



Andrew M. Cuomo, Governor

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JAVITS CENTER AND CENTERPLATE ANNOUNCE ONLINE CATERING AND DELIVERY SERVICES FOR EVENT MANAGERS AND EXHIBITORS

Web-Based Platform Called Market Express Allows Customers to Electronically Order Meals That Are Delivered to Company Exhibit Booth and Offices

Customers Can Access Market Express Via Their Mobile Devices, Providing More Time For Networking and Business Opportunities on the Show Floor

NEW YORK (February 16, 2016) – New York Convention Center Operating Corporation President and CEO Alan Steel and Centerplate CEO Chris Verros today announced the launch of an online catering and delivery service for event managers and exhibitors participating in events at the Javits Center, the busiest convention center in the United States. This new on-demand, web-based service called *Market Express* allows customers to order a variety of meal and beverage options through their mobile devices for timely delivery to the their exhibit booth or offices throughout the six-block facility. With this online ordering service now available, thousands of exhibitors can dedicate more time to promoting their products and services and creating new business opportunities while on the show floor. Located on Manhattan's West Side, the Javits Center is one of the first convention centers nationwide to implement an online catering and delivery service.

"Making deals is why exhibitors come to the Javits Center, and with this new online catering service, exhibitors can spend more time at their booths and less time looking for lunch," said Alan Steel of the New York Convention Center Operating Corporation, which operates the Javits Center. "*Market Express* will mean more business opportunities for thousands of our customers, and we are thrilled to be providing a new service that increases their bottom line while filling their stomachs at the same time. I would like to commend our catering partner, Centerplate, for their great work in helping us implement this exciting new program."

"The Javits Center is the heart of New York's events industry, and meal breaks are not always possible for exhibitors looking to take advantage of their time on this worldwide stage," said Chris Verros of Centerplate. "That's why we've partnered with the Javits Center to install an online ordering platform that enhances the experience for customers and allows them to focus on what they came to do – unveiling their latest innovation. So far, reactions have been extremely positive, and

we're excited to offer this option to all exhibitors. I would like to thank Alan Steel and his team for their support in providing an amazing service to customers."

The *Market Express* online platform at javitscenter.com allows customers to order food and beverage options in advance or on demand, pay for orders via credit card, schedule future deliveries to their exhibit booths and review a complete order history. Online menu options include fresh-baked breakfast items such as croissants and muffins, fresh whole fruit, salads and sandwiches made with New York State cheeses, brewed Starbucks coffee and hot chocolate, snacks and bottled beverages. During upcoming events at the Javits Center, Centerplate will dedicate personnel to encourage exhibitors to use the new online platform and provide assistance.

As a member of the Pride of New York program created by Governor Andrew M. Cuomo to promote the sale of agriculture products grown in the Empire State, Centerplate will ensure the online menu includes local products, such as bakery items from Crave.it in lower Manhattan, cheeses from McCadam Cheese in update Chateaugay and produce from Gotham Greens in Brooklyn. In its full catering menu and café offerings, Centerplate offers a variety of New York-based products, such as Red Jacket Juices from Finger Lakes Farm and fresh fruit, granola, fried onions and popcorn from Squeeze Raw Snacks in Brooklyn. Other local farms and businesses include Benti's Fresh Bread and Continental Organics Island Fresh. Inside the Javits Center, Centerplate also operates the Marketplace, a new state-of-the-art food court in the Crystal Place, which offers meals developed with celebrated local chefs Dave Pasternak, Roberto Santibañez and Richard Landau.

About Centerplate

Centerplate is a global leader in live event hospitality, "Making it Better To Be There" for more than 115 million guests each year in more than 350 prominent entertainment, sports and convention venues across North America, continental Europe and the United Kingdom. Centerplate has provided event hospitality to 30 official U.S. Presidential Inaugural Balls, movie premieres, Super Bowl 50, plus 13 prior Super Bowls, and the largest plated dinner in history. Connect with the company online at centerplate.com, facebook.com/centerplate or via Twitter [@centerplate](https://twitter.com/centerplate).

About the Javits Center

Known as the "Marketplace for the World," the Javits Center was originally designed by I.M. Pei & Partners and opened in 1986. The iconic facility has since become New York'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. Located on 11th Avenue between West 34th and West 40th sts. in Manhattan, the Javits Center generates up to \$1.8 billion in economic activity and supports more than 17,000 jobs a year. The New York icon has 840,000 square feet of flexible exhibition space, 102 meeting rooms and four banquet halls,

as well as a range of technology services, including state-of-the-art WiFi capabilities. For more information, visit javitscenter.com.

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