



Andrew M. Cuomo, Governor

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**EVENTS AND ATTENDANCE AT THE JAVITS CENTER INCREASED 10% IN 2014
FOLLOWING A COMPREHENSIVE FACILITY RENOVATION**

Javits Center Hosted 177 Trade Shows, Public Shows and Special Events in 2014

Events Included the Worldwide Film Premiere of X-Men: Days of Future Past, NBC Upfront, Robin Hood Foundation Gala and New York International Auto Show

2.5 Million Attendees Visited the Javits Center in 2014

NEW YORK (March 12, 2015) – New York Convention Center Operating Corporation (NYCCOC) President and CEO Alan Steel today announced the year-end totals of activity for 2014 at the Javits Center, the busiest convention center in the United States. A total of 177 events were held at the 2.1-million square foot facility on Manhattan’s West Side, including trade shows, public shows and special events, a 10% increase compared to the prior year. Along with additional events, 2.5 million people visited the building last year, another 10% increase compared with 2013. In 2014, more than 23 million gross square feet was leased, an 8% increase compared to the prior year. The increases in the numbers of events, visitors and leased space comes as the Javits Center completed a top-to-bottom renovation, installing new façade, flooring, mechanical and telecommunications systems.

“The Javits Center looks, feels and operates better than ever before, and as a result, we are busier than ever before,” said Alan Steel of NYCCOC, which operates the Javits Center. “Every show at this New York icon means more business opportunities and more jobs for New Yorkers. With significant investments in our building and operations, we are attracting a wider range of events that fuel the region’s economic engines and illustrate the importance of our mission.”

Events held at the Javits Center – the only major convention center in the country that doesn’t depend on taxpayer funds for day-to-day operations – provide a tremendous amount of support for New York’s economy, including the hotel, restaurant and tourism industries. Recent shows have reported experienced significant increases in attendance as exhibitors and attendees enjoy improvements to the building’s infrastructure and operations, such as new food courts, new seating areas, renovated restrooms and a state-of-the-art WiFi system that serves up to 70,000 users at one time. Examples include:

- International Conference of Shopping Centers' Annual New York National Deal Making Conference, December 2014: A 26% increase in reported attendance with 9,600 guests compared to the 2013 event at a different local venue, a new record for the event;
- National Retail Federation's Annual Convention and Expo, January 2015: A 15% increase in reported attendance with 35,000 visitors, an attendance record in the event's 104-year history; and
- The New York Times' Travel Show, January 2015: A 20% increase in reported attendance with approximately 28,500 visitors, the highest attendance in eight years.

Throughout the year, the Javits Center hosted a wide range of spectacular events, including large trade shows such as the North American International Toy Fair, Summer Fancy Food Show, NY NOW, *the Market for Home + Lifestyle*, and several fashion shows including Coterie and MODA; public shows such as the New York International Auto Show and New York Comic Con; and special events such as the worldwide film premiere of *X Men: Days of Future Past*, NBC Upfront and the 53rd USO Armed Forces Gala and Gold Medal Dinner.

For every event, the Javits Center provides a variety of services in order to construct and coordinate a show's exhibits, including electrical, plumbing and carpentry work, as well as catering and cleaning services. In 2014, the facility employed nearly 3,500 people, a 30% increase compared with 2013, and created \$75 million in wages for its construction workforce which builds all exhibits for customers and maintains and improves the building itself. In 2014, the Javits Center's exhibit halls maintained a 70% occupancy rate – significantly above the national average for convention centers, which is below 50%.

In 2014, the Javits Center completed a five-year renovation led by New York Convention Center Development Corporation, FXFOWLE and Tishman Construction that has greatly improved the building's appearance and overall efficiency. With several sustainable upgrades including the installation of more than 100 energy-efficient mechanical units and a 6.75-acre green roof – the second largest in the country – the building will reduce its energy consumption by 26%, translating into millions of dollars in savings in the years ahead. The green roof has since become a habitat for at least 11 bird species, serving as an oasis for the area's wildlife.

About Jacob K. Javits Convention Center of New York

Known as the "Marketplace for the World," the Jacob K. Javits Convention Center of New York was designed by I.M. Pei & Partners and opened in 1986. The iconic facility has since become New York City's primary venue for large conventions, trade shows and special events and serves as home to many of the

world's top 250 trade shows, hosting millions of visitors a year. These large-scale events generate up to \$1.5 billion in annual economic activity for New York City and New York State, supporting as many as 14,000 jobs in and around the facility. Located on 11th Avenue between 34th and 40th sts., the Javits Center has 840,000 square feet of total exhibition space, 102 meeting rooms and four banquet halls, as well as a range of telecommunications services, including WiFi access. For more information, visit www.javitscenter.com.

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