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Roadshow destinations

Spotlight on New York

New York, New York. Loud, fast-paced energetic – it's a city that makes an impact. As the financial and news media capital of the US, and home to the world's two largest stock exchanges, Wall Street, and innumerable corporations, brokerage houses and investment banks, it also has enormous importance as a roadshow destination.

And there's certainly an eager roadshow audience to be found. The city's ten largest investment firms alone have combined equities under management of over \$1.25 trillion and have predominantly low or moderate turnover, according to CapitalBridge.

While the size, amount and variety of investors means there are great opportunities to be had, it also means a large number of companies are all competing for New York-based investors' attention. In this environment, roadshows have to be well planned and perfectly executed.

When it comes to choosing meeting venues, it's best to pick places that are as easy as possible for analysts and investors to get to. More and more, that means these individuals' own offices. "It is becoming increasingly difficult to get New Yorkers away from their desks, so plan on many in-house meetings in offices and conference rooms," says Gene Marbach, group VP of New York IR and PR firm Makovsky + Company.

