

# Where business gets done

Make it  
NYC™

As a world leader in media, marketing, fashion, real estate and education (among other industries), New York City has one of the most robust and diverse economies in the world. As it continues to evolve and invest in business, NYC now boasts one of the world's most dynamic tech industries, flourishing bioscience companies, as well as a rapidly growing manufacturing sector. New York City is where business gets done.



## Tech

New York City has some of the world's most vibrant tech industries with over 7,500 tech firms supporting 291,000 jobs, all fueled by increased venture funding—\$4.5B in 2014 alone.



## Design

A global design capital, New York City boasts more practicing designers than any other US city—40,000, over 3,900 design firms and 10 design and architecture schools, ensuring a pipeline of new talent.



## Manufacturing

Thanks to City investment, the manufacturing industry is booming, with over 5,700 manufacturing establishments employing over 75K people.



## Financial Services

New York City is the world's financial center, home to six stock, commodities and futures exchanges and over 330,300 financial services workers.



## Health & Medical

NYC is a healthcare and pharmaceutical center. Sixty hospitals, nine major academic medical centers and over 45,000 physicians call NYC home and many top pharmaceutical companies are nearby.



## Education

With 110 education institutions, NYC has the world's largest concentration of academic centers. They span a wide array of interests, from business and fashion to culinary arts and technology.



## Food & Culinary

Renowned chefs and rising stars showcase dining innovation at over 24,000 restaurants. The City's role as one of the world's largest food distribution centers provides countless business opportunities for new brands and products.



## Media/Advertising/PR

Regularly referred to as the media capital of the world, New York City backs up the title with over 29 multibillion-dollar media companies based in NYC, five of the top 10 media conglomerates, 20% of the nation's advertising employment and over 300K people employed by media companies overall.



## Publishing

Combining traditional print and emerging digital, NYC is the capital of content publishing. The book publishing industry is based in NYC, as are 350 consumer magazines and online giants like Gawker Media, Huffington Post, BuzzFeed and Vice Media.



## Real Estate

Globally recognized skyscrapers are the crown jewels of the US's largest real estate market, which features over 550 million square feet of commercial office space.



## Fashion & Beauty

New York City is the center of the global fashion industry, with more global beauty companies headquartered here than any other city, more fashion showrooms—over 5,000—than any other city, over 75 fashion trade shows a year, and over 1,000 fashion school students graduating each year, ensuring a strong talent pipeline.



## Life Sciences

The New York metropolitan area has the largest bioscience workforce in the US, and \$1.4B in National Institutes of Health research grants—second most in the nation—flow through the over 120 life sciences companies that call NYC home.

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& Company  
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## How the Strength of NYC Industry Can Benefit Your Meeting

1. Immediate access to a substantial number of potential attendees who are leaders in their space and call New York City home
2. Increased potential for partnership and sponsorship opportunities with prominent NYC-based companies
3. Access to world-renowned industry experts to serve as speakers, presenters or panelists
4. Opportunity for attendees to immerse themselves and make connections within the local industry during their time on and off the show floor



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