

**Enclosed information originally distributed February 24. Last updated February 25.*

NEW YORK CITY WELCOMED SALESFORCE EARLIER THIS MONTH FOR THREE DAYS OF MEETINGS IN BUSINESS CAPITAL OF THE WORLD

***—NYC & Company, Javits Center, New York Marriott Marquis
Among Businesses that Welcomed Salesforce for Meetings in
Nation's Largest City—***

New York City (February 24, 2022) — NYC & Company, New York City's official tourism organization and convention and visitors bureau, was pleased to welcome **Salesforce** to New York City for three days of meetings earlier this month. Attendees met face to face at the newly renovated and expanded **Javits Center** on Manhattan's West Side; experienced the unrivaled energy and dynamism of the destination; and stayed in 14 of the City's hotels, including the **New York Marriott Marquis** in the heart of Times Square. From a seamless, 24-hour public transportation system to a vibrant Broadway, dining and cultural scene, New York City—the business capital of the world and the nation's largest City—is poised to welcome more meetings and groups back this year. In total, Salesforce [brought nearly 5,000 of its employees](#) to the City, generating nearly 26,000 hotel room nights.

CONTACTS

Chris Heywood
NYC & Company
212-484-1270
press@nycgo.com

DATE
February 24, 2022

FOR IMMEDIATE
RELEASE

"New York City was so proud to welcome Salesforce to our destination this February. As a capital of business and a vibrant and welcoming destination with world-class convention facilities and unmatched hotel, dining and cultural options, New York City was the ideal backdrop to host Salesforce delegates. We are confident that we will continue to successfully welcome more conventions and meetings to our City as we turn a corner in our recovery and as even more confidence in travel builds," said NYC & Company president and CEO Fred Dixon.

"New York City is open for business! As companies across the world navigate the future of work, we were thrilled to welcome nearly 5,000 delegates from Salesforce earlier this month to the newly renovated Javits Center. Meeting in New York City means staying in our world-class hotels, sampling the diversity of our restaurants, and experiencing first-hand the unique energy and dynamism of our city. We look forward to welcoming Salesforce and other companies to New York City for future meetings and events," said NYC Deputy Mayor for Economic & Workforce Development Maria Torres-Springer.

The citywide meeting, **Salesforce Company Kick-Off (CKO)**, convened at Javits Center February 8-10, 2022 while some key meetings took place at the New York Marriott Marquis February 10-12, 2022. In total, 14 hotels citywide were utilized for the Salesforce meetings over the course of five days. In addition to the **New York Marriott Marquis**, Salesforce delegates stayed at

**Enclosed information originally distributed February 24. Last updated February 25.*

the **Sheraton New York Times Square;**
Renaissance New York Times Square; The Westin New York at Times Square; Renaissance New York Chelsea, The Westin New York Grand Central; Element New York Times Square West; InterContinental New York Times Square; Park Lane New York; The Times Square EDITION; The New York EDITION; Courtyard New York Manhattan/Midtown West; The St. Regis New York; and Ink48.

"The vibrant City of New York provided the perfect backdrop for us to host our biggest in-person event since the pandemic started," said Debbie Brewer, VP, Strategic Events, Salesforce. "The City, host hotels and Javits were great partners in helping us realize our vision of safely returning to large in-person events. We appreciated the flexibility, creativity and collaboration as we planned and executed this event from start to finish in six weeks."

CONTACTS

Chris Heywood
NYC & Company
212-484-1270
press@nycgo.com

DATE
February 24, 2022

FOR IMMEDIATE
RELEASE

The Salesforce Company Kick-Off event welcomed nearly 5,000 of its employees to the Javits Center February 8-10, 2022, occupying more than 624,000 square feet including levels 3, 4 and 5 of the convention center's recent expansion. During the event, the company deployed its new [Safety Cloud](#), which streamlined Covid-19 testing and health status reporting on a single platform, to implement rigorous testing and other health and safety protocols before and during the event.

Equipped with stunning views of Hudson Yards and the Hudson River, along with cutting-edge technology, the 1.2 million square-foot Javits Center addition features a host of new amenities, including The Overview, a 54,000 square-foot special event space, two floors of new flexible meeting rooms and a glass-enclosed rooftop pavilion and terrace. With an exclusive entrance on 11th Avenue, the expansion serves as the perfect backdrop for corporate events where leaders can meet in person in a safe and comfortable environment.

"Bringing together business leaders to share ideas is critical to moving our economy forward, and that's why we were thrilled to host Salesforce and its workforce," said Alan Steel, President and CEO of the New York Convention Center Operating Corporation, which operates the Javits Center. "Hosting large-scale events provides a tremendous amount of support for New York's hotel, restaurant, tourism and transportation industries, and with our recent state-of-the-art expansion, the demand for in-person events continues to grow stronger. We were proud to collaborate with Salesforce to provide a safe and effective environment for their employees, and we look forward to continuing to work with NYC & Company to attract even more events to New York City, the world capital of everything."

"Marriott hotels in New York City welcomed Salesforce, and we are grateful they chose the City for this prestigious group. The return to in-person events by many of our corporate customers shows the tremendous confidence they have in our ability to help them feel safe meeting again," says Dan Nadeau,

**Enclosed information originally distributed February 24. Last updated February 25.*

General Manager of the New York Marriott Marquis and Area General Manager for Marriott's New York City hotels. "We were excited to collaborate with Salesforce to create an incredible meeting. As part of Connect with Confidence, a global initiative by [Marriott Bonvoy Events](#), we continue to work with all of our customers to provide innovative meeting solutions and new ways to experience exceptional meetings in an ever-evolving environment."

In adherence with the City's [Key to NYC](#) policy, all New Yorkers and visitors must show proof of full vaccination for indoor dining, indoor fitness and indoor entertainment and certain meeting spaces. Patrons should visit each location's website for additional information on safety protocols.

The Javits Center has achieved accreditation by the Global Biorisk Advisory Council (GBAC), one of the industry's highest standards for cleaning and disinfection, and implemented additional measures to enhance the safety of all visitors, including the installation of High Efficiency Particulate Air (HEPA) air filters to reduce air pollutants throughout the convention center; installation of socially distanced seating in all food and beverage areas; and installation of hand-sanitizing stations in public areas.

CONTACTS

Chris Heywood
NYC & Company
212-484-1270
press@nycgo.com

DATE
February 24, 2022

FOR IMMEDIATE
RELEASE

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 all there is to do and see in New York City, visit [nycgo.com](#).