



# The New York State Contract Reporter

*NYS' official source of contracting opportunities  
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## Contracting Opportunity

**Title:** Branding Agency  
**Agency:** New York Convention Center Operating Corp.  
**Division:** Jacob K. Javits Convention Center  
**Contract Number:** 2360IP  
**CR Number:** 2123877  
**Contract Term:** TBD  
**Date of Issue:** 06/26/2025  
**Due Date/Time:** 07/28/2025 3:00 PM  
**County(ies):** All NYS counties  
**Location:** 655 West 34th Street New York NY 10001  
**Classification:** Advertising, Graphic Arts, Marketing & Interior Design - *Consulting & Other Services*  
**Opportunity Type:** General  
**Entered By:** Indira Pazos  
**Description:** The New York Convention Center Operating Corporation (NYCCOC), a New York State public benefit corporation, is soliciting proposals from qualified firms to launch the Javits Center's new brand campaign. These efforts will include brand strategy, publicity, media planning and media buying, content creation and plan stewardship.

Interested firms must request a bid package by sending a message to [ipazos@javitscenter.com](mailto:ipazos@javitscenter.com). Please include the complete name and street address of your company, as well as the name of a contact person, telephone, and e-mail address.

**Service-Disabled Veteran-Owned Set Aside:** No

**Minority Owned Sub-Contracting Goal:** 15%

**Women Owned Sub-Contracting Goal:** 15%

**Service-Disabled Veteran-Owned Business Contracting Goal:** 6%

**Business entities awarded an identical or substantially similar procurement contract within the past five years:**

N/A

## Contact Information

**Primary contact:** New York Convention Center Operating Corp.  
Jacob K. Javits Convention Center  
Indira Pazos  
Manager of Procurement Solutions  
655 West 34th Street  
New York, NY 10001  
United States  
Ph: 212-216-2610  
ipazos@javitscenter.com

**Submit to contact:** New York Convention Center Operating Corp.  
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Manager of Procurement Solutions  
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Change(s) to the ad are shown below:

Date / time	Description	Changed by
06/26/2025 4:14 PM	Name change	Indira Pazos

## **Bid Results**

Bid Results have not been entered

## Awards

Awards have not been entered

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