

A grayscale photograph of the Hudson Yards skyscrapers in New York City, viewed from across the water. The buildings are modern with glass facades and unique architectural details. The sky is clear and blue.

HUDSON YARDS[®]
NEW YORK
*EVENTS
FACT PACK*



The New West Side

26M+ VISITORS ANNUALLY

Hudson Yards is the cultural center of Manhattan's New West Side. A template for the future of cities, this new neighborhood has not only changed the way New York looks to the world, but the way the world sees New York.

Hudson Yards is now home to more than 100 diverse shops and culinary experiences, offices for leaders in industry, significant public art, modern residences, The Shed, five acres of public plaza, gardens and groves, and the world's first Equinox Hotel®.



TRANSPORTATION

Hudson Yards is a highly-accessible, magnetic destination anchoring a vibrant string of neighborhoods on New York City's West Side.

BY SUBWAY

The No. 7 station—with its main entrance between 50 Hudson Yards and 55 Hudson Yards just off 34th Street—is one stop from Times Square and offers connections to every subway line in the city.

BY BUS

The M34 stops at 34th Street across from 55 Hudson Yards and the M12 stops nearby on 11th Avenue.

BY COMMUTER TRAIN AND BUS

Penn Station is a two-block walk to the east and Port Authority is less than a 10-minute walk to the northeast.

BY CAR

You're less than a minute's drive away from the West Side Highway—and there are plenty of lots nearby.

BY BIKE

There are multiple Citibike stations throughout the neighborhood.

BY WATER AND AIR

The Hudson River Ferry docks at Pier 79, just blocks away at 12th Avenue and West 39th Street. Helicopters fly into a heliport at 30th Street and 12th Avenue.



AUDIENCE



*HUDSON YARDS IS HOME TO THE
WORLD'S MOST INFLUENTIAL BRANDS.*



COACH | kate spade | STUART WEITZMAN

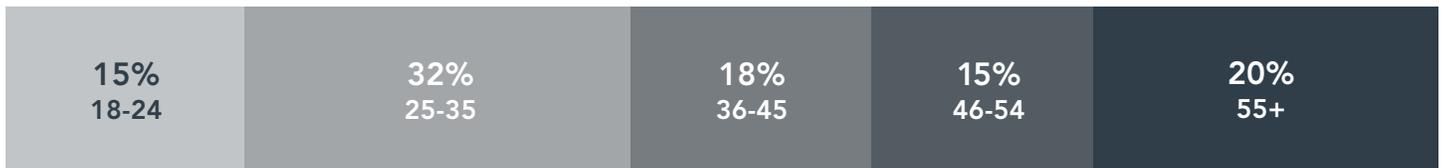


OUR AUDIENCE

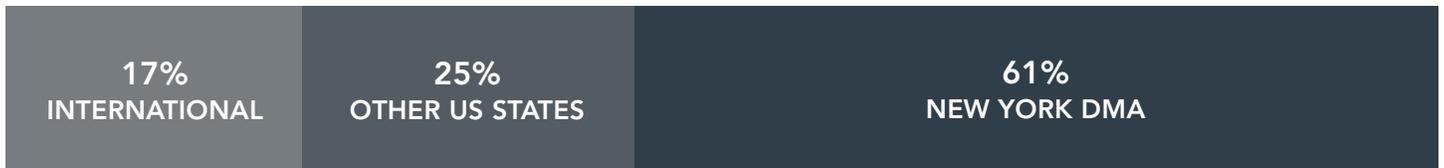
INCOME



AGE



MAJORITY OF HUDSON YARDS VISITORS ARE FROM THE GREATER NEW YORK AREA



FOOT TRAFFIC

12.9M+ The Plaza

13.4M+ The Shops
& Restaurants

26.3M+ Total Visitors

SOCIAL IMPRESSIONS

150M+ Impressions

140+ Influencer Collaborations

1.2M+ Organic Views on Influencer
Campaigns

WIFI SIGN-UPS

566K Sign-Ins

330K Opt-Ins

PAID MEDIA IMPRESSIONS

18.3M+ Print and OOH

217M+ Digital

17.9M+ Social Reach

42.3M+ Video Views

WEBSITE VISITS

8M+
Total Page Views

4.4M+
Total Visits

HY DATABASE

700k Total

45% Avg. Email Open Rate

PR IMPRESSIONS

5.5B+ Total UMV

PAST CLIENTS

HUDSON YARDS HAS CREATED A TRULY COLLABORATIVE COMMUNITY
WITH PEOPLE AND BRANDS THAT ELEVATE EACH OTHER.



EVENT LOCATIONS



1. Public Square and Gardens
2. Southwest Plaza

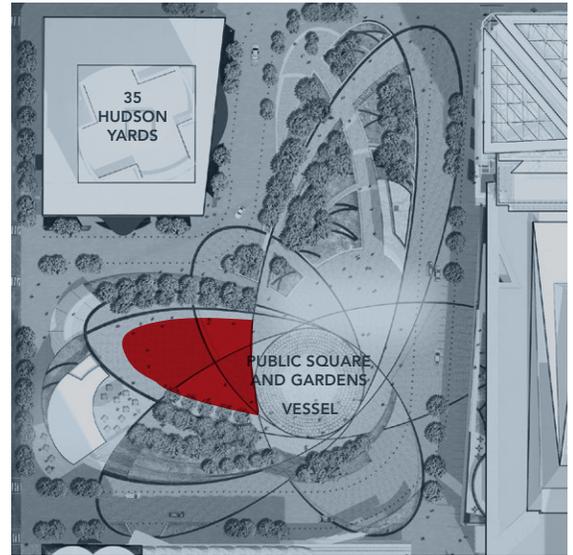
3. The Shops & Restaurants at Hudson Yards

Listed venue capacities may change depending upon production setup.

PUBLIC SQUARE AND GARDENS: MAIN PLAZA

DETAILS

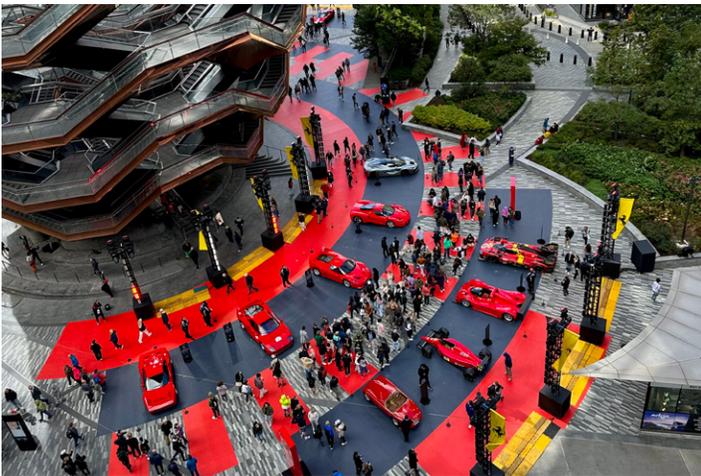
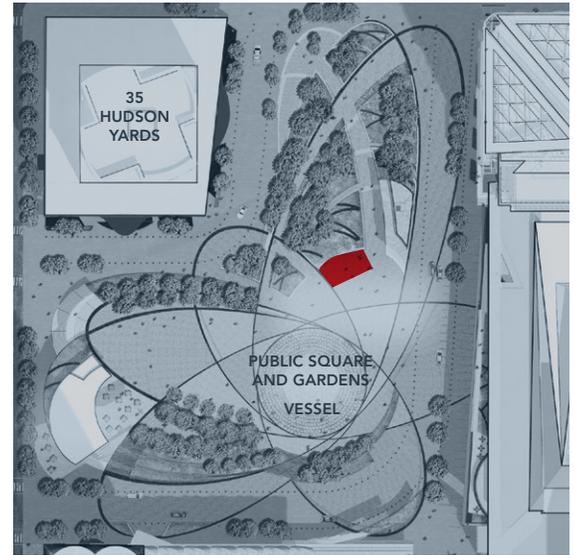
- Square footage: 17,800
- Capacity (standing): 2,000
- Approximate dimensions of usable footprint: 60' x 60' or 80' x 20'



PUBLIC SQUARE AND GARDENS: NORTHEAST PAVILION

DETAILS

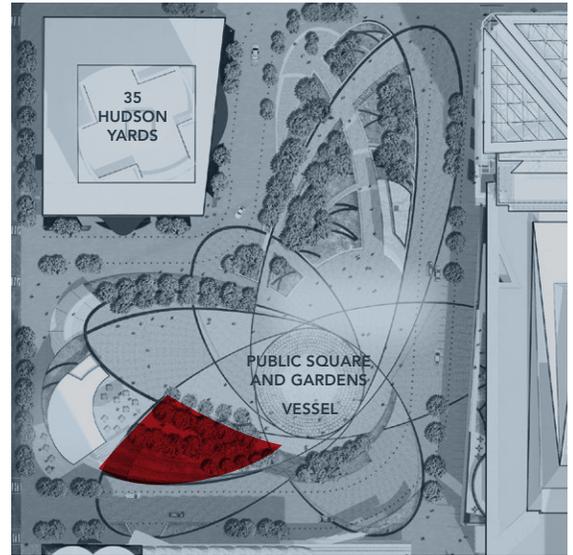
- Square footage: 1,600
- Capacity (standing): 550
- Approximate dimensions of usable footprint: 40' x 40'



PUBLIC SQUARE AND GARDENS: THE BOSQUE

DETAILS

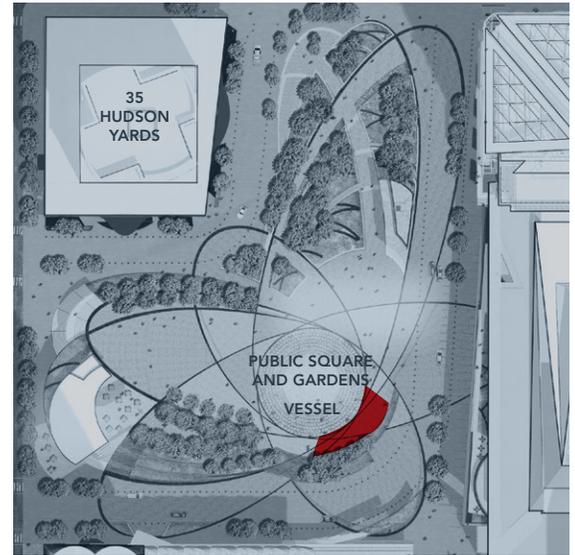
- Square footage: 675
- Capacity (standing): 200
- Approximate dimensions of usable footprint: 45' x 15'



PUBLIC SQUARE AND GARDENS: THE CURVE

DETAILS

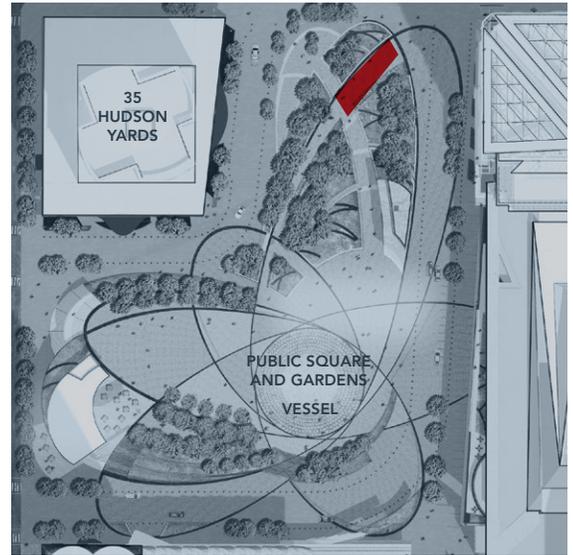
- Square footage: 600
- Capacity (standing): 200
- Approximate dimensions of usable footprint: 60' x 10'



PUBLIC SQUARE AND GARDENS: THE LANDING

DETAILS

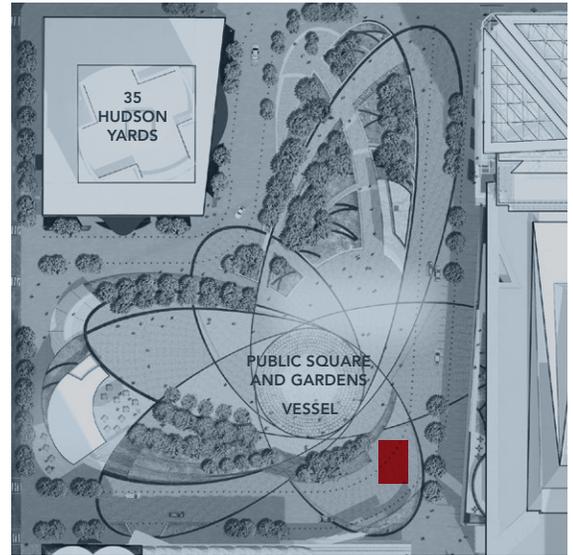
- Square footage: 1,200
- Capacity (standing): 350
- Approximate dimensions of usable footprint: 20' x 60'



PUBLIC SQUARE AND GARDENS: THE PATIO

DETAILS

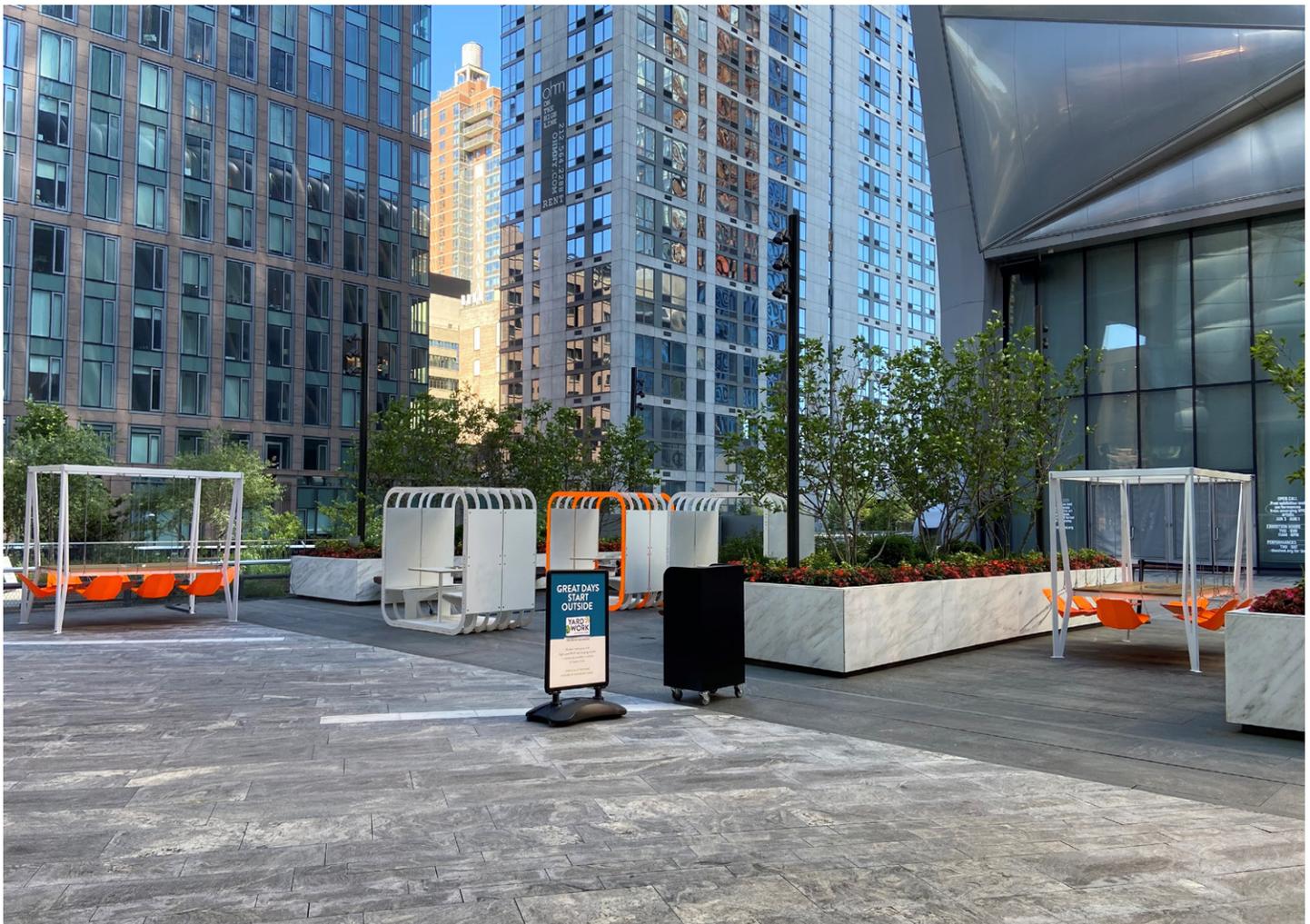
- Square footage: 100
- Approximate dimensions of usable footprint: 10' x 10'



SOUTHWEST PLAZA

DETAILS

- Square footage: 865
- Capacity (standing): 325
- Approximate dimensions of usable footprint: 36' x 24'
- Small activation areas available within this footprint according to egress routes



THE SHOPS & RESTAURANTS: SOUTHWEST COMMON (LEVEL 1)

DETAILS

- Square footage: 225
- Approximate dimensions of usable footprint: 15' x 15' and 10' x 20'
- Small activation areas available within this footprint according to egress routes



PREFERRED PRODUCTION PARTNER

Heard Global is the official event production partner of Hudson Yards. With over 25 years of experience in event production and management, Heard Global delivers premier results by combining technology, content, and an unlimited passion for flawless execution.

Heard has on-site staff, assets, and equipment while also providing the most favorable pricing for Hudson Yards clients. Capabilities and services include:

Production

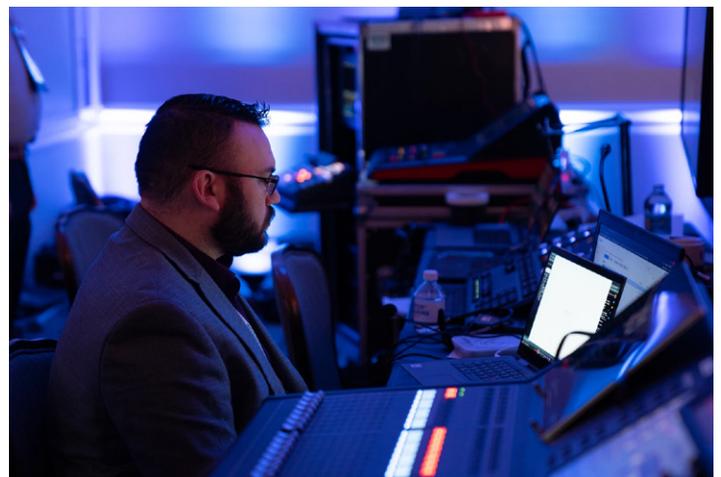
- Audio/Visual
- Lighting
- Live Production
- Media Creation
- Content Design
- Digital Signage
- Stage Design
- Sound Reinforcement

Event Design

- Décor Design
- Décor Rentals
- Installations

Event Management

- Registration
- Transportation logistics
- Amenities + Gifting



Jane Buckley
Partnerships and Events
jane.buckley@related.com
(646) 532-1459

HUDSON YARDS[®]

NEW YORK

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HudsonYardsNewYork.com



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depending upon production setup.

APPENDIX

ON-SITE SIGNAGE

HUDSON YARDS OFFERS BOTH INDOOR AND OUTDOOR STATIC SIGNAGE OPTIONS IN OUR MOST HIGHLY-TRAFFIC AREAS ACROSS THE NEIGHBORHOOD.

Static signage assets include:

- 14 large format backlit vitrines, located along 10th Ave
- 6 large format backline vitrines, located along 33rd St
- 2 double sided, 50' banners in the great room of The Shops

Other bespoke signage opportunities available.

