

## NYC & COMPANY CELEBRATES 4TH ANNUAL GLOBAL MEETINGS INDUSTRY DAY (GMID)

*—Coney Island Parachute Jump Joins Empire State Building, Javits Center, One World Trade Center, One Bryant Park, 151 West 42 and Pier 17 at Seaport District in Celebratory Blue Lightings—*

**New York City (March 13, 2019)** — NYC & Company, New York City's official destination marketing organization and convention and visitors bureau, is proud to support the [Meetings Mean Business Coalition](#) (MMBC) during its fourth annual [Global Meetings Industry Day](#) (GMID) on Thursday, April 4. Iconic structures in Brooklyn and Manhattan will shine blue (MMBC's signature color) to raise awareness of the impact that face-to-face meetings have on the global economy and NYC. NYC & Company will also spearhead and participate in the Tristate Meeting Planner event, drive local awareness efforts, sponsor and partake in regional activations nationwide and join global gatherings.

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DATE

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FOR IMMEDIATE RELEASE

"It continues to be an honor to annually light New York City blue in celebration of GMID," said **Jerry Cito**, executive vice president, Convention Development. "NYC & Company is pleased to spotlight the impact of our industry globally and encourage reflection on the power of face-to-face meetings."

On April 4 from sundown to 2am, the following Midtown Manhattan partners will light blue for GMID: the **Javits Center's** glass-enclosed 15-story Crystal Palace; the **Empire State Building**; and the spires of **One Bryant Park** and **151 West 42nd St.** In Lower Manhattan, **One World Trade Center** and **Pier 17** at the **Seaport District** will participate. For 2019, Brooklyn's landmarked **Coney Island Parachute Jump** will join the annual GMID lightings for the first time.

Along with the lightings, more than 2,100 **LinkNYC** screens across the five boroughs will rotate NYC & Company's meetings campaign tagline "Make it NYC" along with MMBC and GMID logos April 3-5. On the afternoon of GMID, **Vornado Realty Trust's Times Square billboard**—one of the City's largest, located on the **New York Marriott Marquis**—will display the aforementioned meetings industry logos at one of the world's busiest intersections.

City celebrations will continue, when the NYC & Company Convention Development team hosts the annual **Tristate Meeting Planner event** from 6pm to 8pm at **Union Park Events**. Approximately 250 planners from across the region will gather for a night of networking with more than 100 NYC & Company members and will receive a destination product and venue update.

On the West Coast, a delegation of 10 NYC hotels are expected to participate in the [CVENT GMID event](#), for which NYC & Company is a sponsorship chair. More than 400 industry members from PCMA-SW, MPISCC, SITE SoCal and ILEA-LA will benefit from the planned educational session on "Data Driven Event Design." In the Midwest, two NYC & Company-organized networking



events in Minneapolis, Minnesota, and Kansas City, Missouri, will celebrate GMID and spotlight NYC with 50 local partners participating in each. Overseas, NYC & Company will also be represented at the [PCMA Knowledge Exchange](#) being held on GMID in Seoul, South Korea.

To follow and join the international conversation about the importance of face-to-face meetings, industry professionals can use the handles [@meetingsmeanbiz](#) and [@nycgo\\_press](#) and hashtags [#GMID19](#) and [#MakeItNYC](#) on social media.

According to preliminary research by NYC & Company, the five boroughs welcomed 6.2 million meetings delegates in 2018. NYC & Company’s “Make It NYC” meetings and conventions marketing campaign—refreshed in October 2018—continues to highlight the benefits and excitement of hosting a meeting or event in NYC. For additional information, visit [nycgo.com/makeitnyc](#).

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**About NYC & Company:**

NYC & Company is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information on meeting in New York City, visit [nycgo.com/makeitnyc](#).

**About Meetings Mean Business:**

The U.S. Travel Association’s Meetings Mean Business Coalition was created in 2009 to showcase the incredible value that business meetings, travel and events bring to the US economy. Its members span all facets of the face-to-face meeting and events industry, which have come together behind a common goal: providing the resources, tools and information to show the real impact the industry has on businesses, economies and communities. For more information, visit [MeetingsMeanBusiness.com](#).