

# 2023 MEMBER BUSINESS DEVELOPMENT OPPORTUNITIES

**NYC**  
& Company  
nycgo.com

Tourism & Convention  
Development

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

The participation costs listed here are estimated based on 2021 & 2022 figures. Dates for some shows have not yet been announced and are subject to change. NYC & Company's participation in these shows, as well as participation costs, are also subject to change in accordance with market conditions, member participation and the latest public health guidance.

- Arrangements for all flights, testing, accommodation and ground transportation are the responsibility of each participant unless notified otherwise.

Ultimately, if attending in person is not currently possible for you, we invite you to consider a few of the virtual 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 products only. Only members in good standing with no outstanding payments will be eligible to participate in NYC & Company trade shows, sales missions and events.

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

# Introduction

## Sales Missions

NYC & Company's sales missions are one-of-a-kind in-market opportunities to meet and build relationships with a variety of clients/buyers, including top tour operators, travel agents, OTAs, luxury travel consultants and MICE/corporate buyers. In-person sales missions are typically held over a full week and consist of a combination of the following:

- Training Sessions / Seminars: NYC Destination Presentation followed by Product/Service Presentations by NYC & Company members to a large group of travel buyers made up of mostly frontline staff.
- One-on-One Meetings: One-on-one meetings with product planners and decision makers – a chance to talk real business.
- Networking Events: Networking opportunities with product manager and/or senior leadership across top clients/buyers typically in the form of a meal and/or cocktail.
- Sales Calls: Office visits to top clients/buyers with NYC Destination Presentations followed by Product/Service Presentations by NYC & Company members to core product teams.

## Trade Shows

NYC & Company also participates in trade shows across the globe, which are travel or meeting planner industry focused opportunities to present products to a variety of clients/buyers, including top tour operators, travel agents, OTAs, luxury travel consultants and MICE/corporate buyers. Trade shows are typically held over a few days and consist of participation at the NYC & Company booth and opportunities to meet and network.

# ***Opportunities to meet with International and Domestic Travel Trade***

## **JANUARY**

### **Spain Sales Mission (Barcelona)/FITUR in Madrid, Spain (Trade show)**

**Jan. 16-20, 2023 – In-Person participation cost: \$7,000**

Click [here](#) to register - please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- Meeting with the top decision makers, commercial directors, travel agents and product managers from Spain
- Client Events promoting additional exposure for members to clients.

### **US/Canada Reverse Sales Mission (New York City)**

**Jan. 24 – 26, 2023 – Participation cost: \$2,000**

Click [here](#) to register – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- Meeting with top decision makers, commercial directors, tour operators, and product managers from Canada and Domestic US
- FAMs & Client Events promoting additional exposure for members to clients.

### **Like a Local Marketplace – part of US/Canada Reverse Sales Mission (New York City)**

**Jan. 24, 2023 – Participation cost: \$250**

Click [here](#) to register – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- Marketplace is an event during the Reverse sales mission on January 24 for members to have a table exhibit and network with the Canada and USA buyers in town.
- The event will take place 2,5 hours and will include welcome address, networking lunch and table exhibit time.

### **India Sales Mission**

**Jan. 30-Feb. 3, 2023 – Participation cost: \$6000**

Click [here](#) to register – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- Meeting with the top decision makers, commercial directors, travel agents and managers from India.
- Participating members will visit top markets in India with outbound travel to New York City. The trip will begin in Mumbai and will be followed by New Delhi.

# FEBRUARY

## **Australia/New Zealand Sales Mission**

**Feb. 20-28, 2023 – Participation cost: \$5000**

Click [here](#) to register – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- Meeting with the top decision makers, commercial directors, travel agents and product managers from Australia and New Zealand.
- Client Events promoting additional exposure for members to clients.

# MARCH

## **Mexico Sales Mission**

**March 5-10, 2023 – In-Person participation cost: \$6,000**

Click [here](#) to register – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- In each market, members will be engaging with a mix of top trade buyers, including travel agents, tour operators, and wholesalers through a mix of presentations, one-on-one meetings, and networking events.
- Participating members will visit top markets in Mexico with outbound travel to New York City. The trip will begin in Guadalajara and will be followed by stops in Monterrey, Mexico City, and Merida.
- This is a fantastic opportunity to grow your products' visibility and sales in the Mexican Market!

## **Germany Sales Mission**

**March 20 - 24 – In-Person participation cost: \$6,500**

Click [here](#) to register – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- Meeting with the top decision makers, commercial directors, travel agents and product managers from Germany.
- Client Events promoting additional exposure for members to clients.

# APRIL

## **WTM Latin America, São Paulo, Brazil (Trade show)**

**April 3-5, 2023 – In-Person participation cost: \$6,500**

Click [here](#) to register- please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- World Travel Market Latin America takes place in São Paulo and is currently the most important fair in the Tourism sector in Brazil. The three-day B2B event brings the world to Latin America and promotes Latin America to the world. Through its broad appeal and unrivaled global reach, WTM Latin America creates personal and business opportunities by integrating the most qualified professionals and brands in the industry.
- Meeting with travel agents, product managers, senior sales managers and directors from Brazil.

## **UK/Ireland Sales Mission**

- **April 24 – 28, 2023 – Participation Cost: \$7000**  
Click [here](#) to register – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.
- Meeting with the top decision makers, commercial directors, travel agents, OTAs and product managers from the UK and Ireland.
- Client event's and training's, additional exposure for members to clients.

# MAY

## **IPW in San Antonio Texas (Trade show and Client event)**

**May 20-24, 2023 – In-Person participation cost: \$6,500 (Trade show), \$300 (Client Event)**

Click [here](#) to register-- please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- During pre-scheduled appointments you will meet top tour operators and travel agents from around the world.
- Join well attended luncheons and networking events by host city which is free of charge.

# JUNE

## Italy/France Sales Mission

**June 12-16, 2023 – In-Person participation cost: \$6,500**

Click [here](#) to register – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- Meeting with the top decision makers, commercial directors, travel agents and product managers from Italy and France.
- Client Events promoting additional exposure for members to clients.

## ILTM Asia Pacific at the Marina Bay Sands in Singapore (Trade show)

**June 19-22, 2023 – In-Person participation cost: \$7,500**

Click [here](#) to register – please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- During pre-scheduled appointments you will meet with ILTM's handpicked, elite agents and advisors from East Asia, Southeast Asia, South Asia, Australia and Oceania. All buyers undergo a rigorous qualification process to ensure you meet the right people for your business.
- ILTM shows are invitation only shows, meaning once you decide on attending, the show will evaluate your business and approve your participation.

# JULY

## Spanish Speaking South America Sales Mission

**July 31-Aug. 4, 2023 – In-Person participation cost: \$6,800**

Click [here](#) to register – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- Participating members will have the opportunity to connect with a mix of top trade buyers including travel agents, tour operators, and wholesalers in each of three major markets of South America. The events' format will include a mix of presentations, one-on-one meetings, and networking opportunities. We will kick off in Colombia visiting two cities, move south to Chile, then make our way across to Argentina before returning to New York.

# AUGUST

# SEPTEMBER

# OCTOBER

## **Brazil Sales Mission**

**October 2-6, 2023 – In-Person participation cost: \$TBD**

Registration TBA – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- The Brazil Sales Mission is an excellent opportunity to create ties with prominent key players from tour operators, travel agencies, journalists, etc. in the Brazilian market.

## **The Middle East Sales Mission**

**October 22-27, 2023 - In-Person participation cost: \$6,900**

Registration TBA - please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- Meeting with the top decision makers, commercial directors, travel agents and managers from the Middle East.

## **ITB Asia in Singapore (Trade show) - NYC & Company no longer attending**

**October 25-27, 2023 – In-Person participation**

Registration TBA– please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- Meeting with the top decision makers, tour operators, travel agents and managers from the Asia Pacific region

# NOVEMBER

## **WTM in London, UK (Trade show)**

**November 6-8, 2023 – In-Person participation cost: \$7,000**

Click [here](#) to register – please contact Susan McKenna @ [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- Meeting with travel agents, tour operators, product managers, senior sales managers and directors from mainly the UK and others around the world.
- NYC & Company will host its annual client event – participation is an additional fee.



## **Japan Korea Sales Mission (In-person Sales Mission)**

**November 13-17, 2023 – In-person participation cost: \$6,800**

Registration TBA – please contact Laura Jacobson at [ljacobson@nycgo.com](mailto:ljacobson@nycgo.com) for more information.

- Meeting with the top decision makers, commercial directors, travel agents and managers from Japan and South Korea.

## **DECEMBER**

### **ILTM Cannes in Cannes, France**

**December 4-7, 2023 – In-Person participation cost: \$7,000**

Click [here](#) to register - please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- During pre-scheduled appointments you will meet with ILTM's handpicked, elite agents and advisors from around the world. All buyers undergo a rigorous qualification process to ensure you meet the right people for your business.
- ILTM shows are invitation only shows, meaning once you decide on attending, the show will evaluate your business and approve your participation
- Evening Client Event promoting additional exposure for members to clients.

**The following shows are attended by our Tourism Development Department Representatives. The format of these shows do not provide for joint registration or appointment schedules. Each company must register individually.**

- SYTA (Student and Youth Travel Association) Summit, Jan. 16-20 in Southern, CA
- ABA (American Bus Association) Marketplace, Feb. 4-7 in Detroit, MI
- Connect RTO (Receptive Tour Operator) Summit East, Feb. 21-23 in New York, NY
- IITA Summit, Feb. 6-9 in San Diego, CA
- AATC (African American Travel Conference), Apr 3-5 in Cleveland, OH
- Travel Ability Summit June 6-7 in Orlando
- PROUD Experiences, June 5-7 in Los Angeles, CA
- Active America China, Aug. 8-10 in Detroit, MI

- Virtuoso Travel Week, August 12-18 in Las Vegas, NV
- SYTA (Student and Youth Travel Association) Conference, August 18-22, in Winnipeg, Canada
- IGLTA, September 11-13 in San Juan, PR
- BrandUSA Travel Week, Oct. 16-19 in London, UK
- NTA (National Tour Association) Travel Exchange, Nov. 12-15 in Shreveport, LA
- USTOA Annual Conference & Marketplace, Dec. 2-6, in Los Angeles, CA

# ***Opportunities to meet with International and Domestic Meeting Planners, MICE and Incentive Buyers***

## **JANUARY**

**PCMA Convening Leaders Reception in Columbus, OH (Client event)  
Jan. 8-11, 2023 – Complimentary to NYC & Company members**

- Participation in this conference is done directly with PCMA.
- If you are participating, please plan to attend the NYC & Company reception.
- Opportunity to network with Industry clients in a concerted fashion

## **FEBRUARY**

**NYSAE MeetNY in NYC (Trade show) – CLOSED  
February 22, 2023 – In-Person participation cost: \$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.
- Join a full day of education, and tradeshow providing networking opportunities with Northeast Clients.
- Network with a Broadway themed client entertainment experience.

**AIME (Asia Pacific Incentive, Meetings & Events), Melbourne, Australia - NYC & Company  
no longer attending**

**February 13-15, 2023**

Registration TBA – please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- AIME brings together the right buyers with the right exhibitors from across the world. Australia, New Zealand, Japan and Korea.

## **MARCH**

# APRIL

## Tri State Meeting Planner Event in NYC

**April TBA, 2023 – In-Person participation cost: \$450 (ticket), \$900 (table), \$5,000 (sponsorship)**

Registration TBA - Please contact Jenny Berstein at [jberstein@nycgo.com](mailto:jberstein@nycgo.com) more information.

- Largest NYC client gathering, mix of corporate, association and third-party meeting planners.
- Opportunity for members to showcase their diverse offerings and the value that your property or service can bring to their next meeting or event.

# MAY

## IMEX in Frankfurt, Germany (Trade show)

**May 23-25, 2023 – In-Person participation cost: \$6,500**

Click [here](#) to register - Please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) more information.

- Exhibiting at IMEX opens doors to decision makers with qualified buying power from around the globe, including the valuable German outbound market.
- NYC & Company Booth – present as a unified force.
- Pre-scheduled appointments for corporate, association, agency and incentive buyers.

# JUNE

# JULY

# AUGUST

# SEPTEMBER

## **IBTM Americas in Mexico City, Mexico (Trade show)**

**September 13-14, 2023 – In-Person participation cost: \$4,000 | Trade Show & Client Reception: \$4,750**

Click [here](#) to register - Please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- During pre-scheduled appointments you will meet decision making meeting planners from mostly Latin America and others from Europe.

# OCTOBER

## **IMEX America in Las Vegas, Nevada**

**October 17-19, 2023 – In-Person participation cost: \$6,750**

Click [here](#) to register - Please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more information.

- During pre-scheduled appointments you will meet with global decision makers with real buying power in one of the biggest meetings markets in the world.
- NYC & Company will host its annual client event – participation is an additional fee. Registration to follow.

# NOVEMBER

## **AMEX INTERaction (Trade show)**

**November TBA, 2023 – In-Person participation cost: \$4,500**

Registrations TBA - Please contact Jenny Berstein at [jberstein@nycgo.com](mailto:jberstein@nycgo.com) more information.

- INTER[action] brings together the global team from American Express Meetings & Events and their suppliers for three days of meetings, networking, and celebrations. Meet with these buyers through prescheduled appointments.

## **IBTM World in Barcelona, Spain**

**November 28-30, 2023 – In-Person participation cost: \$6,300**

Click [here](#) to register - Please contact Susan McKenna at [smckenna@nycgo.com](mailto:smckenna@nycgo.com) for more

information.

- During pre-scheduled appointments you will meet hosted buyers from around the globe representing business travel management companies, corporate organizations, incentive agencies, independent meeting planners and more.

## DECEMBER

### **Holiday Showcase**

**December TBA, 2023 – In-Person Participation cost: \$3,000**

Registration TBA – please contact Jenny Berstein at [jberstein@nycgo.com](mailto:jberstein@nycgo.com) for more information.

The Association Forum's Annual Holiday Showcase is Chicagoland's #1 business services and meeting sites exhibition, offering one-stop shopping for our corporate and association planners at the NYC & Company booth.

### **NYC Holiday Experience FAM / Conference Express FAM**

**December TBA, 2023 – In-Person Participation cost: TBA**

Registration TBA – please contact Trudy Singh at [tsingh@nycgo.com](mailto:tsingh@nycgo.com) for more information.

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.

**The following shows are attended by our Convention Development Department Representatives. The format of these shows do not provide for joint registration or appointment schedules. Each company must register individually.**

- FICP Winter Symposium
- SITE Global Conference
- LACTE 18- MICE
- Helmsbriscoe ABC
- MPISCC WEC
- MPISCC WEC
- PCMA EduCon
- MPI World Education Congress
- Florida Society of Association Executives (FSAE) Annual Conference
- CMEE- Canadian Meetings & Events Expo

- Destination Showcase
- SMU International
- Micebook in London
- Global Meetings Industry Day
- Prestige Partner Conference
  
- ESSAE
- MPI Potomac ReConEx
- MPIGNY Annual Golf Outing
- Association Forum, Forum Forward
- Cvent Connect
- FICP Education Forum
- The Meeting Show in London
- ASAE
- Legal Meeting Summit
- Pharma Forum
- Northstar Meeting Group Destination East
- FICP Annual Conference
- IAEE EXPO! EXPO!