



Reception Area



TriBeCa Room

THE MEETING PLACE

Affordable, Accessible, Available!

Located at 120 Broadway, a National Historic Landmark and a New York treasure, the SIFMA Conference Center is situated at the heart of New York's Financial District.

With a rare combination of advanced technologies and sophistication, SIFMA's Conference Center is fully furnished and equipped to offer unique features that stand alone amongst New York's leading conference facilities. The SIFMA Conference Center offers advanced audio, visual, and computer technology, including audio and video conferencing. Professional conference technicians are available to provide seamless support for an unforgettable meeting experience.

The SIFMA Conference Center is ideal for client meetings, corporate teambuilding events, training sessions, and educational seminars. This brand-new facility shines as an executive-learning environment and delivers everything necessary to accommodate your business needs. The SIFMA Conference Center gives you what you need at a reasonable price.

Conference Facilities

CATERING SERVICES

Full catering services available

All meetings requiring food and beverage must use SIFMA's preferred caterers – a list of approved caterers will be provided at time of booking

Building/Conference Center Amenities

- Full-service security at building entrance
- Helpful staff
- Reception personnel to meet and greet your guests
- A/V operations technician

Contact Information

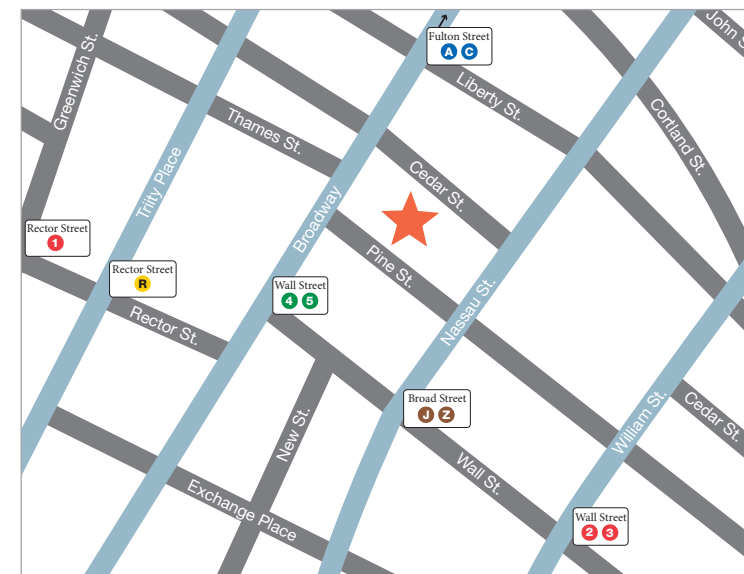
For pricing, availability, and general inquiries, please contact:

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SIFMA CONFERENCE CENTER
120 BROADWAY, 2ND FL | NEW YORK, NY 10271

TRANSPORTATION:

Easily accessible by several major subway lines (1, 2, 3, 4, 5, A, C, J, R, and Z) and in close proximity to all major New York City airports, SIFMA's Conference Center is a convenient location for all of your guests.

SIFMA'S STATE-OF-THE-ART CONFERENCE CENTER

120
BROADWAY

THE MEETING PLACE

Affordable, Accessible, Available!



Over 13,000 square feet of flexible conference space, with six beautifully appointed meeting rooms available for use. Take your meeting to the next level – let us host your next event!





Wall Street Room

The conference rooms are set to your specifications with an in-house set-up team available for consultation. Meeting accompaniments include writing tablets, pens, and high-speed Internet access; catering and equipment rentals are available at an additional fee.

Conference Facilities

ABOUT THE SPACE

13,246 square feet of available space

6 individual meeting rooms

Foyer areas available for networking receptions

State-of-the-Art Technology

Complimentary Services & Available Technology

- State-of-the-Art LCD projectors
- Podium and Flip Charts
- Video Conferencing (ISDN or IP-based)
- Audio Conferencing
- Portable PA systems available
- Cordless microphones
- Wi-Fi
- IP-based telephone system
- Complimentary beverages provided



South Foyer

THE ROOMS:

Bowling Green | Trinity | Wall Street | TriBeCa | SoHo | Gramercy

Bowling Green

Located just past the Reception area wherein your guests will be welcomed, the Bowling Green Room is an excellent space that seats 30 people. This room features twin 42" TV monitors and is also equipped with audio conferencing technology.

Trinity

Named after the historical Trinity Church, which it overlooks, this room is the ideal setting to host a group of up to 65 people. The room is equipped with a projection TV monitor and audio conferencing capabilities.

Trinity Room can be configured in the following ways:

Theater **65 people** | Classroom **30 people** | Rounds **40 people** | Conference **20 people**

Wall Street

A spacious room that allows for up to 150 guests to be seated theater style, Wall Street can also hold a full dais with staging for your presentations. Visual communications are enhanced with twin 6' x 8' projection screens at the front of the room, and our Bowling Green and SoHo Rooms – both equipped with video conferencing technology – serve as overflow space to accommodate larger groups. A very versatile room, Wall Street can also be set up classroom style or in rounds, and is a great location to host your next reception.

Wall Street Room can be configured in the following ways:

Theater **150 people** | Classroom **78 people** | Crescent Rounds **84 people** | Rounds **135 People**

TriBeCa

Sharing foyer space with SoHo and Gramercy, the TriBeCa Room is a great location that offers a view of Broadway within the Financial District. The room is equipped with a 6' x 8' projection screen, has audio conferencing capabilities, and comfortably accommodates up to 65 guests.

TriBeCa Room can be configured in the following ways:

Theater **65 people** | Classroom **30 people** | Rounds **40 people** | Conference **20 people**

SoHo

With large windows overlooking both Helmsley Plaza and Broadway, this conference room can accommodate 30 guests around a formal conference table and is equipped with audio conferencing technology and twin 42" television monitors. The right room to make the right impression!

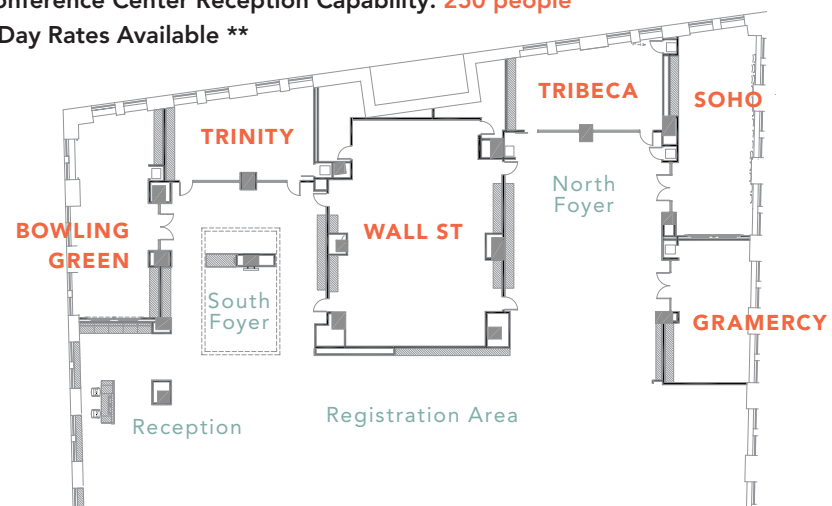
Gramercy

Overlooking lower Manhattan's Helmsley Plaza, this meeting room provides an intimate space for up to 20 guests. The traditional boardroom setting also features a projection TV monitor and audio conferencing capabilities fit to accommodate your meeting needs.

AUDIO/VISUAL EQUIPMENT	ROOM CAPACITY	ROOM SIZE
Audio & Video Conferencing Video Projector	30	892 Sq Ft
Audio Conferencing Video Projector	65	448 Sq Ft
Audio & Video Conferencing Video Projector	150	1,798 Sq Ft
Audio Conferencing Video Projector	65	644 Sq Ft
Audio & Video Conferencing Video Projector	30	896 Sq Ft
Audio Conferencing Video Projector	20	509 Sq Ft

Total Conference Center Reception Capability: 250 people

**** Half-Day Rates Available ****



Please note that the SIFMA Conference Center is available for rental by SIFMA member firms, associate member firms, affiliates, and tenants of 120 Broadway only.



SoHo Room