Event Venue Information
IAC HQ
Ground Floor Lobby
General Information

Designed by world-renowned architect Frank Gehry, the Ground Floor Lobby of the IAC HQ is among the newest and most unique event venues in New York City. It is a great setting for conferences, product launches, press events, dinners and cocktail receptions.

The Ground Floor Lobby offers 8,550 square feet of flexible event space comprised of the East and West Lobbies. The contemporary lobby space is accentuated with floor-to-ceiling windows, custom precast pavers and a staggered row of tilted columns. An elegant maple bench, also designed by Frank Gehry, winds its way around one end of the room.

Other amenities of the Ground Floor Lobby include wi-fi, dimmable house lights, Bose sound system, adjustable black out shades, two bay indoor loading dock and catering pantry.
IAC HQ
Ground Floor Lobby Video Wall

The Ground Floor Lobby of the IAC HQ is home to two of the world’s most unique projection video screens. The larger of the two, on the West side of the lobby, is the focal point of the spacious event space and can be seen from the West Side Highway. The smaller video wall, near the building entrance on 18th Street, is positioned behind the lobby reception desk. Each installation combines the most advanced technology with inspiring content and imagery to create a truly thrilling experience for building guests.

GENERAL FACTS

At 120’ x 10’ the West Video Wall is the highest resolution video wall of its kind in the world (East Video Wall measures 20’ x 12’)

The wall is direct view LED technology at 1.4mm pixel pitch. It is powered by several Spyder X80 systems to allow 4k routing and the ability to process roughly 75 million pixels.

The overall pixel space of the wall is 22,656 pixels wide by 2,160 pixels high. The smaller wall is 4,224 pixels wide by 2,160 pixels high.

EXISTING CAPABILITIES

SCENICS: Magnificent large format photos fill the entirety of the wall with colorful images intended to create a mood and atmosphere within the space

PIPS (PICTURE IN PICTURE): Display content in numerous PiPs that can be customized in size and location. Perfect for:

- PC presentations (PowerPoint, Excel, etc)
- Live Web searches
- DVD, Blu-Ray/HD-DVD
- VCR
- Satellite TV DV Cam

CUSTOM CONTENT

Whether or not it is a presentation, a video running the length of the screen or animating still photos, creating customized content for your event is always an option.

Details available upon request.
# TABLES QTY DIMENSIONS

<table>
<thead>
<tr>
<th>Table Type</th>
<th>QTY</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>6’ Folding Tables</td>
<td>12</td>
<td>72” l x 30” w x 30” h</td>
</tr>
<tr>
<td>6’ Seminar Tables</td>
<td>12</td>
<td>72” l x 18” w x 30” h</td>
</tr>
<tr>
<td>60” Round Tables</td>
<td>8</td>
<td>60” w x 30” h</td>
</tr>
<tr>
<td>Hi-tops</td>
<td>10</td>
<td>24” d x 42” h</td>
</tr>
<tr>
<td>Cocktail Tables</td>
<td>12</td>
<td>36” d x 30” h</td>
</tr>
</tbody>
</table>

# SOFT FURNITURE QTY DIMENSIONS

<table>
<thead>
<tr>
<th>Furniture Type</th>
<th>QTY</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kraft Paper Softwalls</td>
<td>5</td>
<td>8’ h x 20’ l x 18” d</td>
</tr>
</tbody>
</table>

# STAGING

<table>
<thead>
<tr>
<th>Staging Type</th>
<th>QTY</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modular Staging</td>
<td>8</td>
<td>4’ l x 8’ w x 16” h</td>
</tr>
<tr>
<td>Stairs</td>
<td>3</td>
<td>8” h</td>
</tr>
</tbody>
</table>

## DESCRIPTION

- Modular staging can be put together to form a 16’ x 16’ footprint
- Top is covered with charcoal grey carpet
- White side fascia pieces (both 4’ and 8’) to fit any configuration

# CHAIRS QTY DIMENSIONS

<table>
<thead>
<tr>
<th>Chair Type</th>
<th>QTY</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td>Lobby chair / White</td>
<td>400</td>
<td>21.8” w x 23.3” d x 30.6” h</td>
</tr>
</tbody>
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# OTHER QTY DIMENSIONS

<table>
<thead>
<tr>
<th>Other Type</th>
<th>QTY</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stanchions</td>
<td>12</td>
<td>6.5” l x 42” h</td>
</tr>
<tr>
<td>Sign stand / 11” x 17”</td>
<td>8</td>
<td>47” h; 14” d base</td>
</tr>
<tr>
<td>Coat Racks</td>
<td>4</td>
<td>60” l x 24” d</td>
</tr>
<tr>
<td>Steel Hangers</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td>Lucite Bars</td>
<td>5</td>
<td>72” l x 24” w x 40” h</td>
</tr>
<tr>
<td>Lucite Hi-tops</td>
<td>8</td>
<td>24” d x 40” h</td>
</tr>
<tr>
<td>Lucite Podium</td>
<td>2</td>
<td>46” h x 24” w x 16” d</td>
</tr>
<tr>
<td>Lucite DJ “Booth”</td>
<td>1</td>
<td>42” h x 72” w x 30” d</td>
</tr>
<tr>
<td>Registration Desks</td>
<td>2</td>
<td>44” h x 90” w x 23.5” d</td>
</tr>
</tbody>
</table>
IAC HQ
Ground Floor Lobby
Preferred Vendors

IAC recommends that you use one of the following vendors:

CATERERS
Abigail Kirsch
Janet MacEachen | 212-463-8488
jmaceachen@abigailkirsch.com
Creative Edge
Meaghan Sause Weiss | 646.664.4356
msause@creativeedgeparties.com
Marcey Brownstein Catering & Events
Sue Parillo | 212-807-0568
sue@marceybrowstein.com
Pinch Food Design
Stella Rankin | 212-244-7000
stella@pinchfooddesign.com
Sonnier & Castle
Audrey Isaac | 646-392-8195
audrey.isaac@sonnier-castle.com

RENTAL EQUIPMENT
Broadway Party Rentals
Gayle Hillyer | 718-821-4000
gayle@broadwaypartyrentals.com
Luxe Event Rentals
Hayim Treitel | 718-629-6909
hayim@luxeeventrentals.com
NY Tent
Chasity Tannenbaum | 516-660-0731
Chasity@nytent.com
Taylor Creative
Christina Therrien | 646-336-6808
christina@taylorcreativeinc.com

DESIGN & PLANNING
Apotheosis, Events by Ryan Hill
Ryan Hill | 917-244-5351
rhill@apotheosisevents.com
David Beahm Experiences
Christina Matteucci | 212-279-1344
christina@davidbeahm.com
Frank Alexander NYC
Frank Alexander | 212-677-5176
Frank@frankalexandernyc.com
Konstantinos Floral Design & Decor Group
Louis Konstantinos | 718-434-3603
lkvellios@gmail.com

RIGGING IAC requires one of the following vendors for rigging*
and LIGHTING, AUDIO, & VIDEO WALL CONTENT
Frost Productions
Mun Kong | 212.751.0223
munk@frostproductions.biz
Glow Design Group
Craig Robillard | 646-201-9557
craig@glow.nyc
Warren Z Productions
Jay Barba | 914-674-0064
jbarba@warrenzproductions.com

MISCELLANEOUS
Check-In Tech
Tenzin Menlek Aaya | 917-697-6720
Tenzin@checkintech.com
The Herbert Holler Group
DJ Herbert | (646) 425-5922
herbert@herbertholler.com
MVS Studio
Laurel Dial | 718-852-7399
laurel@mvsstudio.com
Total Entertainment
Scott Klayman | 201-894-0055
scott@totalentertainment.com