



# 2021 MEMBER OPPORTUNITIES

**NYC**  
& Company

Tourism & Convention  
Development

Updated 5/5/21

[nycgo.com](http://nycgo.com)



This document contains the current array of opportunities available to NYC & Company members, designed to cultivate efforts in tourism and convention sales development.

During these challenging times, many things are uncertain; however, we have presented here all information we have to date and will continue to update this regularly as we move into 2021.

In the meantime, the participation costs listed here are estimated based on 2020 figures, unless rates are confirmed for 2021 as noted. Dates for some shows have not yet been announced and are subject to change. NYC & Company participation in these shows, as well as co-exhibitor costs, are also subject to change in accordance with market conditions, member participation and the latest public health guidance.

Ultimately, if attending in person is not currently possible for you, we invite you to consider the many virtual and hybrid options now available at a more palatable price point. These have been highlighted throughout, and additional opportunities may be added later.

As always, please note that by registering for any of these programs, you agree that your presentation is limited to New York City product only.

Only members in good standing with no outstanding payments will be eligible to participate in NYC & Company trade shows and sales missions.

We thank you for your ongoing partnership and look forward to continuing to serve you in the new year.

# JANUARY

N/A

# FEBRUARY

N/A

# MARCH

**MARCH 22–24, 2021**

**VIRTUAL ASSOCIATION SALES MISSION– [Registration is closed.](#)**

CHICAGO/KANSAS CITY/MINNEAPOLIS/COLUMBUS, CLIENT BASED

Price: \$600

Join NYC & Company on a Trip around the Midwest with a virtual sales mission to our top association clients in the Chicago/Kansas City/Minneapolis/Columbus areas. Each member will be required to submit a PowerPoint presentation plus a short unique video of their choice to showcase their product. Each client(s) that we visit virtually will receive a NYC-themed gift in the mail delivered prior to the mission. We're looking for five to seven members total to participate, focusing on creating demand for future association meetings of all sizes here in NYC.

**MARCH 23-25, 2021**

**US/ RECEPTIVE VIRTUAL SALES MISSION- [Registration is closed.](#)**

Price: \$300

The domestic US market will be the first market to rebound in 2021. NYC & Company will now bring US/receptive operators to you in this virtual program consisting of a virtual FAM, one-on-one meetings and a networking reception with key decision makers from tour operators and wholesalers. Take advantage of this program to capture the short-lead-time visitor market

# APRIL

**APRIL 7–9, 2021**

**ITB India – [NYC & Company no longer attending](#)**

Virtual Price: \$1,500

ITB India is an annual three-day business-to-business trade show and convention curated to connect you to the Indian Travel Market. Leverage on ITB India to capture the fast-growing Indian and South Asian markets, to forge new partnerships and strengthen existing business relations with the most important players in India.



**APRIL 5-8, 2021**

**GMID SOCAL & SOCAL MISSION – [Moved to virtual and members must register on their own](#)**

Southern California

~~In-person event. Price: \$3,000~~

Join NYC & Company for the Southern California Celebration of GMID. This celebration day will accompany a 2-day mini mission focusing on incentive third-party, association and tech clients. Mission will include sales calls targeting clients in San Diego, Orange County and the Greater Los Angeles area. Please note the GMID SoCal Team is hoping for a In-Person event and networking opportunity. Should GMID SoCal pivot to a virtual experience, NYC will postpone its accordingly to a later date.

**APRIL 26–27, 2021**

**MPINCC ACE - [Moved to virtual and members must register on their own](#)**

~~Virtual Price: TBD—Waiting on show to confirm~~

MPINCC ACE is the chapter's annual expo event welcoming more than 1,000 planners. This year ACE will be virtual, highlighting a best in class networking experience for suppliers and planners alike. Join NYC's virtual booth featuring a unique activation that will pull planners in for fun, conversation and networking opportunities.

**APRIL 26-29, 2021**

**VIRTUAL MID-ATLANTIC SALES MISSION - [Registration is closed.](#)**

Mid Atlantic Based

~~Virtual Price: \$300~~

Join NYC & Company for a trip around the Mid Atlantic as we reach out to top clients, showcasing the future of meetings in NYC. Each member will be required to submit a PowerPoint presentation plus a short unique video of their choice to showcase their product.

## **MAY**

**MAY 7, 2021**

**AMPS GOLF TOURNAMENT**

WOODBIDGE, VA

In-person event. Price \$500

Join NYC & Company at the Association of Meeting Professionals for their annual golf outing and customer networking event. It's an opportunity to connect with Washington, DC, area-based government, association and third-party planners in an intimate atmosphere, with a full day of activities planned.

**May 11-13, 2021**

**CANADA VIRTUAL SALES MISSION - [Registration is closed.](#)**

Price: \$300

This virtual sales mission provides an opportunity for you to connect with the Canadian leisure market. A close neighbor and consistent source market, Canada will play an important role in the return of travel. Through this mission, you'll engage with the travel trade through product showcase opportunities, one-on-one meetings and a virtual networking reception.

**MAY 18-20, 2021**

**VIRTUAL NORTHEAST MARKET SALES MISSION - [Registration is closed.](#)**

NORTHEAST (PA, NJ, NY CT, RI, MA) CLIENT BASED

Price: \$300

Join NYC & Company on a virtual sales mission including virtual sales with top Corporate, Association and Intermediary clients through the Northeast Marketplace. Each member will have the opportunity to showcase their property and product using a PowerPoint to a qualified group of potential customers.

**MAY 25-27, 2021**

**IMEX FRANKFURT** (*Groups, Meetings and Convention Development*)

**This show has been cancelled due to Covid.**

FRANKFURT, GERMANY

~~In-person event. Price: \$6,000~~

Exhibiting at IMEX opens the door to decision makers with qualified buying power from around the globe, including the valuable German outbound market.

IMEX is building on its global partnerships to deliver qualified buyers from all industries—supported by their unique hosted buyer program and close relationships with their international buyer base.

**MAY 25-27, 2021**

**MEXICO VIRTUAL SALES MISSION [Registration is closed.](#)**

Price: \$300

The Mexican market is already beginning to plan their US travel, so take advantage of this opportunity to capture this short-lead-time visitor market. NYC & Company will bring the Mexican travel trade to you through this program consisting of a virtual FAM, one-on-one meetings and a virtual networking reception with key decision makers from tour operators and wholesalers.

**MAY TBD**

**MPINCC CULINARY EVENT (CORKS & FORKS) AND MINI MISSION - [Moved to virtual and members must register on their own](#)**

SAN FRANCISCO, CA

~~In-person event. Price: TBD—Waiting on show to confirm~~

MPINCC Corks & Forks is one of its most celebrated events on its calendar, welcoming more than 300 planners and suppliers to celebrate together. NYC & Company is the banner sponsor, and we will be planning a mini-mission surrounding this event as well, with details to follow.

## **JUNE**

**JUNE 2, 2021**

**MIC COLORADO TRADE SHOW**

DENVER, CO

In-person event. Price: \$1,000

Join NYC & Company Booth at Meetings In Colorado (MIC) Annual Tradeshow. For one-year only MIC has moved from March to June in order to go LIVE safely. Join more than 500+ Colorado Meeting Planners for a day of pre-qualified hosted buyer set appointments. The Tradeshow will be followed by 2 days of Sales Calls in the Greater Denver area specializing in the association, incentive and corporate markets

**JUNE 15–17, 2021**

**UK/IRELAND VIRTUAL SALES MISSION**

Price: \$300

[Click here to register](#)

Take advantage of this opportunity to capture 2019's top international visitor market to NYC. NYC & Company will bring the UK/Ireland travel trade to you through this program, consisting of a virtual FAM, one-on-one meetings and a virtual networking reception with key decision makers from tour operators and wholesalers.

**JUNE 21-24, 2021**

**VIRTUAL ASSOCIATION SALES MISSION**

SAN FRANCISCO, CLIENT BASED

Price: \$300

Join NYC & Company on a Trip around the San Francisco with a virtual sales mission to our top association clients in San Francisco. Each member will be required to submit a PowerPoint presentation plus a short unique video of their choice to showcase their product. We're looking for five to seven members total to participate, focusing on creating demand for future association meetings of all sizes here in NYC.

**JUNE 28-30, 2021**  
**HELMSBRISCOE ABC CLIENT DINNER**  
DALLAS, TX

In-person event. Price: \$500

Registering for ABC should be done directly through HelmsBriscoe. Please join NYC & Company for a VIP dinner with more than 300 planners from one of NYC's top third-party partners.

## **JULY**

**JULY 7-9, 2021**  
**PCMA EDUCON CLIENT EVENT**  
PHOENIX, AZ

In-person event. Price: \$500

Registering for PCMA EduCon should be done directly through PCMA. Please join NYC & Company for a VIP event where you will network with top domestic meeting and event professionals.

**JULY 19-22, 2021**  
**ILTM ASIA PACIFIC - [Moved to virtual and members must register on their own](#)**  
SINGAPORE

~~In-person event. Price: TBD—Waiting on show to confirm~~

ILTM Asia Pacific is *the* invitation-only event where the suppliers of luxury travel experiences meet the buyers representing the fast growing and sought-after market of luxury travelers from Asia Pacific.

**JULY 25-27, 2021**  
**MPI SUNSHINE EDUCATION SUMMIT**  
GAYLORD PALMS RESORT & CONVENTION CENTER, KISSIMMEE FL  
In-person event: TBD – Waiting on show to confirm

You are invited to attend the most engaging networking and education event for South East based meeting and event professionals!! You won't want to miss the magic of the 2021 MPI Sunshine Education Summit where we rise to meet the challenges of the meetings industry and transform each other through shared solutions and connections.

**JULY TBD**  
**MIDWEST CORPORATE SALES MISSION**  
MINNEAPOLIS, MN & CHICAGO, IL  
In-Person event: \$3,500

Join NYC & Company for a Sales Mission focused on Corporate & Incentive business. Join us as we present to our top Corporate & Incentive clients, showcasing the future of meetings in NYC. We will host an experiential reception in both Chicago & Minneapolis creating additional networking opportunities for our members and clients.

# AUGUST

**AUGUST 1-4, 2021**

**CVENT CONNECT**

LAS VEGAS, NV

In-Person event: For more details, contact Cory Rosenberg at [crosenber@nycgo.com](mailto:crosenber@nycgo.com)

Cvent Connect will welcome more than 4,500 attendees from across the meeting planning world, connecting suppliers with partners on the #1 marketplace platform in the hospitality industry. Join NYC & Company in a specialized NYC designated area, complete with NYC branding, marketing and premium placement on the show floor. Join us for what has become the premier summer expo show in only a matter of a few years.

**AUGUST 3-5, 2021**

**WTM LATIN AMERICA**

SÃO PAULO, BRAZIL

In-person event. Price: \$6,500

This is an opportunity to capture the pent-up demand of the Brazilian market. WTM Latin America is the three-day business-to-business (B2B) event that brings the world to Latin America and promotes Latin America to the world. Through its industry networks with unrivaled global reach, WTM Latin America creates personal and business opportunities, providing customers with quality contacts, content and communities.

**AUGUST 6, 2021**

**PCMA VISIONARY AWARDS DINNER**

Washington, DC

In-person price for dinner: \$500

The PCMA Visionary Awards is in Washington, DC, and we want you there! Over 1,000 business event professionals will gather as we honor three lifetime achievement honorees and announce the professional excellence finalists! Between the personal stories of achievement, you will hear on stage and the connections you'll make throughout the evening, you will leave feeling inspired as a part of this amazing industry. I hope you'll join NYC & Company and the PCMA community at Visionary Awards for a night you won't soon forget.

**AUGUST 14-17, 2021**

**ASAE TRADE SHOW AND CLIENT DINNER**

DALLAS, TX

In-person event. Price: 3,000

Please join us in the NYC & Company Exhibit Booth, as well as the client and member dinner. Each location will allow for client interaction, and offer networking opportunities and increased exposure to promote future meetings in NYC.



**AUGUST 18-19, 2021**

**IBTM AMERICAS**

MEXICO CITY, MEXICO

In-person event. Price: \$3,800

The IBTM Americas tradeshow features pre-scheduled and mutually-matched 1-to-1 meeting up to 34 meetings per appointment diary over the course of two trade show days. You will be meeting with quality hosted buyers from Latin America, North America and Europe.

**AUGUST 30 – SEPTEMBER 1, 2021**

**CONNECT MARKETPLACE**

TAMPA, FL

In-person event. Price: \$1,500

Join NYC & Company at their exhibit booth prior to the start of the 1:1 appointment, and throughout break times. In addition, NYC & Company will offer a client dinner, providing networking opportunities for our members increasing exposure promoting future meeting in NYC.

## **SEPTEMBER**

**SEPTEMBER 14, 2021**

**ESSAE ANNUAL CONFERENCE & EXPO**

ALBANY, NY

In-person event. Price: \$750

The Empire State Society of Association Executives Annual Conference & Trade Show is the premier conference for the NY State Association customers. The annual one-day conference allows us to showcase the offerings of New York City to a strong base of upstate NY-based clients.

**SEPTEMBER 18-22, 2021**

**IPW**

LAS VEGAS, NV

In-person event. Price: \$6,250

Join NYC & Company at the leading international inbound travel trade show, IPW will be a model for restarting international travel—and trade shows—safely, with the health of all attendees as our top priority. We will have pre-scheduled appointment books with top tour operators from around the world and you will have the opportunity to meet with them in your own branded space in the New York City booth.

**SEPTEMBER 20-23, 2021**

**ILTM NORTH AMERICA**

RIVIERA MAYA, MEXICO

In-person event. Price: TBD - Waiting on show to confirm

ILTM North America is *the* invitation-only event where the suppliers of luxury travel experiences meet the buyers representing the fast growing and sought-after market of luxury travelers from USA, Canada and Mexico.

**SEPTEMBER 27-30, 2021**

**AUSTRALIA/NEW ZEALAND VIRTUAL SALES MISSION**

Price: \$750

Take advantage of the opportunity to engage with the market as they slowly begin to reopen their borders. Capture, Australia, 2019's number five overseas visitors market to NYC. NYC & Company will bring the Australia/New Zealand travel trade to you through this program, consisting of a virtual FAM, one-on-one meetings and a virtual networking reception with key decision makers from tour operators and wholesalers.

**SEPTEMBER 30, 2021**

**MEET NEW YORK**

NEW YORK CITY

In-person Price: \$1,500

Meet-New York is the New York Society of Association Executive's annual program and the largest hosted buyer opportunity in the Northeastern marketplace focused on Association Executives, Meeting and Special Event planners. The event includes a full day of education, trade show and Broadway themed client entertainment experience.

**SEPTEMBER 30 – October 1, 2021**

**THE MEETINGS SHOW UK**

LONDON, UK

In-person Price: TBD - Waiting on show to confirm

Acting as a premier event in the UK, The Meetings Show is organized by meetings professionals for meetings professionals. The show features a two-day exhibition alongside an extensive education program and networking opportunities. They also supply a program where pre-qualified senior buyers to the virtual event, will create thousands of pre-scheduled business meetings with exhibitors from over 50 countries across six continents.

**SEPTEMBER TBD**  
**DESTINATION SHOWCASE**

WASHINGTON, DC

In-person event. Price: \$1,500

Destination Showcase, in Washington, DC, offers a unique trade show setup, inviting local government and association meeting planners and sourcing managers to mix and mingle with hoteliers and event venues from across the United States. Each booth that exhibits is driven by a city CVB, with [two] members attending to represent their individual product. The client list for 2019 boasted over 150 meeting planners and sourcing managers, creating a one-stop shop for our members to gain new RFPs, reconnect with old and new clients, and share the nuances of NYC. This travel will also encompass sales calls in the metro Washington DC area, totaling two days.

**SEPTEMBER TBD**  
**DESTINATION CELEBRATION**

KANSAS CITY, MO

In-person event. Price: \$800

Destination Celebration/Showcase, Kansas City, MO, offers a unique trade show setup, inviting local corporate and association meeting planners and sourcing managers to mix and mingle with hoteliers and event venues from across the United States. Each booth that exhibits is driven by a city CVB, with [two] members attending to represent their individual product. The client list for 2019 boasted over 150 meeting planners and sourcing managers, creating a one-stop shop for our members to gain new RFPs, reconnect with old and new clients, and share the nuances of NYC. This travel will also encompass sales calls in the respective areas, totaling two days in Kansas City, including the Destination Celebration Event.

**SEPTEMBER TBD**  
**MPI EDUCATION DAY & PCMA GMC EDUCATION DAY**

CHICAGO, IL

In-person event. Price: \$1,000

Join NYC & Company and experience MPI Education Day & PCMA GMC Education day. We are inviting two members to join us where each member will have the opportunity to present to the audience at each of these Industry events, along with additional networking opportunities. These meetings will be held consecutively. We will also visit clients for sales calls over this two-day time period.

# OCTOBER

**OCTOBER 17-22, 2021**

**CHINA SALES MISSION**

SHANGHAI & BEIJING

In-person event. Price: \$6,000

NYC & Company will organize a week-long China sales mission in the two most important source market cities, Shanghai and Beijing, in October 2021. China is New York City's No 1 spending International market, and China's economy has not only recovered already from the Covid-19 impact, but also is expected to grow continuously. This is a great opportunity for NYC & Company members to meet the top Chinese buyers face to face to learn about the current market landscape and key players, and build strong working relationships with the key players for your swift business recovery. NYC & Company will organize destination seminars, one-on-one appointments, a forum dialog with Chinese outbound tourism experts, and VIP networking receptions during the mission. Participating members will be able to meet top Chinese tour operators, US tour wholesalers, OTAs, US receptive tour operators China offices, retail travel agencies, MICE tour operators, the airlines plus Chinese media outlets and journalists. The market landscape has changed dramatically in the past year. This China sales mission provides effective market re-engagement opportunities for NYC & Company members.

**OCTOBER 26-29, 2021**

**ILTM LATIN AMERICA**

SAO PAULO, BRAZIL

In-person event. Price: TBD – Waiting on show to confirm

ILTM Latin America is an invitation-only event. Every buyer receives a personal invitation and must undergo a rigorous qualification process to ensure you meet the right people for your business. ILTM Latin America gives you the opportunity to build relationships with the top agents from Brazil and other regional countries.

**OCTOBER TBD**

**DESTINATION CELEBRATION**

INDIANAPOLIS, IN

In-person event. Price: \$800

Destination Celebration/Showcase, Indianapolis, IN, offers a unique trade show setup, inviting local corporate and association meeting planners and sourcing managers to mix and mingle with hoteliers and event venues from across the United States. Each booth that exhibits is driven by a city CVB, with [two] members attending to represent their individual product. The client list for 2019 boasted over 150 meeting planners and sourcing managers, creating a one-stop shop for our members to gain new RFPs, reconnect with old and new clients, and share the nuances of NYC. This travel will also encompass sales calls in the respective areas, totaling two days in Indianapolis, including the Destination Celebration Event.

**OCTOBER 21, 2021**

**Tristate Meeting Planner Event**

NYC

In-person event. Price: \$450 event admission; ticket with table top: \$900

Event sponsorship opportunity details to follow.

This annual event is our largest NYC client gathering, hosting a mix of corporate, association and third-party meeting planners. This is a fantastic opportunity to showcase your diverse offerings and the value that your property or service can bring to their next meeting or event.

## **NOVEMBER**

**NOVEMBER 1-3, 2021**

**WORLD TRAVEL MARKET (WTM)**

LONDON, UK

In-person event. Price: \$7,500

World Travel Market welcomes nearly 22,000 trade professionals representing 186 countries and regions. Staged annually in London, World Travel Market is a vibrant must-attend four-day business-to-business event presenting a diverse range of destinations and industry sectors to UK and international travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof. By attending World Travel Market, participants efficiently gain immediate competitive advantage for their business and stay up to date with the latest developments in the travel industry. Join NYC & Company for their annual client event with top tour operators.

**NOVEMBER 8-10, 2021**

**JAPAN/KOREA VIRTUAL SALES MISSION**

Price: \$300

Export-driven Asian nations, such as Japan and South Korea are expected to get an economic boost from the Covid recovery. This first virtual sales mission program for Japan and Korea will bring Japanese and Korean operators to you. The program consists of a virtual FAM, one-on-one meetings and a networking reception with key decision makers from tour operators, US tour wholesalers, OTAs, retail travel agencies, MICE tour operators, and the airlines.

**NOVEMBER 9-11, 2021**

**IMEX AMERICA**

LAS VEGAS, NV

In-person event. Price: \$6,750

IMEX America will welcome thousands of hosted buyers, trade visitors and exhibitors from across the world, unleashing the energy of the US meetings market with new contacts, new ideas and a passion for business. Be inspired, make great contacts, do more business.



**NOVEMBER 16-17, 2021**

**FRANCE VIRTUAL SALES MISSION**

Price: \$300

France the number four overseas visitors market to NYC in 2019. Take the opportunity to engage with a market that send repeat visitors to New York City. NYC & Company will bring the Australia/New Zealand travel trade to you through this program, consisting of a virtual FAM, one-on-one meetings and a virtual networking reception with key decision makers from tour operators and wholesalers.

**NOVEMBER 30 – DECEMBER 2, 2021**

**IBTM BARCELONA**

BARCELONA, SPAIN

In-person event. Price: \$6,300

IBTM provides the perfect platform from which to influence the global meetings and incentives industry. Bringing together senior buyers with quality suppliers from around the world, attendance at IBTM promises the ultimate business solution. It attracts over 5,500 industry buyers and 2,700 exhibitors from over 75 countries.

**NOVEMBER TBD**

**PCMA GMC ANNUAL MEETING, CLIENT EVENT & SALES CALLS**

CHICAGO, IL

In-person event. Price: \$1,000

Join NYC & Company as we attend together the PCMA GMC Annual Meeting, client event and sales calls. Over three days, members will have access to over 15 Association clients for individual Association appointments, and access to the PCMA Annual meeting and client event. Let's build together additional awareness for NYC for our Association Midwest Clients.

**NOVEMBER TBD**

**DESTINATION CELEBRATION**

MINNEAPOLIS, MN

In-person event. Price: \$800

Destination Celebration/Showcase, Minneapolis, MN, offers a unique trade show setup, inviting local corporate and association meeting planners and sourcing managers to mix and mingle with hoteliers and event venues from across the United States. Each booth that exhibits is driven by a city CVB, with [two] members attending to represent their individual product. The client list for 2019 boasted over 150 meeting planners and sourcing managers, creating a one-stop shop for our members to gain new RFPs, reconnect with old and new clients, and share the nuances of NYC. This travel will also encompass sales calls in the respective areas, totaling two days in Minneapolis, including the Destination Celebration Event.

# DECEMBER

**DECEMBER 2, 2021**  
**RADIO CITY MUSIC FAM**  
NEW YORK CITY

In-person event. Price: Event Ticket \$650, Event Ticket with Show - \$1100

NYC & Company will be bringing Mid-Atlantic- and Northeast-based planners to New York City for a luncheon and a show at Radio City Music Hall. Participation is your opportunity to spend quality time with key decision makers and say thank you for their continued support.

**DECEMBER 7-9, 2021**  
**IAEE EXPO! EXPO!**

PHILADELPHIA, PA

In-person event. Price: \$4,500

IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, exhibitors and exhibition suppliers. Organizers of more than 20,000 exhibitions and buyer-seller events around the world are members of IAEE, and the organization advocates and promotes the awareness of face-to-face exhibitions and events as the primary medium for business development and growth. IAEE provides relevant, timely, and innovative education to its members and the industry.

**DECEMBER 13-15, 2021**  
**HOLIDAY SHOWCASE**

CHICAGO, IL

In-person event. Price: \$4,000

Join NYC & Company for a three day affair which will include 5 sales calls prior to the start of Holiday Showcase. During Holiday Showcase, each member will gain access to the MPI and PMCA GMC Holiday Mixers, as well as registration to Holiday Showcase. During Holiday Showcase, each member will be able to attend the General Sessions, breakouts, and Brunch, allowing them networking opportunities with Chicagoland Clients. The tradeshow portion will be an exhibit style platform allowing clients to view our in person booth at their leisure. Client visits will be captured for the ability to do a full recap following the commencement of Holiday Showcase.

**DECEMBER 14-16, 2021**  
**AMEX INTERACTION**

ATLANTIC CITY, NJ

In-person event. Price: \$5,500

This is an all employee meeting and gives us great exposure to over 750 meeting staff managing customer spending and booking over 3.2 million room nights annually. AMEX is the largest meeting management company globally -- larger than the next 7 companies combined. They source more than 100 meetings every business day totaling over 30,000 meetings annually.