual) minimum commitment.

+ \$500 additional for Colony to provide casual F&B.

+ \$6,000 additional per event base fee for upgrading to memorable, brand-tailored food design presentation with white glove catering staff.

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TIMING AND AVAILABILITY

Three-event (triannual) minimum commitment to secure partnership for the Colony Vendor Select Series.

We work with you to strategically select your dates according to your business needs, priorities, and maximal value.

You will be one of a small handful of partners, allowing our trade lists to remain highly targeted and our events to remain high touch.

*Colony maintains a roster of only four Colony Vendor Select brand partners per year.

*Must be booked minimum 3 months in advance of first event.

*Series may be a mix of Tier 1 and Tier 2 partnerships.

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THE SPACE

Located in the heart of TriBeCa, in downtown Manhattan, 196 W Broadway is a bright and airy industrial space with 30 feet of windowed street-level frontage. Historic brick, 1800 square feet, 13' ceiling, polished concrete floors and exposed beams recall the building's past as a loading garage for a spice warehouse.



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PEOPLE, PLACE AND PASSION

From pop-up retail to catered dinners, to self-led private events, Colony is excited to work with like-minded partners to design experiences tailored to their needs. With a social media and direct marketing audience of over 70,000 design professionals and enthusiasts, an event at 196 W Broadway is more than just space-use. An event at Colony taps into a creative class of New Yorkers who care passionately about design and thrive on the independent spirit.

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212.334.3808
goodcolony.com
info@goodcolony.com