



Andrew M. Cuomo, Governor

FOR IMMEDIATE RELEASE

THE JAVITS CENTER LAUNCHES A RE-DESIGNED WEBSITE WITH EXPANDED ONLINE SERVICES

*New Website Allows Thousands of Exhibitors to Order Electrical, Carpentry and
Telecommunications Services Online*

*Expanded Portal for Event Managers Streamlines the Event Hosting Process, Creating
More Opportunities for More Events at the Javits Center*

NEW YORK (July 14, 2015) – New York Convention Center Operating Corporation (NYCCOC) President and CEO Alan Steel today announced the launch of a new, re-designed website for the Javits Center, the busiest convention center in the United States. The revamped website – javitscenter.com – offers visitors a more user-friendly experience that highlights all that the Javits Center and New York has to offer. The web portal provides enhanced services for event managers and exhibitors, including the ability to purchase a variety of critical services online for any trade show, public show or special event. The website also hosts interactive photo and video galleries which showcase the results of the Javits Center's top-to-bottom renovation that was completed in 2014. The historic project included new façade, flooring, mechanical, sustainability and technology systems, as well as a 6.75-acre green roof, the second largest of its kind in the country.

"A renovated building requires a renovated website, and this new online portal reflects the energy and excitement of having an event at the Javits Center," said Alan Steel of NYCCOC, which operates the Javits Center. "This dynamic website highlights the diversity of our events – from fashion shows to food shows – and it will make it much easier for customers to consult with our experts, order services and ensure that their visit to New York is a successful one."

Each year, the Javits Center hosts up to 39,000 companies which exhibit their latest products and services, and the new website will ensure customers receive timely email notifications and receipts when they purchase orders online for work needed to construct and operate their displays. Making it easier to conduct business online will help to attract additional events to the Javits Center, further supporting the local economy and nearby businesses. The new website is part of a rebranding campaign at the Javits Center, including new marketing materials, advertisements, customer and employee newsletters and social media channels designed to promote

the importance and impact of the facility, which supports more than 17,000 jobs for New Yorkers annually. Each year, more than two million people visit the Javits Center, which stretches across six city blocks on Manhattan's West Side.

Throughout the year, the Javits Center hosts events of all shapes and sizes, including conventions and product launches, and these upcoming events will be highlighted on the new website like never before. Links to each organization's website will be provided so visitors can purchase tickets and find more information about each event. To further engage with customers, the new website will feature links to our new monthly newsletter and blog, *Market*, which provides up-to-date information about the Javits Center and the surrounding community, such as the upcoming opening of the 7 Line subway extension.

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 \$1.8 billion in annual economic activity for New York City and New York State, supporting as many as 17,000 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 free WiFi access. For more information, visit www.javitscenter.com.

Contact:

Javits Center:

Sammi Ragsdale, Communications Manager

sragdale@javitscenter.com