



welcome TO

The Sheraton New York Times Square Hotel. Rediscover a source of familiar comfort in a city of millions, where groups will find sleek new surroundings, upscale amenities and signature innovations as energizing as New York City itself.

LUXURY IN THE HEART OF MIDTOWN

Fresh from an extensive, hotel-wide \$180 million renovation, the Sheraton New York Times Square offers the best in upscale amenities, state-of-the-art technology and flexible meeting space.

Perfectly positioned between Central Park and Times Square, the hotel is located in the center of Midtown Manhattan's thriving business and entertainment district, surrounded by the city's most popular sightseeing destinations, entertainment venues and cultural attractions.

Move from your perfectly choreographed business event to preferred seating at a famous uptown eatery without missing a beat. Our location on Seventh Avenue between 52nd and 53rd streets places you in the midst of everything. Experience the excitement of Broadway theaters and the prestige of Carnegie Hall. Visit world-famous museums and shops along glitzy Fifth Avenue. It's all an easy walk away.

TAKE A BITE OUT OF THE BIG APPLE

From Times Square and Central Park to the Empire State Building and The Metropolitan Museum of Art, the island of Manhattan packs more legendary icons into one compact area than any other place on earth—making the city a perfect choice for vibrant meetings and events.

While there's so much to see just a short distance from our front doors, including Radio City Music Hall and the Empire State Building, our concierge staff will be happy to help you arrange customized tour itineraries. Take a carriage ride through Central Park. Experience the flavors of Little Italy. See a show at the Apollo Theatre. Cruise to the Statue of Liberty.

There's no end to the fun in the City That Never Sleeps. And there's no other destination in the world quite like NYC. Whether you're a shopper, a foodie, art aficionado, history buff or sports fan, there's something for everyone in New York.

Sheraton New York
Times Square Hotel
NEW YORK, NEW YORK



snapshot

The Sheraton New York Times Square Hotel offers perfect access to the best of it all.

1,781 renovated guest rooms and suites. All guestrooms are smoke-free and feature Sheraton Sweet Sleeper® Beds, **37**-inch flat-screen HD TVs, Shine for Sheraton® bath amenities and an oversized work desk positioned for dramatic city views.

A lounge for gathering just off the main lobby, Link@SheratonSM experienced with Microsoft® offers free wireless Internet, PC workstations and printers so guests can print documents, including boarding passes.

Other upscale amenities include state-of-the-art teleconferencing capabilities at the hotel's on-site Cisco TelePresence Suite. In addition, we're also the only hotel in New York City with a full-service, on-site FedEx Office®.

Sheraton® Fitness Programmed by Core Performance™ presents a multitude of exercise options.

After a trip to our signature fitness facility, we will be happy to arrange an in-room massage for you.

Other thoughtful services include a full-service concierge desk and a theater ticket desk located in the lobby.

Discover three delicious ways to gather over a meal. The beautifully renovated Hudson Market serves buffet breakfast and lunch daily, and for dinner it transforms into Hudson Market Burger.

Grab a quick bite for breakfast or lunch or enjoy a cocktail with friends in the evening at Starbucks® at Link located off the main lobby.

For guests that wish to dine in the privacy of their own room, we also offer the convenience and comfort of **24**-hour in-room dining.

After a **\$20** million investment to transform our meeting spaces, the hotel features **60,000** square

feet of elegant and flexible function space configured in a total of **43** traditional style rooms, including a stunning new ballroom space.

The Metropolitan Ballroom, our largest, holds up to **2,000** guests and opens into the Central Park Ballroom, making it ideal for bigger functions.

The **11,000**-square-foot fully refreshed lower lobby level meeting space ultra exclusive location offers privacy away from noise and distractions and a highly personalized level of service.

When additional space is needed or different needs are required, we also offer access to a neighboring **487**-seat amphitheater.

All of our meeting accommodations offer on-site audiovisual services and high-speed Internet access.



See how we're changing. At the Sheraton New York Times Square Hotel, we are dedicated to providing quality and consistency in everything we do.

After an extensive top-to-bottom renovation, you'll find dramatic changes throughout, including exciting new technologies and sought-after amenities, a refreshing new lobby, restaurant and Club Lounge, and an all-new guestroom experience.

TOTALLY REIMAGINED GUESTROOMS

Our newly-refreshed guestrooms have been rebuilt from floor to ceiling to offer the utmost in modern comfort, style and efficiency, with:

- Sleek new furnishings, soft goods, window treatments and lighting, as well as completely redesigned bathrooms
- Exciting innovations, including Sheraton Sweet Sleeper® Beds, 37-inch flat-screen HD TVs, large work areas with ergonomic seating, redesigned nightstands with built-in power panels, wireless HSIA, wired Life Safety System and all-new heating and cooling for individual climate control

All of the hotel's suites have been reconfigured and redesigned with luxury finishes throughout.

FLEXIBLE DINING OPTIONS

You'll also find a brand new dining experience at Hudson Market, located conveniently on the lobby level. Serving buffet breakfast and lunch, our restaurant offers attendees a wide variety of freshly prepared options and helps expedite the time spent away from meetings. For dinner, Hudson Market transforms into Hudson Market Burger, offering a casual and affordable dining experience unique to a hotel setting. We also offer the convenience of 24-hour in room dining.

A WORLD OF NEW AMENITIES

We now provide a host of energizing new innovations you won't find anywhere else in Manhattan. Work out in the expansive new Sheraton® Fitness Center Programmed by Core Performance™. Connect at the Link@SheratonSM experienced with Microsoft®, with wireless Internet as well as spacious, well-lit PC workstations and printers for printing boarding passes and other documents—all free to our guests. Explore Midtown with a touch of your finger with Microsoft Surface™.

STARWOOD PREFERRED PLANNER®

We value you for your loyalty. That's why we created Starwood Preferred Planner, our program for meeting planners.

As a Starwood Preferred Planner, you are automatically enrolled in Starwood Preferred Guest®, the most flexible and rewarding hotel loyalty program in the industry.

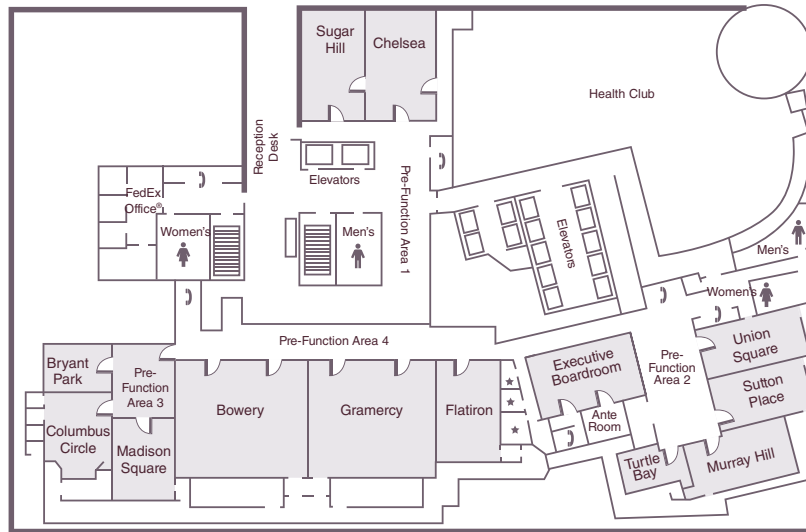
As a member, you'll earn Starpoints®, for group meetings and your eligible stays, which can later be redeemed for Free Night Awards without blackout dates, room upgrades and more with participating Sheraton hotels, as well with any of our eight other distinctive brands.

To find out more, please visit SPG.com.

NEW YORK, NEW YORK



LOWER LEVEL MEETING SPACE

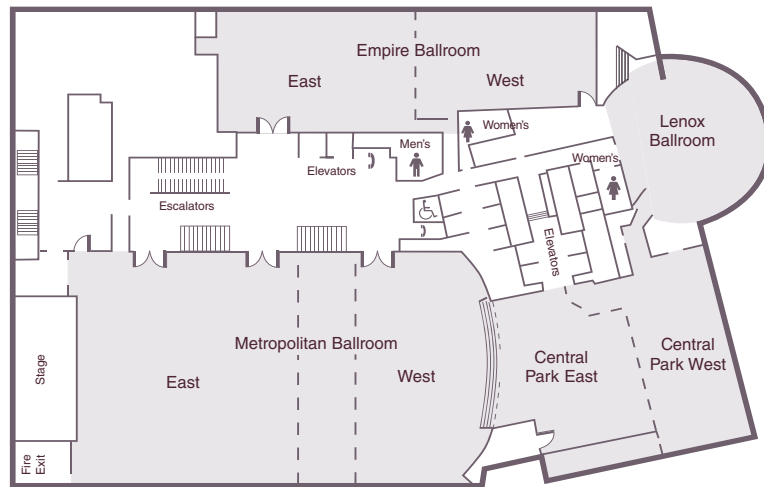


LOWER LEVEL MEETING ROOM DIMENSIONS AND SEATING CAPACITY

Room Name	Dimensions	Height	Square Ft.	Sq. Meters	Theater	Classroom	Conference	U-shape	Hollow Sq	Rounds of 10
BRYANT PARK	15' X 22'4"	8'6"	335	31	28	14/21	12	10	12	20
COLUMBUS CIRCLE	30'5" X 26'7"	10'	780	72	50	24/36	16	20	20	50
MADISON SQUARE	22' X 28'4"	10'	616	57	50	20/30	16	20	24	50
BOWERY	45'6" X 40'11"	12'4"	1829	169	180	60/96	36	32	40	130
GRAMERCY	46'6" X 40'10"	11'6"	1868	173	180	60/96	36	32	40	130
FLATIRON	22'1" X 34'10"	10'6"	753	70	60	28/42	20	20	24	50
TURTLE BAY	24'7" X 10'4"	9'6"	256	23	15	8/12	12	10	8	20
MURRAY HILL	38' X 19'7"	8'9"	748	67	55	30/45	20	20	24	50
SUTTON PLACE	20'1" X 32'11"	8'9"	645	60	55	26/34	20	20	24	50
UNION SQUARE	18'5" X 36'	8'9"	666	61	55	28/42	20	20	24	50
SUGAR HILL	47'2" X 24'4"	8'	1,128	104	70	30/45	28	24	28	70
CHELSEA	25'4" X 36'8"	8'	934	86	70	32/48	28	20	24	60
EXECUTIVE BOARDROOM	37'5" X 24'1"	10'6"	903	83	-	-	20	-	-	-

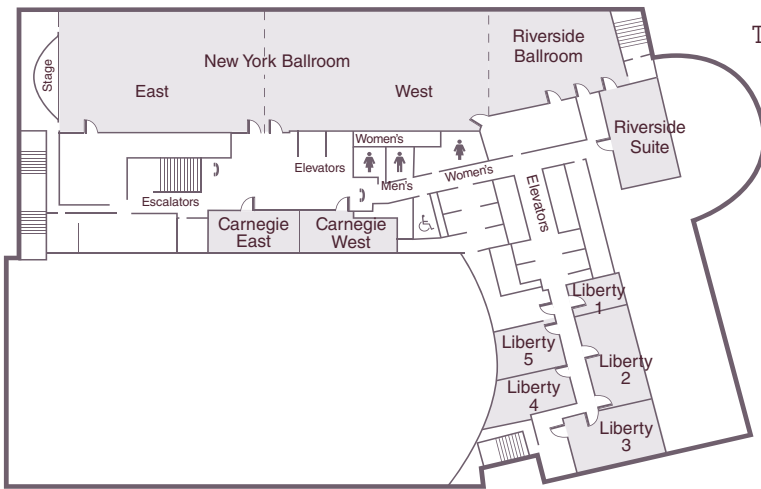


SECOND FLOOR

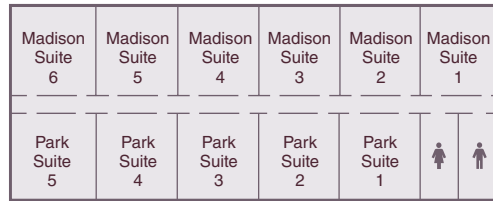


SECOND FLOOR ROOM DIMENSIONS AND SEATING CAPACITY

Room Name	Dimensions	Height	Square Ft.	Sq.Meters	Theater	Classroom	Conference	Reception	Rounds of 10	U-shape	Hollow Sq
METROPOLITAN BALLROOM	153' X 95'	21'9"	14,535	1,350	1,700	1,000	-	2,500	1,600	130	160
METROPOLITAN EAST LARGE	105' X 95'	21'9"	9,975	926	1,200	600	-	1,500	1,000	100	130
METROPOLITAN EAST SMALL	85' X 95'	21'9"	8,075	750	850	450	-	1,000	800	80	110
METROPOLITAN WEST LARGE	70' X 95'	21'9"	6,650	617	700	450	-	800	640	70	90
METROPOLITAN WEST SMALL	51' X 95'	21'9"	4,845	450	500	300	-	500	400	60	80
EMPIRE BALLROOM	147' X 47'	10'8"	6,909	641	650	350	-	800	480	110	120
EMPIRE EAST	76'3" X 48'	10'8"	3,662	340	400	200	60	300	340	60	70
EMPIRE WEST	71'5" X 38'	10'8"	2,717	252	270	150	50	250	180	40	50
CENTRAL PARK EAST	63'5" X 67'	10'7"	3,178	295	130	60	30	350	250	-	-
CENTRAL PARK WEST	33'1" X 84'	9'7"	2,780	258	250	150	50	300	180	40	50
LENOX BALLROOM	62'5" X 54'	11'10"	2,791	311	100	48	30	200	150	-	-



THIRD FLOOR



FIFTH FLOOR

THIRD AND FIFTH FLOOR ROOM DIMENSIONS AND SEATING CAPACITY

Room Name	Dimensions	Height	Square Ft.	Sq.Meters	Theater	Classroom	Conference	Reception	Rounds of 10	U-shape	Hollow Sq
NEW YORK BALLROOM	175'5" X 47'8"	11.11'	8,388	779	800	470	-	800	600	150	-
NEW YORK EAST	82'5" X 47'8"	11.11'	3,943	366	325	220	80	400	320	70	90
NEW YORK WEST	95' X 47'8"	11.11'	4,541	421	350	250	85	400	350	75	90
RIVERSIDE BALLROOM	51' X 41'	9.10'	2,091	194	125	78	40	150	120	40	50
RIVERSIDE SUITE	40' X 25'	8.9'	1,000	92	70	48	30	70	60	36	40
LIBERTY 1 & 2	20' X 41'	9.3'	820	76	40	30	30	40	40	-	-
LIBERTY 1	20'6" X 20'	9'	412	38	20	15	15	20	20	-	-
LIBERTY 2	20'6" X 21'	9'	432	40	20	15	15	20	20	-	-
LIBERTY 3	33'11" X 22'	9'	728	67	60	50	30	50	60	30	-
LIBERTY 4	17' X 36'	9.2'	612	56	50	30	25	40	30	-	-
LIBERTY 5	22' X 29'	9.2'	638	59	50	30	25	40	40	25	-
CARNEGIE EAST	35' X 15'	9'	525	48	45	30	25	40	40	-	-
CARNEGIE WEST	39' X 15'	8'11"	585	54	45	30	30	40	40	-	-
5th Floor Room	Dimensions	Height	Square Ft.	Sq.Meters	Theater	Classroom	Conference	Reception	Rounds of 10	U-shape	Hollow Sq
PARK 1, 2, 3, 4 & 5	22'11" X 22'	8'	308	43	30	21	18	25	24	-	-
MADISON 1, 2, 3, 4, 5 & 6	22'11" X 24'10"	8'	352	49	30	21	18	25	24	-	-
4TH FL. BOARDROOM	18' X 17'	8'	306	-	-	-	12	-	-	-	-



Although we're newly refreshed from our renovation, one thing will never change. We still have one of the most flexible selections of meeting space in New York City—60,000 square feet in all, configured in a total of 43 function rooms.

VENUES DESIGNED TO INSPIRE

Perfect for large meetings and an ideal venue for elegant events, the 16,477-square-foot Metropolitan Ballroom hosts up to 2,000 guests and opens into the Central Park Ballroom. One floor up, the 8,715-square-foot New York Ballroom holds an additional 1,200 guests.

While we specialize in larger groups, we also provide meeting space specifically designed to accommodate groups on a smaller scale with comfort, including the impressive 11,000-square-foot Executive Conference Center.

EXECUTIVE CONFERENCE CENTER

In addition to our extensive selection of function space, we also feature an impressive stand alone facility that offers a much more intimate setting and level of service, along with everything you need in one location, on just one floor.

A rarity in NYC, our Executive Conference Center feels more like a hotel within a hotel, providing an exclusive location coupled with the privacy of a distraction-free environment and the professionalism of a dedicated service team expertly trained to relieve stress and add efficiency to any event.

While an ideal choice for smaller to mid-size meetings and events, the stand-alone ECC offers the same turnkey services as a large, multi-story conference center, including the convenience of separate entrances. Add to that a contemporary setting and pampering amenities typically found only in boutique hotels—including a private concierge who will tend to your every need—and you have the makings of a productive, one-of-a-kind event.

SHERATON GOES GREEN

We believe economic growth and the well-being of society are inextricably tied to the health of our planet. The following is just a sampling of the green initiatives we've implemented to better minimize our impact on the environment, and to make you feel better about choosing Sheraton:

- Started an organic composting system in all kitchens and banquet areas
- Implemented cardboard, paper and aluminum recycling program

- Installed energy-efficient CFL lighting and new Energy Star-rated hotel equipment throughout
- Organized a guest-voluntary linen-reuse program.

ON SITE SPECIALTY EVENTS

Save time, money and our environment with On Site Specialty Events, designed to provide you with a cost-effective, seemingly effortless sustainable program and your group with an engaging and memorable experience.

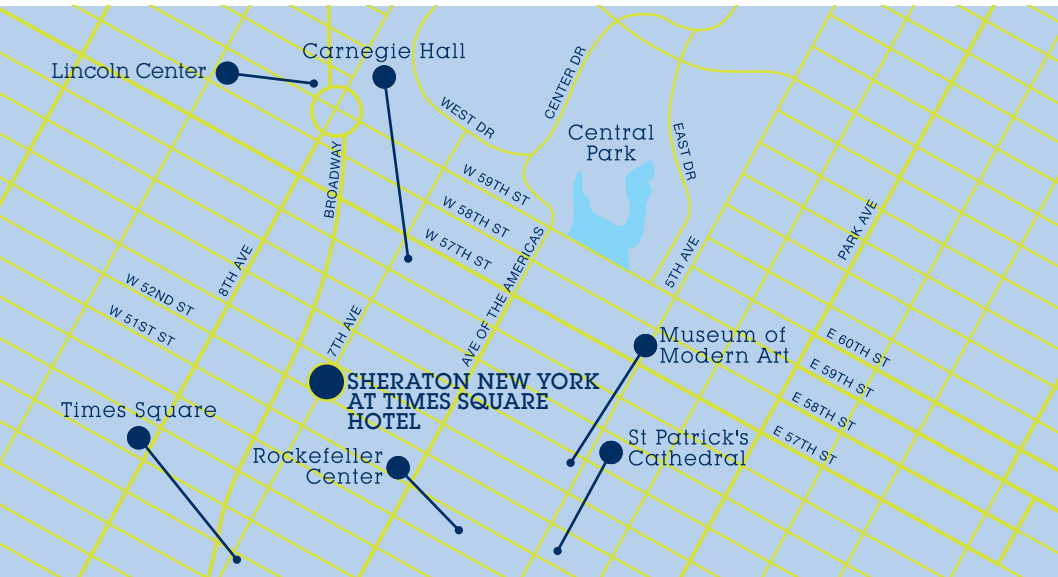
Part of the hotel's green initiatives, Starwood eMenus afford meeting planners the chance to explore, organize and budget event menus online, whenever they want, however they want.

The professional services of our Banquet Maitre D' and staff perfectly complement our expert culinary department, allowing us to provide our guests with unparalleled service, style and excitement—all without leaving the hotel.

Our enthusiastic staff and Executive Meeting Specialists will efficiently attend to all of the details of your event, so you can focus on what truly matters—your people.



Sheraton



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FROM THE NORTH

Take the New York Thruway I-87 South to Henry Hudson Parkway. Proceed south to the 56th Street Exit. Travel across 56th Street to 7th Avenue. Turn right on 7th Avenue. Continue to 52nd Street.

FROM THE SOUTH

Take the New Jersey Turnpike I-95 North. Cross over the George Washington Bridge exit for Henry Hudson Parkway South. Go to the 56th Street Exit. Travel to 7th Avenue. Take 7th Avenue to 52nd.

FROM THE EAST

Take the expressway I-495 to Queens Midtown Tunnel. Go through the tunnel to 3rd Avenue. Go uptown until you come to 53rd Street. Turn left. Continue to 7th Avenue.

FROM THE WEST

Take Route 80 to the George Washington Bridge. Cross over the bridge. Proceed to Henry Hudson Parkway South. Take the 52nd Street Exit. Continue to 7th Avenue.