

## **NYC Restaurant Week® Program Guidelines**

1. OpenTable is the official and exclusive channel for online booking during the NYC Restaurant Week period. You agree that if you are an OpenTable participating restaurant that you will only use OpenTable booking functionality for the NYC Restaurant Week offer. Use of a third-party channel to promote NYC Restaurant Week may result in loss of eligibility to participate in future NYC Restaurant Week programs. If you are not an OpenTable participating restaurant, we will link to your website for reservations.
2. Your NYC Restaurant Week prix-fixe menu should represent the quality of your restaurant and should reflect a savings from regular prices.
3. Your LUNCH MENU must include at least two menu options for appetizers and at least two menu options for entrées. Menus will not be posted unless they adhere to these guidelines. Exceptions to this format must be approved by New York City Tourism + Conventions.
4. Your DINNER MENU must include at least three menu options for appetizers, at least three menu options for entrées and at least two dessert options. Menus will not be posted unless they adhere to these guidelines. Exceptions to this format must be approved by New York City Tourism + Conventions.
5. The NYC Restaurant Week menu must be presented to all patrons during the program dates. Patrons should not have to request the special menu when they are seated. The full table is not required to order off of the NYC Restaurant Week menu.
6. Beverages, taxes and gratuities are not included in the prix-fixe offer, unless otherwise stated on your menu.
7. Your restaurant is not permitted to limit the hours within a meal period that you agreed to offer the NYC Restaurant Week menu.
8. The information provided on your enrollment form will be included in a variety of advertising materials. This information is shared with OpenTable and featured on NYCgo.com for consumers. Any changed information (e.g., meal offerings) for your restaurant, **MUST** be submitted to [nyccrestweek@nyc tourism.com](mailto:nyccrestweek@nyc tourism.com). Failure to inform New York City Tourism + Conventions of these changes reflects poorly on your business and results in a negative consumer experience.
9. Saturdays are not included in NYC Restaurant Week. Some restaurants choose to participate on Saturdays and may promote via the restaurant's own channels.
10. Our promotional channels do not allow for the listing of hours or closure dates. If a restaurant is normally closed on a certain day of the week, we will not specify this in our materials; opening dates/hours must be reflected on the restaurant's website and OpenTable.
11. New York City Tourism + Conventions will try to list information as accurately as possible; you acknowledge, however, that New York City Tourism + Conventions makes no representations or warranties about the information listed on its website or materials. New York City Tourism +

Conventions hereby disclaims any responsibility and/or liability for any errors, omissions, incorrect information, or other misprints that may appear.

12. New York City Tourism + Conventions reserves the right to feature restaurants at its discretion that best represent the program. These features could include, but are not limited to, highlighting a restaurant on the NYC Restaurant Week website, social media, editorial features, or press mentions. New York City Tourism + Conventions is under no obligation to feature every or any restaurant in the program.

13. If a restaurant does not adhere to these guidelines, New York City Tourism + Conventions reserves the right to remove that restaurant from the current NYC Restaurant Week and all future programs. New York City Tourism + Conventions also reserves the right to remove any restaurant from the program that we feel does not properly represent themselves or the caliber of the program. Throughout the duration of NYC Restaurant Week, New York City Tourism + Conventions will have mystery shoppers following up on the aforementioned guidelines.

14. The submission of menus is highly encouraged. Menus are the leading driver of reservations. New York City Tourism + Conventions reserves the right to use menus as a filter and interactive element on the NYC Restaurant Week website. Menu submission may become a participation requirement in future programs.

15. We encourage usage of the NYC Restaurant Week program materials to help promote your participation in the program. Please note that the program should always be referred to as NYC RESTAURANT WEEK. Artwork and logos will be distributed with the program tool kit in advance of the program launch.

16. The NYC Restaurant Week offer cannot be combined with any other offer or promotion. Your restaurant is encouraged to use the NYC Restaurant Week logo and name throughout the program to promote your special menu. As a reminder, please refrain from using the NYC Restaurant Week logo or name after the program ends. You acknowledge that “NYC RESTAURANT WEEK” words and logo are registered service marks of New York City Tourism + Conventions, Inc., and that NYC Restaurant Week is the original and official Restaurant Week. You further agree not to utilize the NYC Restaurant Week mark, logo, and artwork other than as expressly permitted by New York City Tourism + Conventions. You acknowledge that the unauthorized use of New York City Tourism + Conventions trademarks and/or service marks in connection with the sale of commercial goods or services violates federal or state law, is confusing and misleading to the consumer public and constitutes a misappropriation of the goodwill developed by New York City Tourism + Conventions.

17. You agree to release New York City Tourism + Conventions from any liability or claim arising from NYC Restaurant Week and to indemnify and hold New York City Tourism + Conventions harmless, including each of their respective directors and agents, from and against all liability, suits, penalties, or actions, including all costs and expenses arising out of or resulting from your participation in NYC Restaurant Week.

18. You grant New York City Tourism + Conventions permission to use any photo(s) or video(s) that you submit; as well your restaurant’s marks, logos, images, and name (“Likeness”) for use across New York City Tourism + Conventions platforms including, but not limited to, websites, social media, marketing

materials and enewsletters. You represent and warrant that any materials, including, but not limited to, any photo, video, artwork, images, marks, or logos that you provide: (i) are fully owned by you or you have the right to grant such use; and (ii) New York City Tourism + Conventions is authorized to use such materials in connection with NYC Restaurant Week. In addition, you represent and warrant that you have obtained necessary permissions for any images of any person in submitted photo(s) or video(s).