



Meet where you want to be.

Make it
NYCTM

**Destination Services
Look Book for Planning
and Promoting Events**

NYCTM
& Company
nycgo.com

Thank you for choosing New York City!

With approximately 2,000 member businesses – from hotels and restaurants to theaters, convention sites and cultural institutions – the Destination Services team at NYC & Company is the best resource for your event planning and promotional needs. We will connect you with our partners and put NYC's resources to work for you, all complimentary. We are committed to making your guests feel at home in our great city.

Let us help you create exciting New York City experiences for your attendees, your exhibitors, their spouses and guests – theater talkbacks, day spa services, private fashion shows, tours and sporting events, to name just a few of the endless possibilities. Let us give you the inside scoop on what to do and see in New York, plus tips on how to hail a cab, where to get the best pizza or where to entertain your clients.

Our services, as detailed inside, will help you:

- **Draw record numbers**
Our pre-promotional tools are designed to build excitement as your event approaches and entice delegates to register to attend
- **Get the word out**
Amplify your messaging to appropriate local and industry media, giving your convention the exposure it deserves
- **Realize your vision**
Everyone has a different idea of what makes a great event, and we will do everything we can to bring your ideas to life

We really look forward to working with you and hope to hear from you soon on how we can best assist your NYC meeting needs!

Sincerely,

The Destination Services Team at NYC & Company



Brooklyn Bridge Park. Photo: Julienne Schaer

Destination Services





City & State Support

- Welcome letters or proclamations of support from mayor and/or governor (welcome letters take 30 days, proclamations take about two months)
- Collaborate with Office of Citywide Events, DOT, Parks Department, etc



NYC & Company Publications

- *NYC Official Visitor Guide*
- *NYC Official Visitor Map*
- *NYC Official Meeting & Event Planner*



NYC Assets

- Our NYC & Company logo can be provided for use on your show website to allow attendees to click back to nycgo.com
- **Photos:** NYC & Company maintains a library of digital images of New York City for use by meeting professionals for noncommercial promotional use. Our images are available for download in a number of high-quality digital formats, including print-ready 300 dpi JPEG images and web-ready 72 dpi JPEG images
- **Videos:** Our NYC Welcome Video and Meetings Video are available for your use



Marketing Tools

- Save-the-date postcards or customized cocktail napkins to pre-promote your upcoming NYC meeting
- E-blasts targeted to your attendees, co-promoting your show and NYC
- Assistance securing advertising space on NYC outdoor media
- Neighborhood maps to see what restaurants and attractions are around your hotel or the Javits Center



Travel Pages & Editorial Content

- Our team will provide unique editorial content for your website, featuring NYC essentials, getting around, useful tips on things to do, and our most popular website links
- Our Visitor Services page provides information and discounts on many personal services that meeting delegates may need while they are away from home
- Broadway – NYC & Company gives you access to the best seats in the house directly through nycgo.com
- Sporting events – tickets to see New York City’s teams in action
- Attractions – Buy discounted attraction passes directly through nycgo.com
- Delta – Let us help you register your meeting so your attendees can save on their Delta flights to and from New York City for your event dates
- Other cross-promotional opportunities with our NYC & Company members



Housing

NYC & Company offers a host of housing services in partnership with onPeak, onpeak.com. With an overall innovative approach, personalized customer service and award-winning marketing, onPeak will infuse your housing program with intelligence and energy. Serving as the official housing partner for many of the most well-respected events across nearly every industry, onPeak will work with you to understand your unique needs and provide customized solutions to fit your organization. We not only have the next big ideas, we have the right big ideas for your event.



Lower Manhattan. Photo: Julienne Schaer



Spousal & Family Programs

By working with our membership, our department can help create an exciting New York City experience for the spouse or guest of a meeting delegate while the attendee does business.



Customized Maps

We will create a customized map to highlight your meeting locations and other attractions so your attendees can easily navigate New York City. This map can be made available to you in a high-resolution PDF for use:

- On your show's website
- In print for distribution or published in the program book



Exhibitor Assistance Program

We can reach out directly to your exhibitors to offer planning assistance for their entertaining needs — or you can send out our Welcome PDF to your exhibitors, post it on your website or include it in exhibitor tool kits.



Delegate Discount Pass

Discounts and offers to member restaurants, attractions, museums and retailers are available to all convention attendees, exhibitors and staff.



Press & Social Media Assistance

- When appropriate, our Communications team will create press releases to amplify your show's messaging
- We can partner with you to enhance messaging on Facebook and Twitter, while delegates can also follow @nycgo on Twitter and Instagram for instant New York City updates



Venue Search & Site Inspections

- We will help you find the perfect location for your off-site events
- A service manager will assist in planning site inspections and accompany the meeting planner throughout the City on a day of site visits



Member Services

We are available to qualify planners' needs and search our membership to satisfy all requests. Outreach is done through an RFP, or referral process. Our membership is 2,000 strong— below is a brief list of the types of members we can assist in connecting.

- Audio/Visual and Photography
- Convention and Meeting Services
- Destination Management Companies
- Entertainment
- Off-Site Venues, Private Dining and Catering
- Transportation
- Other services as requested

Many clients have individual requests. Please contact Destination Services for assistance in unique promotion ideas.

Material Examples



Mayor's Letter

NYC & Company works closely with the mayor's office to produce a welcome letter of support.



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

April 14, 2016

Dear Friends:

It is a great pleasure to welcome everyone to the Javits Center for International Vision Expo East.

New York has a great history of welcoming innovation and progress, and for 30 years, International Vision Expo East has drawn people from around the world to our city to experience the latest advancements that are shaping the eye care industry. Showcasing visionary designs, medical equipment, and business solutions, this event offers the global eye care community the valuable opportunity to discover the best in eyewear and the practices that are impacting the field of ophthalmology. With a variety of educational sessions, networking events, and an exposition that blends fashion, science, and technology, this weekend will bring eye care professionals together to support the growth of the industry and learn more about the trends that are defining it. I applaud all of Vision Expo East's dedicated organizers for bringing this event to our city and for their commitment to improve eye care in the five boroughs and beyond.

On behalf of the City of New York, please accept my best wishes for a wonderful and informative exposition.

Sincerely,

A handwritten signature in cursive script that reads "Bill de Blasio".

Bill de Blasio
Mayor

Governor's Letter

Our team works with the governor's office to produce a welcome letter of support.



STATE OF NEW YORK
EXECUTIVE CHAMBER
ALBANY 12224

ANDREW M. CUOMO
GOVERNOR

January 24 - 29, 2016

Dear Friends:

It is a pleasure to send greetings to everyone gathered for New York City Textile Week. Welcome to the great City of New York!

With the 19th edition of North America's largest textile sourcing event, displaying fibers and fabrics from every corner of the globe, New York City has become the premier destination for fabric buyers and designers, research and product development specialists, merchandisers and overseas sourcing agents, and many others involved in the textile industry. This exciting week of sourcing, networking, and seminars will introduce participants to the latest trends, innovations, and cutting-edge technology which, in turn, will help to develop commercially appealing and viable products for market.

This textile extravaganza at the Javits Center and environs, sponsored by Texworld USA, and featuring Kingpins Show, Milano Unica, Liberty, MRket, and other apparel shows will be an excellent venue to share ideas and information about best practices for those in the textile business. On behalf of all New Yorkers, I commend the professionals of every facet of the textile and apparel industry who have come together to take part in NYC Textile Week.

With warmest regards and best wishes for a productive and enjoyable event.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Andrew M. Cuomo', written over a printed name.

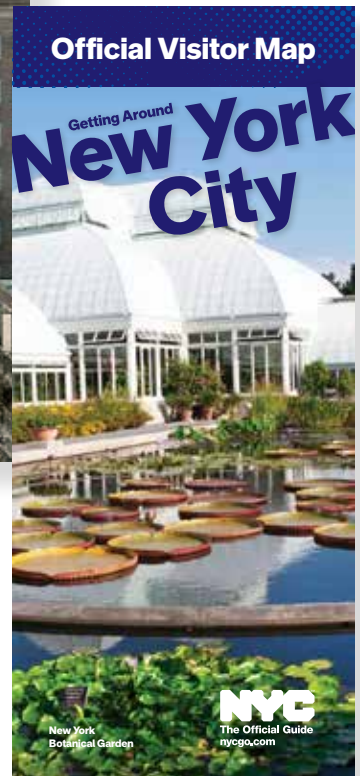
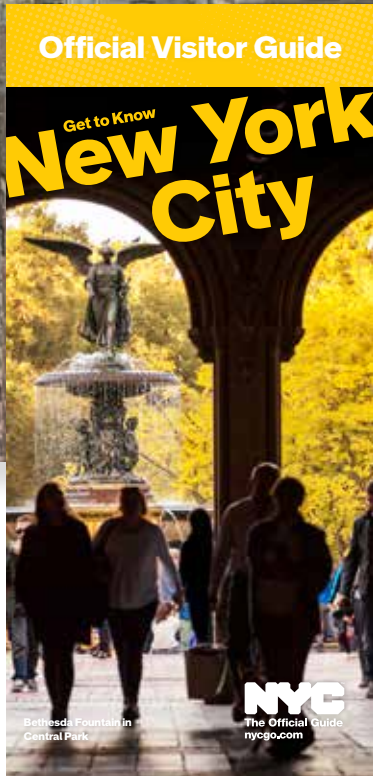
ANDREW M. CUOMO

WE WORK FOR THE PEOPLE
PERFORMANCE * INTEGRITY * PRIDE

printed on recycled paper

NYC & Company Publications

NYC & Company provides official guides and maps for you to distribute to your meeting attendees to help you promote New York City and your event in a compelling way.



NYC & Company E-Blasts

Send personalized e-blasts designed by NYC & Company to your attendees to help promote, educate and generate excitement about New York City. E-blasts can also be used to inform your attendees on what is happening during their visit. Your e-blasts can provide links to various sections of our website or to your own registration site.



Join us in
**New
York
City**

**Please join us for
the group therapy
event of the year.**

**AGPA New York Meeting
February 22–27, 2016
Sheraton New York
Times Square Hotel**

The AGPA Annual Meeting is the hallmark educational event in the field of group psychotherapy.

Transformation in Group: From Isolation to Connection is the theme of the conference. This six-day event provides an opportunity to participate in groups led by the world's experts in traditional group psychotherapy, programs that incorporate evidence-based and empirically supported treatments and a wide range of innovative group modalities.

Click below to see the exciting offerings the 2016 meeting will bring:

**Monday, February 22:
Special Institute Presentations**

**Tuesday & Wednesday, February 23 & 24:
Two-Day Institute**



**Thursday, Friday, Saturday, February
25–27: Three-Day Conference**

Register online or print and return this [registration form](#).

Questions?
Contact AGPA: 877.668.2472 or
info@agpa.org

Register Now

agpa
ANNUAL MEETING • TRAINING • RESEARCH

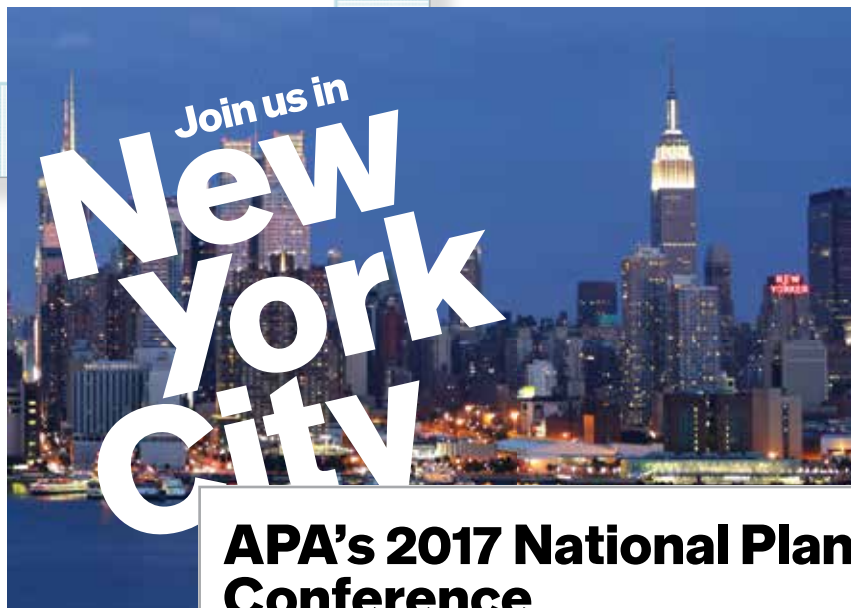
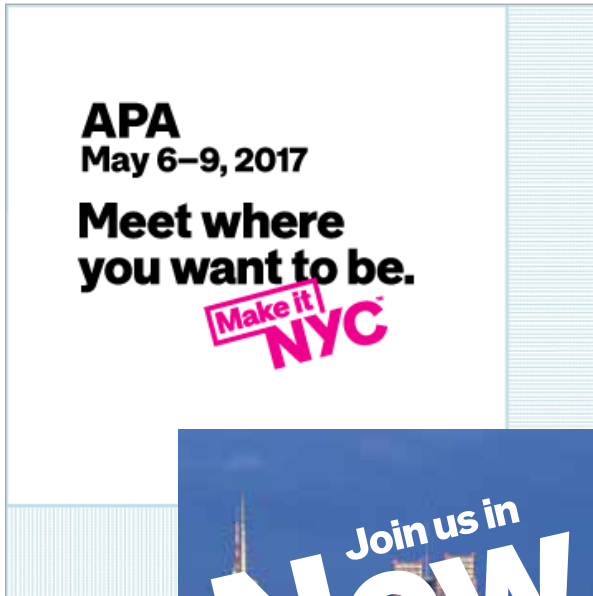
Must-See NYC Free in NYC Shipping Event Calendar Dining

NYC
A Company
nycgo.com

**Meet where
you want to be**
*Make it
NYC*

Promotional Materials

We will provide a pre-promote postcard or customized cocktail napkins to highlight your NYC event.



APA's 2017 National Planning Conference May 6-9 | New York City

Come to New York and see what's ahead for you, your community and your career.

Planning keeps changing. Every year NPC brings together the hottest topics, the latest tools and the leading voices with something new to say about what matters most to you.

It's time to hit "refresh." With hundreds of sessions to explore, you can delve deeper into your specialty, expand into different areas and go home with a whole new outlook.

Meet at the crossroads of the world. New York City's three area airports average more than 3,200 international and domestic flights daily.

Enjoy world-class dining. Get a flavor of the City's diverse interests and cultures in its more than 24,000 restaurants, with something for all tastes and price points.

Visit planning.org/conference for more information.



Meet where
you want to be. **Make it NYC**



American Planning Association
Making Great Communities Happen

LinkNYC and Street Pole Banners

NYC & Company operates a citywide LinkNYC and street pole banner program. In addition to the strategically placed NYC banners, we can also help build visibility and recognition for your conference, trade show or convention through LinkNYC. LinkNYC is a communications network that provides free public WiFi, phone calls, device charging and access to city services, maps and directions throughout all five boroughs. Each LinkNYC stands 9 feet high and has two 55-inch digital displays for maximum visibility. These media opportunities can help generate revenue for your event.



Visitor Services

Our Visitor Services page provides information and discounts on personal services that meeting delegates may need while in NYC.

Visitor Services

UBER

Save \$20 on your first uberPOOL ride in NYC.

With uberPOOL you'll be connected with people riding along a similar route to get you to your destination quickly, at a price the fraction of a New York City taxi. uberPOOL is up to 25% cheaper than uberX and only adds a few minutes to your trip.

How does it work?

1. Enter the promo code **NYCGOPOOL** in the 'Promotions' section of the app. New to Uber? Sign up at <https://get.uber.com/go/nycgopool>
2. Select the uberPOOL option at the bottom of the slider
3. Request and ride—you may be matched with another rider traveling along a similar route



Good news: [Lyft](#), the app that gets you rides in minutes, is the ridesharing partner of NYC & Company. Even better news: You get \$5 off your first 3 rides with code **NYCGO17**. Here's how it works: 1. Download the Lyft app 2. Request a ride 3. GO. Or, click [here](#) to have the code automatically applied once downloaded from the link. Code valid for new users only.



Baby Sitters' Guild, established in 1940, provides in-room childcare, corporate conference back-up childcare and childcare for weddings, meetings or other events. Our sitters are from a dynamic pool of individuals with teaching, theater, art and nursing backgrounds. They all come with prior childcare experience, references and background checks. Baby Sitters' Guild sitters arrive at each assignment with age-appropriate arts and crafts, books, toys, and games to keep the children fully engaged while in their care.

Visit the reservations page on www.babysittersguild.com or call 212-682-0227 and use promo code **bsg10282** to receive 5% off the hourly rate.



Customized Maps

We will create a customized map to highlight your meeting locations and other attractions so your attendees can easily navigate New York City. This map can be made available to you in a high-resolution PDF.



World Stamp Show

Hotels

<p>Courtyard New York Manhattan 5th Avenue 3 E 40th St (bet 5th and Madison Aves) \$269 01</p> <p>Element New York Times Square West 311 W 39th St (bet 8th and 9th Aves) \$219 02</p> <p>Fairfield Inn & Suites Times Square 330 W 40th St (bet 8th and 9th Aves) \$289 03</p> <p>Four Points by Sheraton Midtown Times Square 326 W 40th St (bet 8th and 9th Aves) \$279 03</p> <p>Holiday Inn Express Manhattan West 538 W 48th St (bet 10th and 11th Aves) \$239 04</p> <p>Hudson Hotel 356 W 58th St (bet 8th and 9th Aves) \$209 05</p> <p>JW Marriott Essex House Hotel 160 Central Park South (bet 6th and 7th Aves) \$339 06</p>	<p>Millennium Broadway Hotel 145 W 44th St (bet 6th and 7th Aves) \$249 07</p> <p>*New York Marriott Marquis (headquarters) 1535 Broadway at 46th St (bet 46th and 45th Sts) \$279 08</p> <p>Quality Inn Midtown West 442 W 36th St (bet 9th and 10th Aves) \$239 09</p> <p>Renaissance Times Square 714 7th Ave (bet 48th and 47th Sts) \$289 10</p> <p>Row NYC 700 8th Ave (bet 45th and 44th Sts) \$219 11</p> <p>The Waldorf Astoria 301 Park Ave (bet 50th and 49th Sts) \$359 12</p> <p>Wyndham New Yorker Hotel 481 8th Ave (bet 35th and 34th Sts) \$239 13</p> <p>YOTEL New York 570 10th Ave (bet 42nd and 41st Sts) \$219 14</p>
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NYC
& Company
nycgo.com

Current as of February 2016
Map by David Lindroth Inc.
© NYC & Company, Inc.

Exhibitor Assistance Letters

Our intent is to cultivate relationships not only with attendees but with exhibitors who will potentially use our member services for their planning and entertaining needs.



Obligation
 Anticipation

Make it NYC

Welcome Exhibitors!

New York City is the most energetic and exciting city in the world. There is no better place to gain exposure to your company, and I am here to assist in all of your planning needs.

As your services manager, I can assist in connecting you to the right resources. Whether you are interested in dining recommendations, executive car services, theater tickets or business services, rest assured that all of your needs will be met.

Not familiar with the streets of New York City? We can provide airport travel information, insight into our various neighborhoods and the best ways to navigate the City.

Please do not hesitate to send me an email at ssimkin@nycgo.com for assistance with all of your planning needs while exhibiting in New York City.

Sincerely,

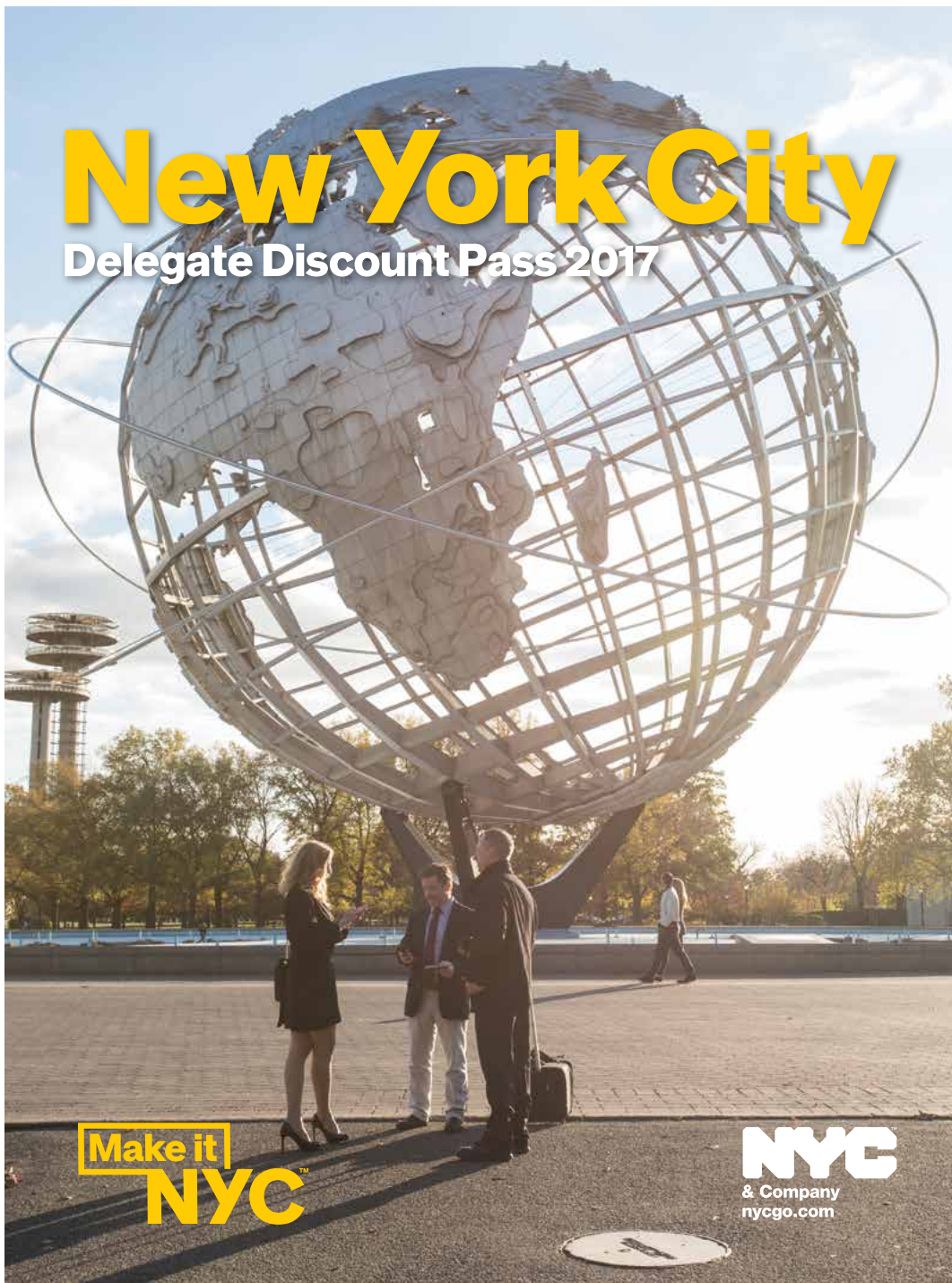
Sara Simkin
Vice President, Destination Services

NYC
& Company
nycgo.com

#MakeItNYC

Promotions

Our Delegate Discount Pass – which can be posted on your show’s NYC travel website – provides attendees exclusive savings at participating member restaurants, tours and attractions throughout the City.



NYC & Company Press Releases

When applicable, our Communications team will assist with press releases or press events.



NYC & COMPANY WELCOMES BACK THE 113th ANNUAL NORTH AMERICAN INTERNATIONAL TOY FAIR

— *More Than 1,200 Exhibitors Expected to Attend the
Western Hemisphere's Largest Toy Trade Show,
February 13 to February 16* —

— *Industry Event Will Open Alongside Play Fair,
a Brand New Consumer Event* —

CONTACTS

Chris Heywood /
Sean Altberger
NYC & Company
212-484-1270
saltberger@nycgo.com

Adrienne Appell
Toy Industry Association
646-520-4863
aappell@toyassociation.org

DATE
February 9, 2016

FOR IMMEDIATE RELEASE

New York City (February 9, 2016) — NYC & Company, New York City's official destination marketing organization, welcomes back the 113th Annual North American International Toy Fair, the largest toy, game and youth product marketplace in the Western Hemisphere. The North American International Toy Fair will bring together more than 1,200 total exhibitors from 32 countries, more than 11,000 buyers representing 5,000 unique retail outlets and 20 of the Top 25 Toy Sellers under one roof.

Toy Fair 2016 runs from Saturday, February 13 through Tuesday, February 16 at New York City's Jacob K. Javits Convention Center. Toy Fair will open alongside a brand new consumer segment, Play Fair, also at the Javits Center on February 13 and 14.

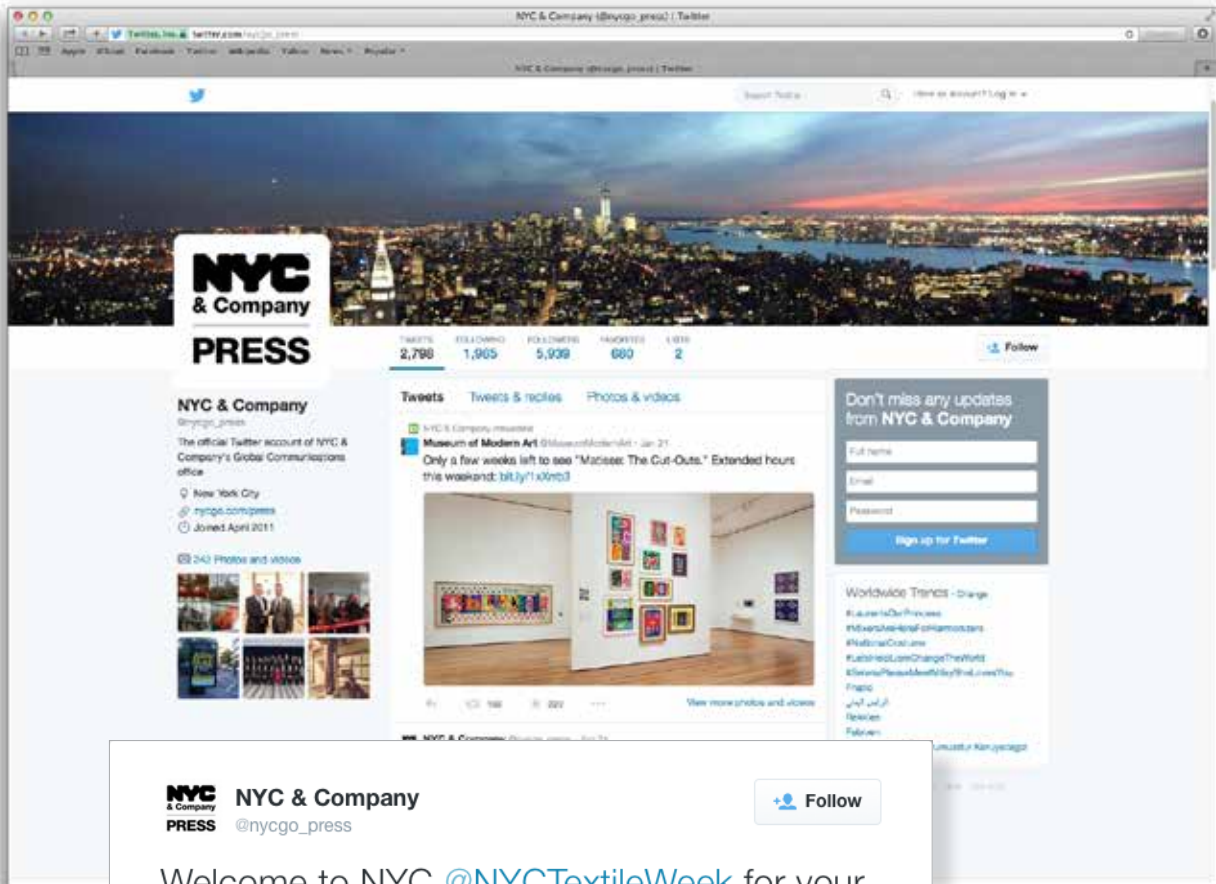
"We are thrilled to welcome back the North American International Toy Fair and its participants to New York City. This annual gathering continues to provide play professionals with the opportunity to not only discover new trends but establish new business relationships," said Fred Dixon, president and CEO of NYC & Company. "There is no better place to introduce the latest innovations and new retail concepts in the toy industry than here in NYC."

The North American International Toy Fair is produced by the Toy Industry Association™, Inc. (TIA), a not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages. TIA's more than 900 members account for approximately 90% of all toys distributed in North America.

"Toy Fair is four days of fun but it's also serious business," said Marian Bossard, SVP of TIA Global Market Events. "We expect over 33,000 members of the global toy community to walk the aisles of the Javits Center in search of the hottest playthings. This year, we are thrilled that families can experience the magic of toys and play this year for the very first time at Play Fair!"

Social Media

Welcome your group to NYC via our Facebook and Twitter feeds, while delegates can follow @nycgo on Twitter and Instagram for instant New York City updates.



Thank You

An aerial photograph of the Manhattan Bridge at dusk. The bridge's steel structure is illuminated with warm lights, and its suspension cables are visible against the twilight sky. The city skyline of New York City is visible in the background, with numerous skyscrapers lit up. The water of the East River is in the foreground, reflecting the lights from the bridge and the city.

**Have any questions?
We're here to help.**

nycgo.com/makeitnyc
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destinationervices@nycgo.com



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810 Seventh Ave, 3rd fl
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Grand Army Plaza. Photo: Tagger Yancey IV
Cover, Brooklyn Bridge Park. Photo: Julienne Schaar