



# THE OCULUS SIGNATURE EVENT SPACES

*Westfield*  
WORLD TRADE CENTER



## WELCOME TO THE OCULUS **WHERE AUDIENCES & BRANDS CONNECT**

The iconic landmark designed by Spanish architect Santiago Calatrava, redefining the urban skyline with glass-and-steel silhouette evoking a dove in flight. The key Manhattan transportation hub where more than 400,000 visitors converge en route to work or play every day. The luxury shopping destination where the finest in fashion meets the future of digital retail experiences.

**Explore The Oculus at Westfield World Trade Center, New York's most desirable indoor public events venue.**

## UNPARALLELED **EXPOSURE**

When you host an event at an iconic destination traversed by a desirable audience up to seven times a week, you're destined to pique curiosity and create buzz. With its enviable foot traffic and average 40-minute dwell time, Westfield World Trade Center presents limitless opportunities to claim the spotlight.



# WHERE ARCHITECTURE, **AUDIENCE AND AFFLUENCE** CONVERGE

As the World Trade Center Transportation Hub's architectural centerpiece, The Oculus connects 11 different subway lines, the PATH rail system and the Battery Park City Ferry Terminal. With its central location and effortless accessibility, it's where affluent, engaged consumers come together 24/7. Compared with other NYC Metro landmark destinations, our audience reach and opportunities for interaction is unsurpassed.

## **Our Audience**

- 140 million annual visitors
- Average visit of 40 minutes
- Average household income of \$125,250
- Average age of 36



## **Professionals**

- 83% of total annual visitors
- 450,000–500,000 professionals a day
- 5 visits per week
- 121,250,000 annual visits



## **Local New Yorkers**

- 5% of total annual visitors
- 75,000 downtown residents
- 1.5 visits per week
- 5,586,000 annual visits



## **Tourists**

- 12% of total annual visitors
- 46,000 tourists
- 1 visit per week
- 14,900,000 annual visits

## UNLIMITED **EXPERIENCES**

Entertainment or interactive experience? Public event or exclusive VIP affair? The great outdoors or the gorgeous indoors? Westfield World Trade Center presents a world-class audience with a wealth of creative opportunities for discovery and delight, all in one place.



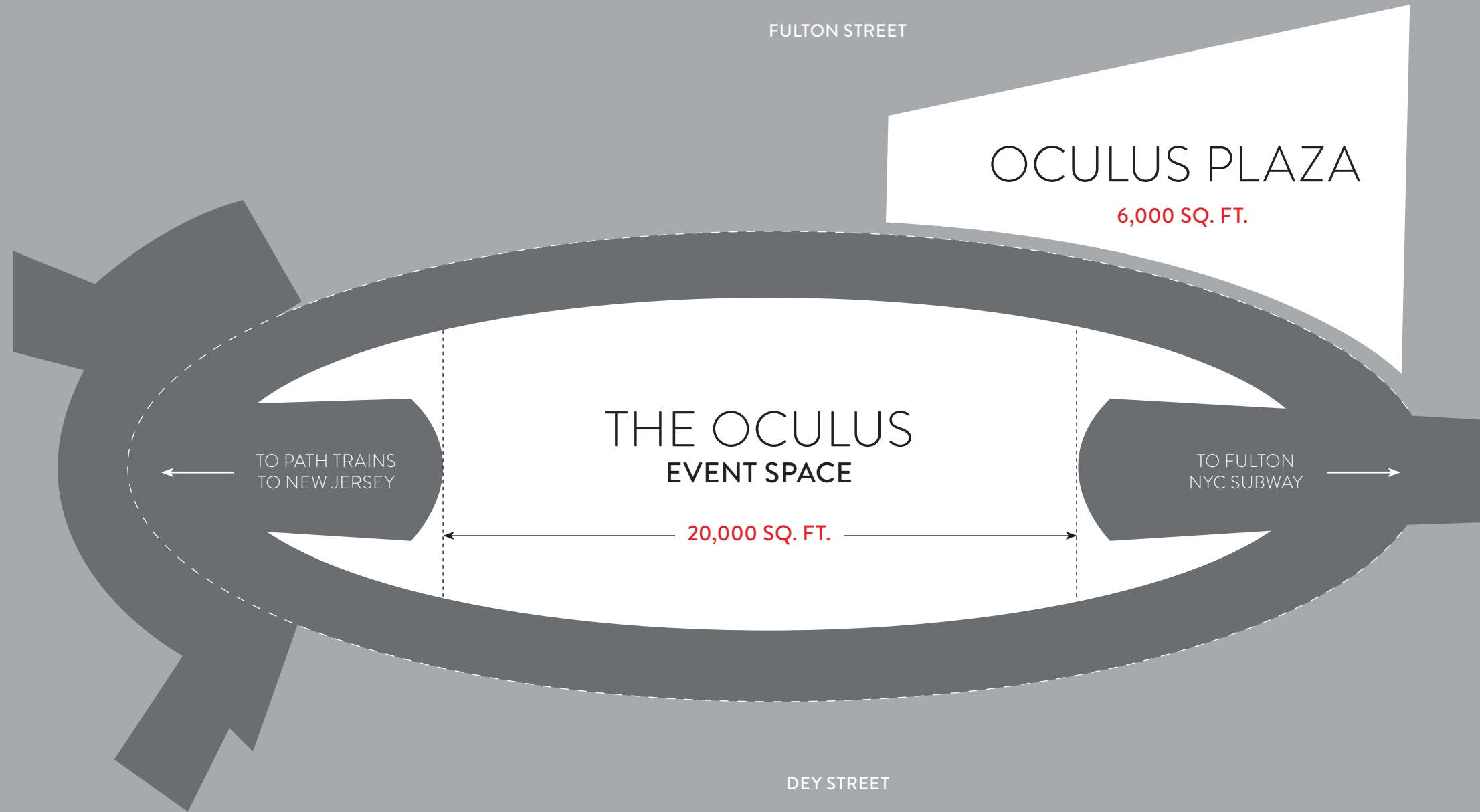
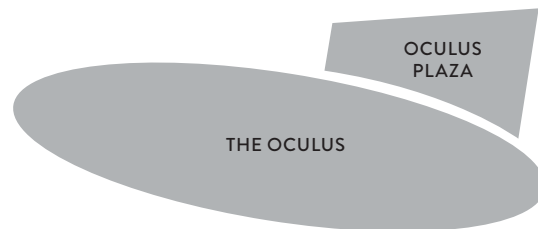
# OUR CANVAS, **YOUR CELEBRATION**

Tell your story, promote your brand or mark your occasion in an elevated landscape of efficiency and control. The Oculus and Oculus Plaza deliver the infrastructure, production capabilities, cutting-edge equipment, technology assets and service to ensure your event is meticulously planned and flawlessly executed.



# LET YOUR IMAGINATION **TAKE FLIGHT**

With 26,000 square feet of floor space combined, The Oculus and Oculus Plaza provide abundant opportunities to realize your vision and create the event of your dreams.



# THE OCULUS

With its soaring glazed walls, floating balconies and a footprint that can be tailored to events ranging from private gatherings to grand galas, it's the place to see and be seen. Complemented by best-in-class audio, lighting and production capabilities, there's nowhere like The Oculus for creating memorable experiences.

## Dimensions

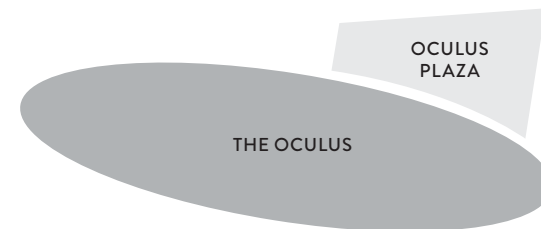
- Up to 20,000 sq. ft. of configurable space

## Capacities

- As Approved

## Occasions

- Brand Activations
- Exhibitions
- Fundraisers
- Performances/Appearances
- Photo/Film Shoots
- Pop-Ups
- Press Conferences
- Product Launches
- Receptions





# OCULUS PLAZA

With breathtaking views of The Oculus and the downtown cityscape, this majestic open-air setting provides unparalleled opportunities to create extraordinary events supported by seamlessly integrated power and data equipment.

## Dimensions

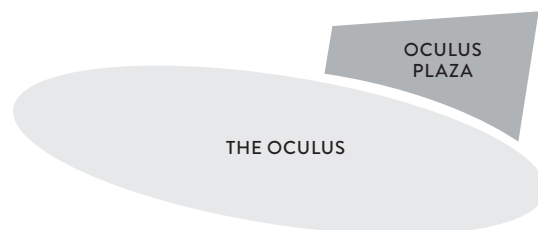
- 6,000 SF

## Capacities

- As Approved

## Occasions

- Brand Activations
- Outdoor Markets
- Photo/Film Shoots
- Press Conferences
- Pop-Ups
- Receptions
- Screenings



# EVERYTHING YOU NEED TO **BRING YOUR EVENT TO LIFE**

Our event spaces are designed to create groundbreaking experiences that are custom-tailored to everything your occasion requires. Uniting cutting-edge integrated event technology with a comprehensive roster of support services, our highly flexible world-class infrastructure ensures that your production runs smoothly and cost-effectively while creating maximal impact.



## **Audio**

- Custom designed full floor audio system using K-Array Yamaha with over 100 Dante network interface points throughout the facility
- 12-Channel Sennheiser Wireless Microphone System
- Clear-Com HelixNet hardwire intercom
- 72 Dante access points overhead, 60 access points on the main floor of The Oculus
- 12 Dante access points in Oculus Plaza



## **Lighting**

- MA control and distribution
- Baseband DMX is available at 60 locations on C1
- MA net is available at 72 locations overhead and 40 on the main floor of The Oculus
- MA net is available at 12 locations in Oculus Plaza
- Rolling Grand MA 2 for programming or operating from the main floor
- MA lite is in the Events control room for normal operations
- House plot consists of 48 Clay Paky Scenius spot and 56 Vari-Lite 3500 wash fixtures hung on the C1 ring
- Over 100 moving fixtures, DMX distribution and a full line of MA2 consoles available



## **Rigging**

- 38 one-ton rigging points at 80 feet and 100 feet
- 76,000 lbs. of rigging capacity



## **Video**

- Grass Valley 2 M/E Karrera 3G Switcher connected to 11 distribution points (six upper level, five main floor) via the Imagine router and BarnFind multiplexing over single-mode fiber
- 4 Robo cameras
- 3G SMF and multiplex video fiber distribution throughout the venue
- Four graphics/video playback computers with PowerPoint, Keynote and Millumin 2
- Two sound devices PIX270 digital video recorders
- Four Panasonic AW- HE130 remote cameras mounted on C1



## **Power**

- 40 floor boxes on main floor with two 20-amp circuits per box
- 100-amp 3ph to 1200-amp 3ph power drops available



## **Network/ WiFi**

- 40 floor boxes with Cat6e throughout venue
- Five floor boxes that support single- and multi-mode fiber
- Secure wired-network solutions
- 1 gigabyte path to internet
- Free Wi-Fi available

## SUPPORT **FACILITIES**

### **Catering Pantry**

Includes access to water, power and other essentials for culinary success.

### **Concierge Services**

A dedicated team to assist with directions, travel, shopping recommendations and restaurant reservations.

### **Control Room**

Seven fully-equipped, cutting-edge production stations supporting the Oculus infrastructure and client-supplied event technology — a turnkey system that provides technical teams with seamless event monitoring and control.

### **Green Rooms**

A trio of private spaces that can be used as dressing rooms and offices.



## PARTNERS IN **SUCCESS**

By collaborating with the greatest talents across the various fields of event production, we've cultivated strong relationships with industry professionals who know our venues and exceed our exceptional standards.

### **Leading Industry Production Services**

We work closely with New York's most innovative production companies to ensure your event surpasses your imagination. By uniting the industry's top talent with the most advanced technology available, we provide access to all the resources you need to create a world-class event of your own:

- Audio
- Lighting
- Power
- Projection
- Retail Partnerships
- Rigging
- Vendor Relations
- Video

### **On-Site Event Team**

The details matter, and our on-site professionals are ready to assist you with:

- Load-in
- Logistics
- Port Authority Approvals
- Retail Partnerships
- Security
- Vendor Relations

### **Preferred Partners**

Need help with catering, event furniture rentals and more? Our preferred partners are at your service. Ask one of our team members for a full list of contacts.

# THE OCULUS ENGAGEMENT IN REAL-TIME

As one of Lower Manhattan's most emblematic jewels—and the architectural axis traversed by 140 million visitors annually—The Oculus is where high-visibility digital OOH meets energized audiences. Within an unrivaled atmosphere of sophistication, luxury and excitement, The Westfield Digital Network forges memorable connections between brands and consumers.



# THE TRANSFORMATIVE POWERS OF **DIGITAL INTERACTION**

Our large-format digital displays offer infinite ways to take your event to the next level. As part of the Westfield Digital Network, these powerful touchpoints seamlessly connect brands and audiences, creates awareness and enhance immersive experiences.

## **Opportunities at The Oculus**

- 19 digital screens with dynamic content and ad-serving capabilities
- Ideal for social media showcases, content adjacencies, dynamic content delivery, day part messaging and episodic storytelling
- Network-wide broadcasting capabilities
- Balcony, main floor and street level locations



# BEYOND THE OCULUS **FULTON CENTER**

As the transportation hub where more than 400,000 business professionals, residents and tourists cross paths annually, Fulton Center presents unprecedented opportunities to build brand-consumer relationships. With its extensive audience reach and direct physical connection to The Oculus, Fulton Center is the strategic juncture where brands can expand the scope of their storytelling and event planners can enlarge the impact of their events.

## **Opportunities at Fulton Center**

- 20 large-format screens at street-level entrances, platform and concourse locations
- Two 890 SF spaces for events, promotions and activations



# THE WESTFIELD NETWORK NATIONAL REACH IN KEY CITIES

- 34.5 million+ monthly
- 400 million+ annually
- 500+ digital screens

## 20 Centers in Top Market DMAs

- New York
- Los Angeles
- Washington DC
- Chicago
- Seattle
- Baltimore
- San Diego
- San Francisco
- Oakland
- Sacramento

## Capabilities

- Sight, sound and motion
- Facial recognition
- Dynamic feeds
- Social media showcase
- Precise scheduling
- Crown analytics
- Beacons



BRAND IT. LAUNCH IT. CELEBRATE IT.

Email [wwtcevents@westfield.com](mailto:wwtcevents@westfield.com), and let's get started.

*Westfield*

WORLD TRADE CENTER

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