



MAKE IT
NYC™

MEET WHERE
YOU WANT
TO BE.

NYC

& Company
nycgo.com

Destination Services
Look Book for Planning
and Promoting Events

LOOKBOOK

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: Julianne 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 through our membership and will work with you to select the right housing partner based on your unique needs.



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

May 30, 2018

Dear Friends:

It is a pleasure to welcome everyone to New York City for BookExpo America at the Javits Center.

As a global hub of commerce and creativity, New York is the ideal location for this exciting tradeshow, which brings together writers, editors, publishers, retailers, librarians, and other industry specialists from the five boroughs and far beyond. With networking events, panel discussions, educational workshops, appearances by emerging and established authors, and a variety of exhibitors from around the world, the expo is a wonderful opportunity for attendees to discover new talent, build valuable professional relationships, and learn more about trends and innovations that are shaping the ever-evolving publishing and bookselling sectors. This terrific three-day symposium will be followed by BookCon, its companion consumer fair for avid readers and pop culture fans of all ages. I am delighted to applaud the organizers and participants of these two outstanding events for their efforts to strengthen our city's vibrant literary community and engage and inspire our diverse residents through the power of books of every genre.

On behalf of all New Yorkers, I offer my best wishes for a productive BookExpo and BookCon and an enjoyable stay for all those visiting the five boroughs for these wonderful events.

Sincerely,

A handwritten signature in black ink, reading "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

July 23, 2018

Dear Friends:

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

NYC Textile Week is an important mix of textile and fashion trade shows, including Texworld USA, Apparel Sourcing, and Home Textiles Sourcing Expo, in one of the world's most important fashion headquarters. With beautiful textiles from around the globe, NYC Textile Week offers a centralized location for the sharing of information with the cultural influences of New York City as the backdrop. Participants can take advantage of a multitude of seminars, talks, and networking opportunities to grow their textile enterprise.

This textile and sourcing extravaganza at the Javits Center and surrounding venues will enable exhibitors and attendees to generate ideas and share best practices of the textile and fashion business. On behalf of all New Yorkers, I commend the professionals of the textile, apparel, and home 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 blue ink signature of Andrew M. Cuomo, written in a cursive style.

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.



ISS International Recruitment Conference

International Schools Services International Recruitment Conference

February 8–11, 2018
New York Marriot Marquis
New York City

International Schools Services (ISS) has been the nonprofit leader in international education since 1955. This year, ISS brings its world-renowned international recruitment conference to New York City, to assist qualified education professionals looking to find their dream jobs overseas. For a few days in February, representatives from the world's top international schools will travel to New York to meet and recruit some of the world's best educators.

This is a multiday event that launches on Thursday, February 8, and concludes Sunday, February 11. It is open to all qualified educators, but membership with ISS is required. Visit iss.edu for details!

[Conference Schedule](#)

[Hotel Reservations](#)

[Schools that attended last year's event in San Francisco](#)

Register Now

iSS INTERNATIONAL SCHOOLS SERVICES

NYC
& Company
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Meet where you want to be.

MAKE IT NYC

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Promotional Materials

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



Meet us in New York City for COE's 37th Annual Conference

September 13-16, 2018 | New York Marriott Marquis

Approximately 1,500 administrators, counselors, researchers and educators involved with college access and success programs annually invest in their professional development by attending the conference. We also have a strong base of alumni attending who now work for educational opportunity programs.

Conference attendees travel from as far as Washington State, Puerto Rico and Micronesia, while others are local to the conference venue. Attendees represent private and public urban, rural and suburban colleges and universities, community based agencies from across the country and US territories.

For more information and to register, visit coenet.org/annual_conference.shtml

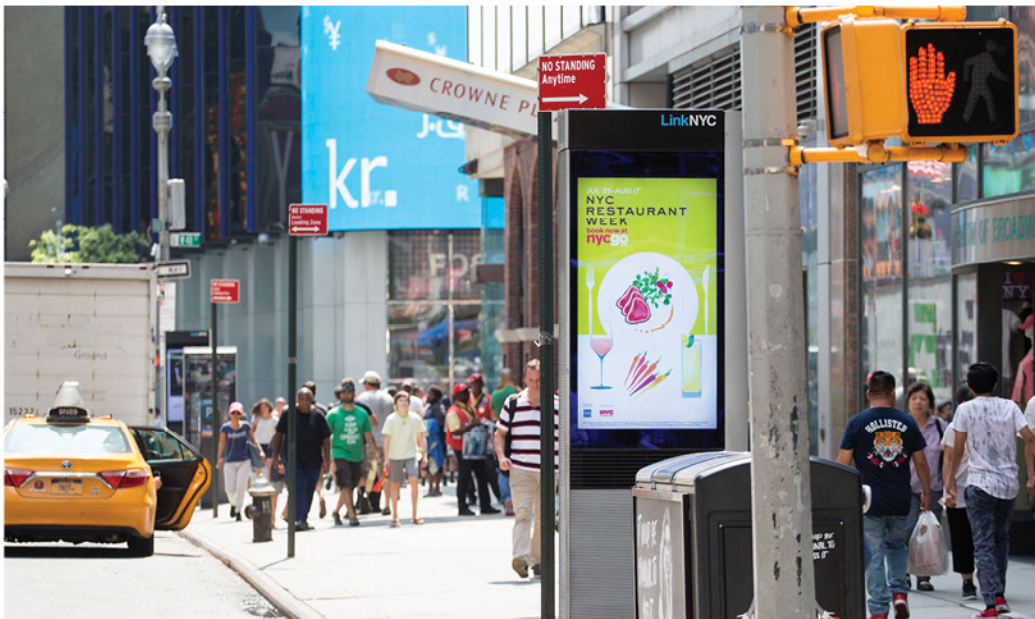


Meet where you
want to be. **MAKE IT NYC**



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 2 rides with code **NYCGO18**.

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.




NY Hotel Urgent Medical Services is the premier hotel/house call and urgent care center serving the New York City region for over 25 years. We provide discrete, confidential and private treatment at residences, offices or hotel rooms and offer quick professional care in a comfortable, safe environment without the wait or cost of the emergency room. Our doctors are available 24/7/365 and are equipped for most emergencies. We have internists, pediatricians, obstetricians, surgeons, dentists, chiropractors, acupuncturists, and other specialists always available. Additionally, travelers needing medication refills and vaccinations for travel are accommodated.

To learn more, visit www.travelMD.com or call [212-737-1212](tel:212-737-1212).



Welcome and Travel Page Content

Our Welcome and Travel Page content has been written for your immediate use in promoting your event. Utilize this content on our event website to educate your attendees on all things inside and outside your meeting in New York City.



WELCOME

New York City's incredible energy, excitement and diversity set it apart from all other destinations on the planet—and that's no overstatement. Our five boroughs have five distinct personalities, with their own vibrant cultures, dynamic art scenes and world-renowned shopping and dining. No matter what you're looking for, you'll find it in New York City.

Dining


In New York City, everything's on the menu. Start with NYC classics: mile-high pastrami sandwiches, bagels with lox, hot knishes and pizza pies—done better here than anywhere else. Then sample the ethnic cuisine tucked away in every corner of the City, originating from every corner of the globe. Whether you're in the mood for the traditional or for cutting-edge dining, New York City has it all. Check out nycgo.com for the latest on the NYC restaurant scene.

Sightseeing

There's no better place than New York City to mix work and play: the five boroughs are packed with iconic attractions that event attendees can really get excited about. From the breathtaking beauty of the Brooklyn Bridge and Central Park to the buzzing vibrancy of the Unisphere and Yankee Stadium, experience firsthand the sights and landmarks that draw millions of tourists a year. Plus, getting around NYC is incredibly efficient and easy. Hail a cab, rent a bike, hop a ferry, board a bus or take the subway.

Shopping

When it comes to shopping, New York City offers an experience like no other. From the glamorous avenues of couture shops, explore neighborhoods for unique boutiques or satiate that craving at any number of gourmet food markets. Whether you're looking for diamonds or discounts, NYC truly has something for everyone. Check out nycgo.com for the latest on NYC shopping events and discounts and free-in-NYC events at nycgo.com.



Travel Page

Getting Here

New York City is served by seven area airports. Of these, three are major hubs: John F. Kennedy International Airport (JFK) and LaGuardia Airport (LGA) are both in Queens, while Newark Liberty International Airport (EWR) is located in neighboring New Jersey. Other metropolitan area airports include Stewart International Airport (SWF), Westchester County Airport (HPN) and MacArthur Airport (ISP). The City's three major airports provide easy access to the City via taxis, buses, vans, subways, trains and private limo and car services.

John F. Kennedy International Airport (JFK)

jfkairport.com | +1718.244.4444

JFK is 15 miles from Midtown Manhattan. It handles the most international traffic of any airport in the United States—more than 450,000 flights and 58.8 million passengers annually. About 8,700 weekly arrivals/departures connect to JFK, and more than 70 airlines serve its six passenger terminals.



Getting to Manhattan from JFK

- Taxi: The flat rate fare is \$52.80 (excluding rush-hour surcharge, tolls and gratuity); 50–60 minutes to/from Midtown. +1212.NYC.TAXI (692.6294)
- Subway: \$7.75 (\$5 for AirTrain JFK and \$2.75 for subway); 60–75 minutes to Midtown Manhattan on the A subway line at the Howard Beach–JFK Airport station, or the E, J, Z subway lines and Long Island Rail Road (LIRR) train at the Sutphin Blvd./Archer Ave. station.
- Train: \$5 AirTrain JFK connects to LIRR Jamaica Station, \$10 peak/\$7.25 off-peak train to Penn Station (NOTE: \$6 surcharge for tickets purchased on board train). On Saturday and Sunday, the fare to Penn Station is \$4.25. The trip to Penn Station is 20 minutes (not including AirTrain ride).
- Public bus: \$2.75 (with free transfer to subway line into Manhattan); 60–75 minutes to Midtown. The Q3 bus at JFK connects to the F subway line, the B5 connects to the 3 and 4 lines, and the Q10 bus connects to the E and F lines.
- Private bus and van companies: from \$10–20.
- Higher prices for private limo car services.

LaGuardia Airport (LGA)

laguardiaairport.com | +1718.533.3400

LaGuardia is on the northern shore of Queens and is the closest airport to Midtown Manhattan at about eight miles away. It handles domestic and international air traffic, with nearly 370,000 flights and 29.8 million passengers annually. Its four passenger terminals serve more than 7,000 weekly arrivals/departures.



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.



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.



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,

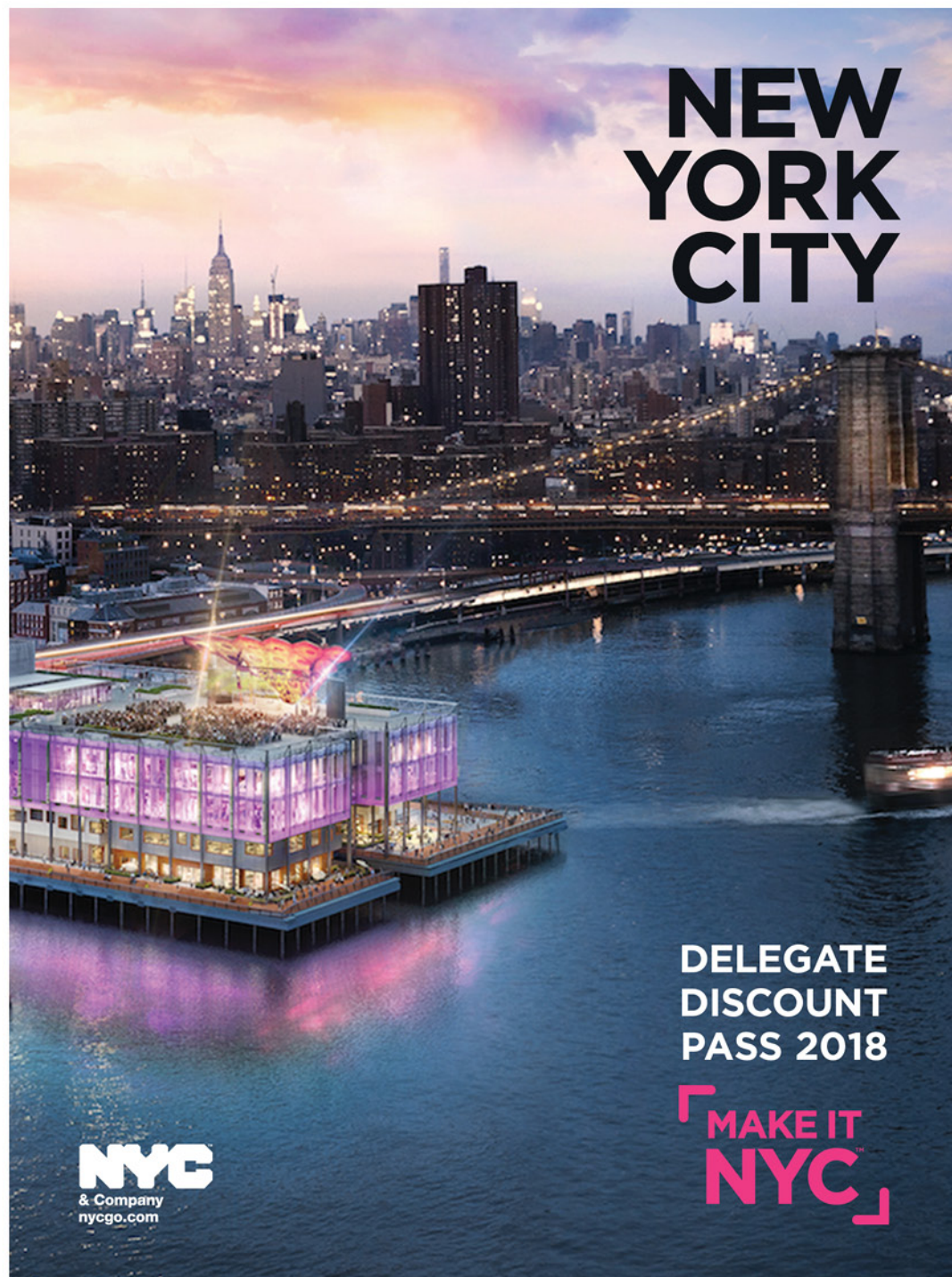
Sara Simkin
Vice President, Destination Services

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& Company
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#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.



Social Media and Press Support

Welcome your group to NYC via our Facebook and Twitter feeds, and delegates can follow @nycgo on Twitter and Instagram for instant New York City updates. When applicable, our Communications team will assist with press releases or press events.

The image displays a Twitter profile for 'NYC & Company PRESS' (@nycgo_press) and a promotional poster for 'The @aipadphoto Show'.

Twitter Profile:

- Header:** '2019: A MONUMENTAL YEAR' with the NYC & Company PRESS logo.
- Stats:** 9,138 Tweets, 3,350 Following, 9,693 Followers, 5,801 Likes, 2 Lists.
- Bio:** 'The official Twitter account of NYC & Company's Global Communications office, the official destination marketing organization of New York City's five boroughs. New York City'.
- Recent Tweet:** 'NYC & Company @nycgo_press · 2h "OFF-BROADWAY WEEK 2-FOR-1 TICKETS NOW ON SALE!" via @thebroadwayblog #nycgopress buff.ly/2x0aTcA'.
- Media:** Two photos showing performers on stage.
- Right Sidebar:** 'New to Twitter?' sign-up button, 'You may also like' section featuring 'NYCgo: the Official Guide...' and 'Chris Heywood'.

Promotional Poster:

- Title:** 'The @aipadphoto Show' with hashtag #aipad2018.
- Image:** A black and white photo of the Gapstow Bridge.
- Text:** 'through April 8 at PIER 94'.
- Caption:** '"Gapstow Bridge," Michael Massaia, 2009'.
- Call to Action:** 'Swipe up for info'.

THANK YOU

An aerial photograph of the Manhattan Bridge at dusk. The bridge's steel structure is illuminated, and its lights reflect on the water below. In the background, the New York City skyline is visible, with numerous skyscrapers lit up against the twilight sky. The overall scene is a vibrant and iconic representation of New York City.

Have any questions?

We're here to help.

nycgo.com/makeitnyc

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destinationervices@nycgo.com



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