

EVENTS

1. The Armory Show draws such a crowd—60,000 collectors, critics, artists, dealers, and curators—that a dozen other art fairs now run simultaneously. *March 3-6*

2. International Contemporary Furniture Fair showcases cutting-edge designs to 23,000 attendees, and its Editors Awards put new designers on the map. *May 14-17*

3. Cooper-Hewitt National Design Awards expanded to 10 categories in 2010 and raised \$1 million for the newly renovated Cooper-Hewitt museum. *October*

4. [NEW TO THE LIST] Architectural Digest Home Design Show grew by 30 percent in 2010, when it expanded by joining with a host of popular events, all held in and around Pier 94 over the same week. In addition to the hundreds of home product displays that have attracted consumers and design industry insiders in past outings, concurrent happenings included AIDS fund-raiser and tabletop design showcase Diffa's Dining by Design (a perennial Top 100 event in its own right) and the Go Green Expo, which touted eco-friendly products at adjacent Pier 92. In total, the event drew a record 31,000 attendees. That number can be expected to grow even more in 2011, when the lineup expands even further with the addition of



PR Industry Events

1. P.R.S.A.'s Silver Anvil Awards recognize successful PR campaigns in 59 different categories at this 65-year-old red carpet event. *June 9*

2. PR Week Awards, now in their 11th year, hand out 33 trophies at a gala attended by 800. *March 10*

3. [NEW TO THE LIST] Sabre Awards recognize Superior Achievement in Branding and Reputation in a ceremony hosted by industry newsletter *The Holmes Report*. *May*

4. Hospitality Committee for the U.N. Delegations Ambassador's Ball traditionally hosts the U.N. secretary-general, along with a slew of diplomats. *Fall*

5. The Inner Circle Show, the local take on the White House Association Correspondents' dinner, had Mayor Bloomberg performing with the cast of *Hair* and chitchatting with *Jersey Shore's* Snooki in 2010. *March 26*

ONE TO WATCH: Women: Inspiration and Enterprise Symposium brought out heavy hitters from an array of industries for this inaugural U.N. Week conference

5. Westminster Kennel Club Dog Show turns 135 this year. The two-day competition is broadcast on ESPN. *Feb 14-15*

ONE TO WATCH: Veuve Cliquot Polo Classic introduced "the sport of kings" to Governors Island in 2008 and received an outpouring of media attention when Britain's Prince Harry showed up to play last year. *June*

Advertising Industry Events