

2022 MEMBER OPPORTUNITIES

NYC
& Company
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Tourism & Convention
Development



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 the information we have to date and will continue to update this regularly as we move into 2022.

In the meantime, the participation costs listed here are estimated based on 2020 & 2021 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

Fitur in Madrid, Spain (Trade show) - NYC & Company is no longer attending

Jan. 19-23, 2022 – In-Person participation cost: \$4,500

Click [here](#) to register

- Meeting with the top decision makers, commercial directors, travel agents and managers from Spain

FEBRUARY

India Sales Mission, (Virtual Sales Mission)

Feb. 21-24, 2022 – Participation cost: \$300

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

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

Visit USA Colombia Roadshow (In-person Roadshow)

Feb. 28-March 4, 2022 – In-Person participation cost: \$3,900

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

- Meeting with the top decision makers, commercial directors, travel agents and managers from Colombia.
- Option to present in the mornings at each stop of the road show.
- Other participating U.S. cities: Los Angeles, New Orleans, and Houston.

MARCH

Holiday World in Dublin, Ireland (Trade show) In-person show has been canceled.

March 4-6, 2022 – In-Person participation cost: \$3,500

Click [here](#) to register

- Meeting with the Irish trade and public looking to book this year and next year's holiday

ITB in Berlin, Germany (Trade show) In-person show has been canceled. Virtual show details - TBA

March 9-13, 2022 – In-Person participation cost: \$6,000

Click [here](#) to register

- Meeting with the top decision makers, tour operators, travel agents and managers from around the world.

German Speaking/ Spain Sales Mission, Madrid, Zurich and Berlin (In-person Sales Mission)

March 14-18, 2022 – Participation cost: \$6,500

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

- Meet top decision makers from tour operators, luxury travel advisors (from Serendipian and Virtuoso) and travel agents from the Spanish and German speaking markets

APRIL

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

April 5-7, 2022 – In-Person participation cost: \$6,500

Click [here](#) to register

- 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.

Ireland/UK Sales Mission, Dublin and London (In person Sales Mission)

April 25 – 29, 2022 – Participation Cost: \$6800

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

- Meet top decision makers from tour operators, luxury travel advisors (from Serendipian and Virtuoso) and travel agents from the Irish and UK markets.

MAY

Canada Sales Mission, Toronto, Montreal (In-person Sales Mission)

May 3-5, 2022 – Participation cost: \$5,500

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

- Repeat visitation, last-minute vacation planning and proximity consistently make Canada a top source market for NYC leisure tourism.
- Join us for business appointments, presentations and networking opportunities with eastern Canada's top tour operators and travel agencies

ILTM Latin America in São Paulo, Brazil (Trade show)

May 3 – 6, 2022 – In-Person participation cost: \$6,500

Click [here](#) to register

- Pre-scheduled appointments with luxury travel agents from Brazil and South America. 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.

France/ Italy Sales Mission, Paris and Milan (In person Sales Mission)

May 9 – 13, 2022 – Participation Cost: \$6500

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

- Meet top decision makers from tour operators, luxury travel advisors (from Serendipian and Virtuoso) and travel agents from the French and Italian markets

Mexico Sales Mission (In-person Sales Mission)

May 16 – 19, 2022 – Participation cost: \$5,500

Registration TBA – please contact Laura Jacobson at ljacobson@nycgo.com for more information.

- Meet top decision makers from tour operators, travel agencies and airlines in Mexican markets

ITB China

TBD, 2022 – In-Person participation cost: TBD

Registration TBA – please contact Susan McKenna at smckenna@nycgo.com for more information.

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

JUNE

IPW in Orlando, Florida (Trade show and Client event)

June 4-8, 2022 – In-Person participation cost: \$6,250

Click [here](#) to register

- 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.

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

June 20-23, 2022 – In-Person participation cost: \$6,000

Registration TBA – please contact Susan McKenna at 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

N/A

AUGUST

Spanish Speaking South America Sales Mission (Argentina, Chile and Colombia) August 8-11, 2022 – In-Person participation cost: \$6,000

Registration TBA – please contact Laura Jacobson at ljacobson@nycgo.com for more information.

- The South America Sales It is an excellent opportunity to create ties with these markets, having the opportunity to meet prominent key players from tour operators, travel agencies journalists.

SEPTEMBER

ILTM North America in Riviera Maya, Mexico (Trade show) September 19-22, 2022 – In-Person participation cost: TBD

Registration TBA – please contact Susan McKenna at smckenna@nycgo.com for more information.

- During pre-scheduled appointments you will meet with ILTM's handpicked, elite agents and advisors from the US, Canada and Mexico. 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.

OCTOBER

Brazil Sales Mission (In-person Sales Mission) October 3-7, 2022 – In-Person participation cost: \$6,000

Registration TBA – please contact Laura Jacobson at 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.

ITB Asia in Singapore (Trade show)

October 19-22, 2022 – In-Person participation cost: TBD

Registration TBA – please contact Susan McKenna at smckenna@nycgo.com for more information.

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

The Middle East Sales Mission, Doha, Riyadh, Dubai (Sales Mission) Oct. 23-28 - In-Person participation cost: \$6,800

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

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

NOVEMBER

WTM in London, UK (Trade show)

November 7-9, 2022 – In-Person participation cost: \$6,500

Registration TBA – please contact Susan McKenna @ 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 14-18, 2022 – In-person participation cost: TBD

Registration TBA – please contact Laura Jacobson at ljacobson@nycgo.com for more information.

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

DECEMBER

ILTM Cannes in Cannes, France (Trade show)

December TBD, 2022 – In-Person participation cost: TBD

Registration TBA – please contact Susan McKenna at 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

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.

- ABA Bus Association (ABA) Marketplace, Jan. 8-11 in Grapevine, TX
- IITA Summit, Feb. 6-9 in San Diego, CA
- African American Travel Conference, Apr 12-14 in Topeka, KS
- Travel Professionals of Color Conference, May 13-15 in Charleston, SC
- Travel Ability Summit June 6-7 in Orlando
- PROUD Experiences, June 27-29 in Brooklyn, NY
- Active America China, Aug. 8-10 in Detroit, MI
- Virtuoso Travel Week, August 8-12 in Las Vegas, NV

- SYTA Conference, Aug. 26-30 in New York City, NY
- Signature Travel Conference, Nov. 8-11 in Las Vegas, NV
- NTA Travel Exchange, Nov. 13-16 in Reno Tahoe, NV
- USTOA Annual Conference & Marketplace, Nov. 28-Dec. 2 in Austin, TX

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

JANUARY

PCMA Convening Leaders Reception in Las Vegas, Nevada (Client event)

Jan. 9, 2022 –Complimentary to NYC & Company members

Click [here](#) to register

- 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

MPI-CAC Holiday Party in Chicago, IL

Jan. 20-21, 2022 - In-Person participation cost: \$600

- NYC & Company is the official sponsor of this event.
- Members will gain exposure to over 150 Corporate & Association clients during the 45th Anniversary Holiday Celebration for the MPI Chicago Area Chapter.
- Individual sales client appointments will be scheduled pre and post Holiday Party.

FEBRUARY

N/A

MARCH

NYSAE MeetNY in NYC Trade show

March 2, 2022 – In-Person participation cost: \$1,500

Click [here](#) to register

- 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.

Association Sales Mission in Chicago, IL

March TBD (2.5 days)– In-Person participation cost: \$3,500

- Travel to Chicago, IL, the largest market for Associations with NYC & Company.
- Member present at pre-scheduled sales appointments with clients, totaling 10-15.
- Client reception, marrying the two cities together with a Chicago/NYC themed event.

AIME Asia Pacific Incentive, Meetings & Events), Melbourne, Australia

March 21-23, 2022 – In-Person participation cost: TBA

Registration TBA – please contact Susan McKenna at 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.

APRIL

Tri State Meeting Planner Event in NYC

April 5, 2022 – In-Person participation cost: TBD

Registration TBA – please contact Jenny Kantor at jkantor@nycgo.com for 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.

Cvent Connect in Las Vegas, Nevada (Trade show)

April 11-14, 2022 – In-Person participation cost: \$3,000

Click [here](#) to register

- Opportunity for members to join the NYC designated area in tradeshow representing our city as a unified force.
- Evening Client Event promoting additional exposure for members to clients.

Destination Celebration in Kansas City, MO

April TBD In-Person participation cost: \$750

Registration TBA – please contact Katrina Stewart at kstewart@nycgo.com for more information.

- Exposure to members to top Corporate and Association clients from surrounding Kansas City area in a tradeshow format.
- Ability for increased networking opportunities during individually scheduled sales call appointments with NYC & Company.

Destination Celebration in Minneapolis, MN

April TBD In-Person participation cost: \$750

Registration TBA – please contact Katrina Stewart at kstewart@nycgo.com for more information.

- Exposure to members to top Corporate and Association clients from surrounding Minneapolis area in a tradeshow format.
- Ability for increased networking opportunities during individually scheduled sales call appointments with NYC & Company.

MAY

AMPS Golf Tournament in Woodbridge, VA

May 6th, 2022 in-person participation cost: \$500

- Members will be able to participate in the Annual Golf Tournament.
- Increased exposure for members to the Washington, D.C. area-based government, association and third-party planners in an intimate atmosphere.
- A full day of activities will be planned.

HelmsBriscoe ABC Client Event in Las Vegas, NV

May 9-12, 2022 In-person participation cost: \$500

- Participation for this conference is done directly through HelmsBriscoe.
- If you are participating, please plan to attend the NYC & Company Client Event.

MPI-CAC Golf Tournament in Chicago, IL

May 25-27, 2022 In-Person participation cost: \$500

Registration TBA – please contact Katrina Stewart at kstewart@nycgo.com for more information.

- Intimate networking opportunity for members with Corporate and Association clients at this annual Golf Tournament.
- A full day of activities will be planned, including golf participation.

IMEX in Frankfurt, Germany (Trade show)

May 31-June 2, 2022 – In-Person participation cost: \$6,000

Click [here](#) to register

- 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

MPI WEC Client Event in San Francisco, CA (client event)

June 21-23, 2022 – In-Person participation cost: \$750

- Participation in this conference is done directly with MPI.
- If you are participating, please register and join us at our NYC & Company reception, gaining increased exposure to corporate clients.

JULY

PCMA Education Conference Client Event in New Orleans, LA (Client Event)

July TBD - \$750

- Participation in this conference is done directly with PCMA.
- If you are participating, please register and join us at our NYC & Company reception, gaining increased exposure to Association clients.

AUGUST

ASAE in Nashville, Tennessee (Trade show)

August 20-23, 2022 – In-Person participation cost: \$2,500

Registration TBA – please contact Susan McKenna at smckenna@nycgo.com for more information.

- You will be meeting with association professionals and industry partners to exchange knowledge, resources, strategies, solutions and more.

IBTM Americas in Mexico City, Mexico (Trade show)

August 24-25, 2022 – In-Person participation cost: \$4,000

Registration TBA – please contact Susan McKenna at 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.

SEPTEMBER

N/A

OCTOBER

IMEX America in Las Vegas, Nevada (Trade show and Client event)

October 11-13, 2022 – In-Person participation cost: TBD

Registration TBA – please contact Susan McKenna at 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.

NOVEMBER

IBTM World in Barcelona, Spain (Trade show)

November 29-December 1, 2022 – In-Person participation cost: \$6,300

Registration TBA – please contact Susan McKenna at 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 in Chicago, Illinois

December TBD, 2022 – In-Person participation cost: \$3,000

Registration TBA – please contact Katrina Stewart at kstewart@nycgo.com for more information.

- Access for members to PMCA Greater Midwest Chapter & MPI Chicago Area Chapter Annual Holiday Events.
- Exhibiting member opportunities during a full day of tradeshow, gaining access to 2,000+ Corporate and Association clients from the Chicago area.

IAEE EXPO! EXPO! In Louisville, KY

December 13-15, 2022 – In-Person Participation cost: \$4,500

Registration TBA – please contact Susan McKenna at smckenna@nycgo.com for more information.

- Largest Association of exhibitions and events industry in the world.
- Member exposure in NYC & Company booth presenting a unified force.

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 in NYC – January 23-25
- SITE Global Conference in Dublin, Ireland – January 27
- Destination Showcase – February 6
- SMU International – March 14-16
- Global Meetings Industry Day – April 7
- Prestige Partner Conference in California April 25-27
- ESSAE in Saratoga, NY - May 26
- MPI Potomac ReConEx Washington DC – Spring TBD
- Meeting Planner Forum in Los Cabos – June TBD
- MPIGNY Annual Golf Outing in New York – June 9
- Association Forum, Forum Forward in Chicago, IL – June 20-22
- FICP Education Forum in Huntington, CA – June 22
- GMITE – June 29 – July 1
- The Meeting Show in London, UK – July TBD

- Canadian Meetings & Events Expo in Toronto, Canada – August 8
- Legal Meeting Summit – TBD
- Pharma Forum TBD – Sept 22
- Northstar Meeting Group Destination East in Albany, NY – October 19
- FICP Annual Conference in Boston, MA – November 13
- FIEXPO- Panama- 16-19 November 2022

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