



ESCAPE THE ORDINARY



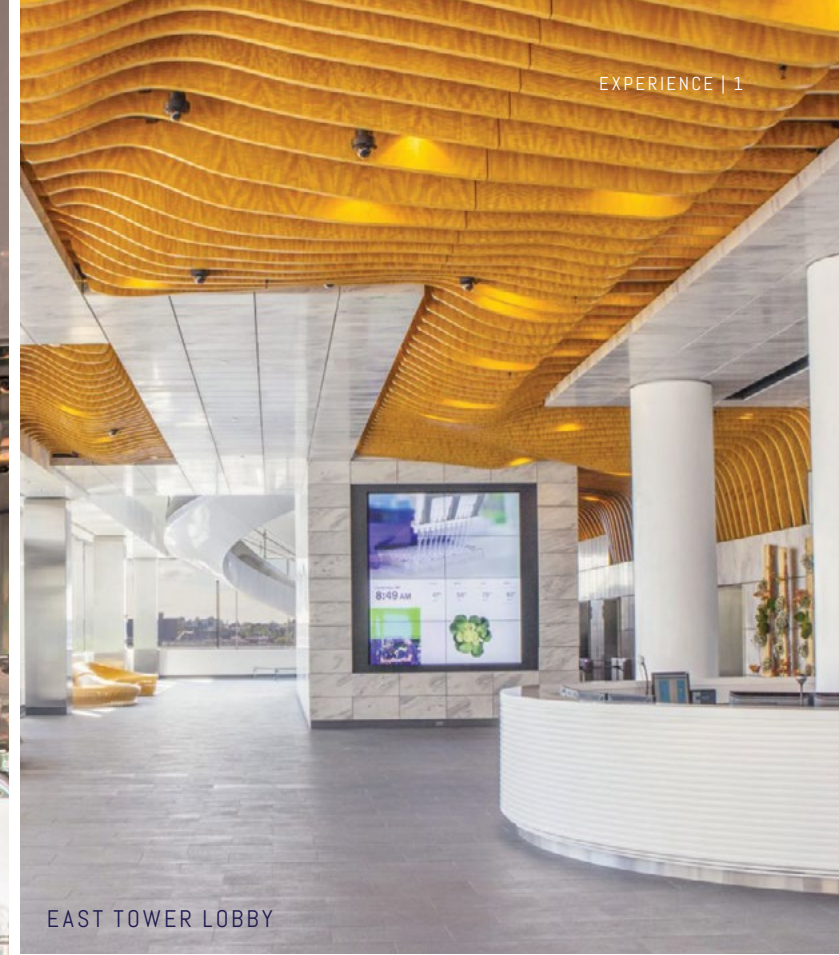
APELLA  
BY ALEXANDRIA

# EXPERIENCE APELLA

Discover Apella, New York City's premier meeting and event destination venue, secluded on the edge of the East River, yet within touching distance of Midtown Manhattan. Escape the rush of the city and retreat to a private 3.5-acre property featuring a tree-lined entry drive, and stunning river views. Apella's sleek, turnkey space serves as a distinctive backdrop for a modern event experience. Offering world-class hospitality, forward-thinking menus, and sophisticated multimedia solutions, Apella sets the standard for an unparalleled guest experience. A departure from the expected.



LOUNGE



EXPERIENCE | 1

EAST TOWER LOBBY



GRAND STAIRCASE

“

Every aspect of the event: the building, the views, the staff, the accommodations, and most importantly the reaction was incredible.

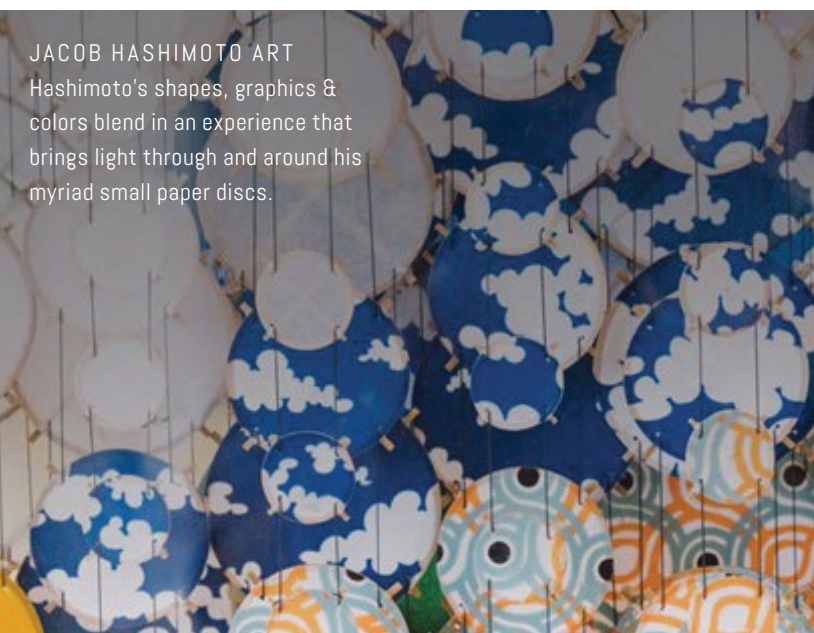
- LUX CAPITAL



LOUNGE DETAIL



BREAKOUT STATION



JACOB HASHIMOTO ART  
Hashimoto's shapes, graphics & colors blend in an experience that brings light through and around his myriad small paper discs.



LOUNGE

## EXQUISITE DESIGN

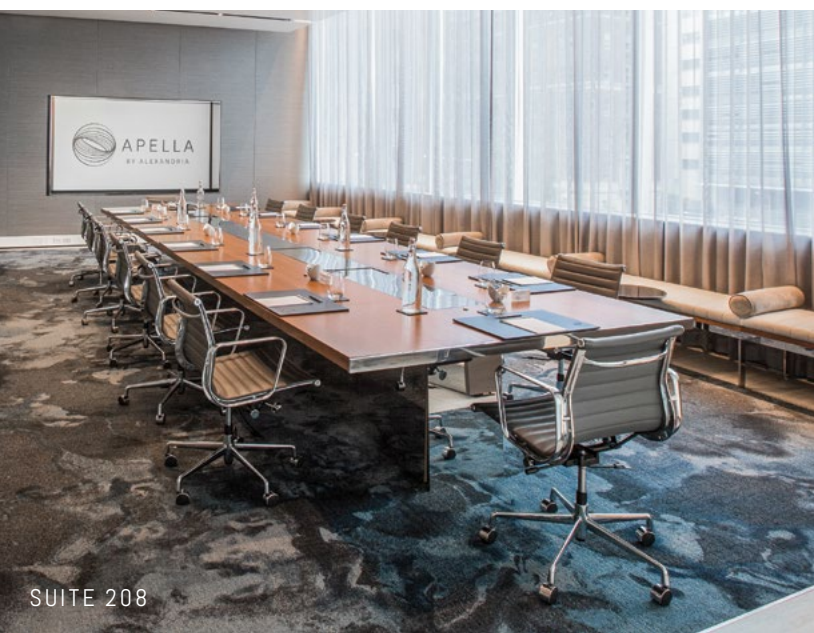
Apella's design is based on the principle that exquisite surroundings invigorate minds and inspire creativity. Modernly designed, Apella embodies the metropolitan style and modern chic sophistication of New York City. Its contemporary lines, modern finishes, neutral color palette, and open floor plan compose a backdrop versatile enough to complement any design vision. Furnished with 11' to 12' high ceilings, floor-to-ceiling windows, and a grand spiral staircase entry, and generously appointed with Eames leather chairs and modular leather lounge furniture, Apella's design aesthetic complements the environmentally responsible and sustainable designs of the LEED® Gold building in which it resides.



SUITE 200



SUITE 207



SUITE 208

“

This group has traveled the world and is used to first class service. Without a doubt, they all walked away feeling that they had a Five Star Plus experience at Apella.

- NYU LANGONE CENTER



## MEETINGS

Apella is the foremost conference and event space in New York City. Boasting panoramic views of the East River and 20,000 square feet of meeting space, the venue features 10 private suites with flexible seating configurations to accommodate two to 300 guests. Apella's thoughtfully appointed spaces provide an open yet highly secure setting for executive board meetings, industry conferences, corporate retreats, and product launches. With a singular focus to provide best-in-class meeting experiences, Apella's dedicated Events Managers will champion the unique vision of each client, ensuring that every wish is met, high expectations are exceeded, and Apella's yes-we-can service philosophy is flawlessly executed.

SUITE 201



APELLA WEST 101



APELLA WEST 102



APELLA WEST 102



APELLA WEST LOUNGE

## APELLA WEST

Experience the latest state-of-the-art event space from the same team that brought you Apella by Alexandria. Apella West Suites sets a new benchmark for excellence in hospitality, blending world-class service with innovative menus and cutting-edge multimedia solutions. Host an intimate meeting or dinner in one of our suites or reserve the entire space for full-day and multi-day events, offering a contained and exclusive space for your guests.

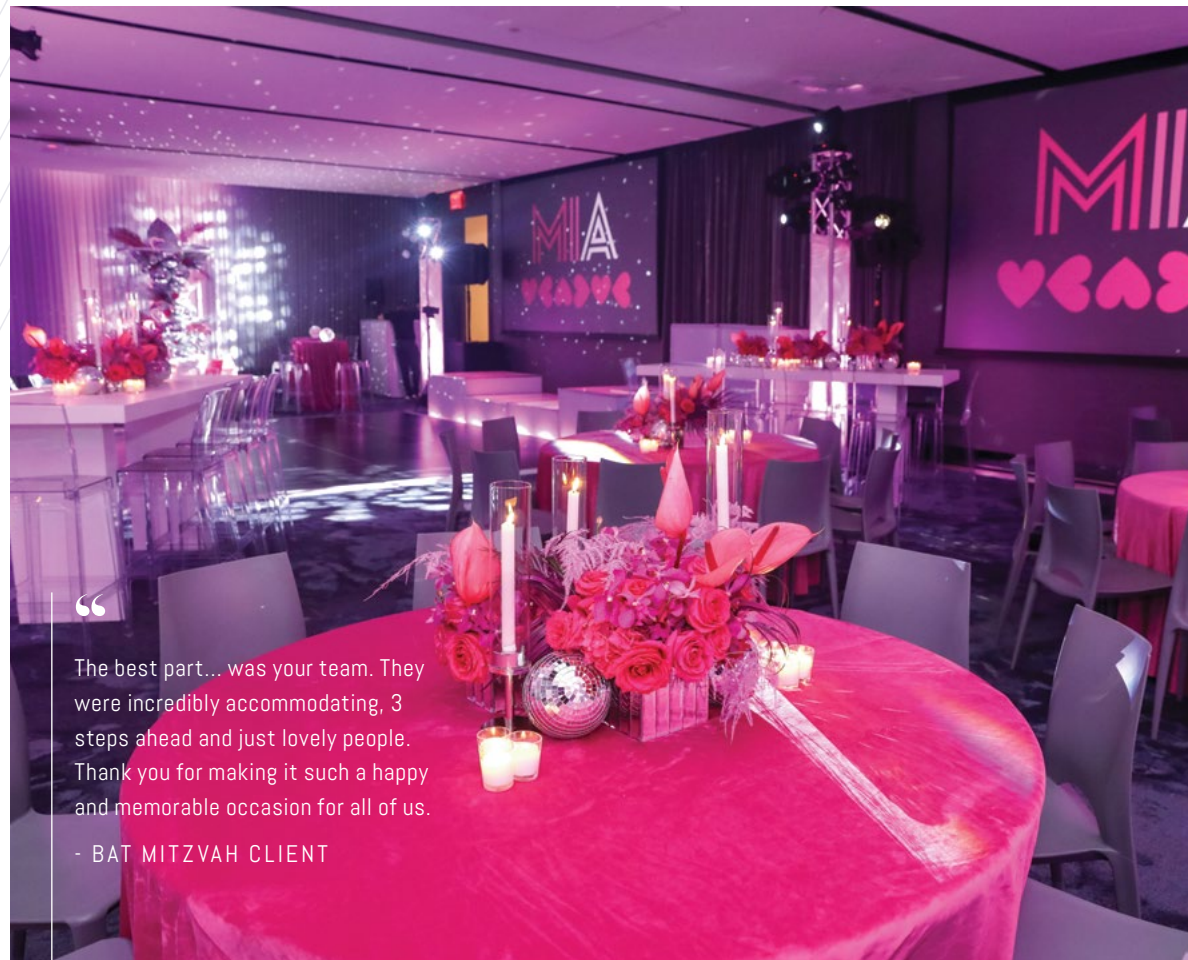
## CELEBRATIONS

From intimate dinners for 12 to celebrations for 300, Apella is the premier destination venue for all occasions in New York City. With its sleek design, modern space, and sweeping East River views, Apella is an impressive backdrop for all occasions. No two events are alike, which is why Apella's dedicated Events Team is committed to championing the unique vision of each client. Apella's exquisite design, white-glove service, artisanal cuisine, and sophisticated technology converge to exceed our guest's expectations. From sophisticated weddings to elaborate bar or bat mitzvahs, Apella will work to create an experience that is authentically each client's own.

### GRAND CELEBRATIONS

EVENTS UP TO 750 GUESTS

For large-scale affairs of up to 750 attendees, guests enjoy a multilevel entertaining experience with 20,000 square feet of elegant interiors and exteriors. Included in this offering are Apella's 10 private event suites and the Apella Lounge, a grand spiral staircase and adjoining pre-function atrium, and Riverpark's exquisite dining room with open-plan bar as well as beautifully styled outdoor verandas.



“

The best part... was your team. They were incredibly accommodating, 3 steps ahead and just lovely people. Thank you for making it such a happy and memorable occasion for all of us.

- BAT MITZVAH CLIENT

# FOOD & BEVERAGE

Explore the private dining options at Riverpark Restaurant to enhance your event with a separate space for meals, cocktails, or an after-party.

Rooted in modern American cuisine, Riverpark, Apella's restaurant and exclusive on-site caterer, highlights seasonal ingredients from local farms and greenmarkets.

Blending the collective talents of a team of culinary artisans, Riverpark creates dishes that capture passion for sustainable, local, organic, and wholesome ingredients. Riverpark offers our guests an exceptional culinary experience featuring high-quality ingredients from New York City's most in-demand purveyors, mongers, farmers, fisheries, and vintners.

MORE ABOUT RIVERPARK



“

Attendees and speakers were raving about the venue, the staff, and the food!

- ADWEEK

# STATE-OF-THE-ART TECHNOLOGY

Apella actively invests in cutting-edge technology as well as a team of dedicated in-house technicians to ensure all client programming is executed with impeccable precision. On-site technology ranges from complimentary 250 Mbps high-speed WiFi to elite 12,000-lumen 1080p laser projectors engineered by Panasonic. Expertly prepared to meet technology requests of the most elemental and the most sophisticated in nature, Apella provides customized multimedia solutions to fulfill the requirements of each client.



250 Mbps High-Speed WiFi



12,000-Lumen 1080p Laser Projectors (Suite 200)



Video Conferencing



Teleconferencing



Videography



Video Switcher



Audio Recording



Confidence Monitor



Speaker Timer



Audio Mixer



Dedicated On-Site Technology Experts & Consultation



Electric-Powered Custom Desks By Bernhardt

TECHNOLOGY MENU

# PRIVACY & SECURITY

Apella provides an optimal setting for clients seeking a highly secure venue. With a private entry drive and a concealed parking entrance, Apella is prepared to welcome guests requiring the highest degrees of security. Apella and its dedicated fleet of security experts have been honored to welcome and safeguard notable government figures, celebrities, and C-suite executives.





## APELLA BY ALEXANDRIA

Apella is located within the Alexandria Center® for Life Science, New York City's first premier life science and technology campus. Owned, developed, and operated by Alexandria Real Estate Equities, Inc. Fostering innovative collaborations among New York's renowned academic and medical institutions, preeminent scientific talent, top-tier investment capital, and the broad and diverse commercial life science industry, the Alexandria Center enables the region to capitalize on its talent and speeds the translation of promising new life science discoveries from bench to bedside.

## THE APELLA ETHOS

Apella is built on a yes-we-can service philosophy with a team of world-class professionals thoughtfully tending to each event detail. As a trusted partner, the Apella team is committed to working collaboratively with clients through each stage of planning and execution to ensure a seamless and successful event experience.

## COMPLIMENTARY FEATURES & AMENITIES

### EXCLUSIVE PROPERTY

- Grand Spiral Staircase Entry
- Leed Gold Building
- Private Drive Entry & Plaza
- Sweeping Views Of The East River

### SUITE FEATURES

- 11'- To 12'-High Ceilings
- Floor To Ceiling Windows
- Welcome & Registration Area
- Eames Leather Chairs
- Filtered Water In Glass Bottles With Stemless Glasses
- Linens, Notepads, Pens, Leather Blotters & Mints
- Modular Leather Lounge Furniture
- Natural Light, Blackout Shades & Soundproof Rooms

### WORLD-CLASS HOSPITALITY

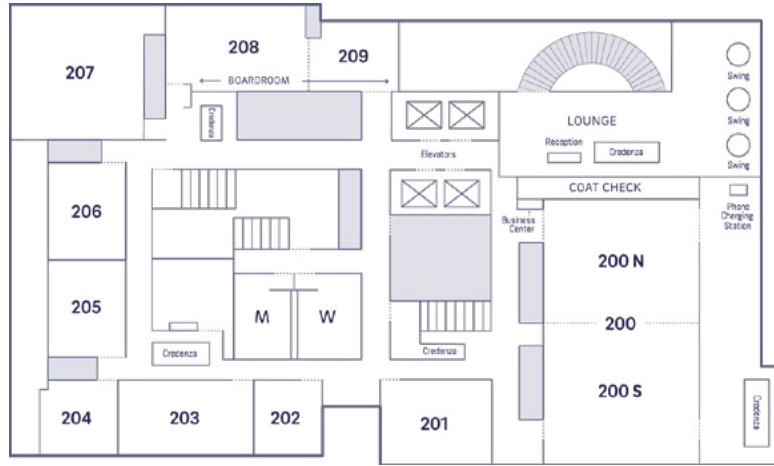
- 24/7 Security Guards
- Cab Concierge
- Coat Check
- Dedicated Events Managers
- Dedicated In-House Audiovisual Experts
- Room Setup & Breakdown
- Business Center

### STATE OF THE ART TECHNOLOGY

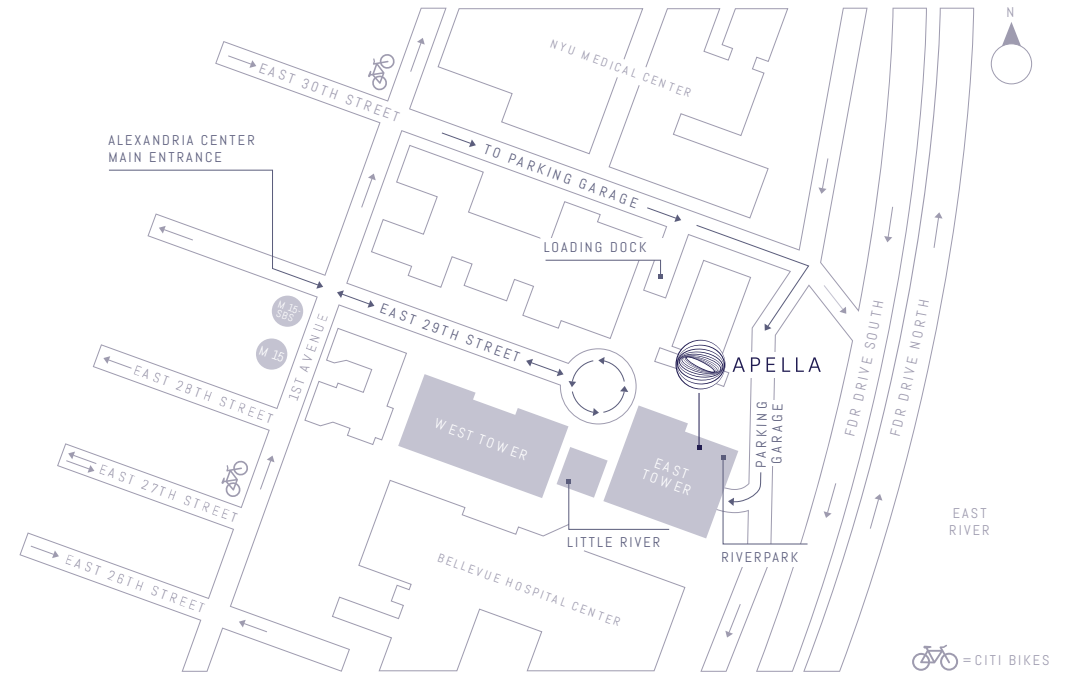
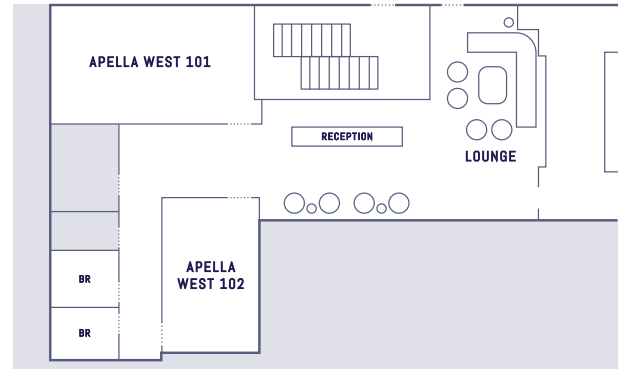
- 12,000-Lumen 1080p Laser Projectors (Suite 200)
- (3) 188" Projection Screens (Suite 200)
- 250 Mbps High-Speed WiFi
- Customized Ambient Music & Mood Lighting
- Electric-Powered Desks By Bernhardt
- Preliminary Audiovisual Consultation
- Secure Cell Phone Charging Station

# SPECIFICATIONS

APELLA 2ND FLOOR



APELLA WEST



# ROOM CAPACITIES

[MAP & DIRECTIONS](#)

SUITE NAME	DIMENSIONS (ROUNDED)	SQUARE FEET (ROUNDED)	CEILING HEIGHT	Room Shape Icons										
				BOARDROOM	U-SHAPE	HOLLOW SQUARE	CLASSROOM	THEATRE	ROUNDS W/ STAGE & AV	CRESCENT ROUNDS	ROUNDS W/ DANCE FLOOR	RECEPTION		
<a href="#">Suite 200</a>	70' x 36'	2,480	12'	52	40	60	104	225	180	144	130	300		
<a href="#">Suite 200 North</a>	33' x 36'	1,154	12'	24	26	36	50	120	60	64	60	145		
<a href="#">Suite 200 South</a>	37' x 36'	1,314	12'	24	24	36	48	136	80	80	70	155		
<a href="#">Suite 201</a>	21' x 21'	425	11'	12	14	16	18	39	—	—	—	36		
<a href="#">Suite 202</a>	18' x 10'	180	11'	10	—	—	—	—	—	—	—	—		
<a href="#">Suite 203</a>	18' x 28'	485	11'	16	16	20	22	43	—	—	—	30		
<a href="#">Suite 204</a>	16' x 14'	230	11'	8	—	—	—	—	—	—	—	—		
<a href="#">Suite 205</a>	25' x 15'	380	11'	12	14	16	16	40	—	—	—	24		
<a href="#">Suite 206</a>	25' x 15'	380	11'	12	14	16	16	40	—	—	—	24		
<a href="#">Suite 207</a>	31' x 27'	860	11'	18	24	28	38	100	50	48	—	75		
<a href="#">Suites 208 &amp; 209</a>	18' x 53'	950	11'	22	—	—	—	—	—	—	—	—		
<a href="#">Suite 208</a>	18' x 24'	615	11'	22	—	—	—	—	—	—	—	—		
<a href="#">Suite 209</a>	17' x 19'	335	11'	—	—	—	—	—	—	—	—	25		
<a href="#">Lounge</a>	60' x 26'	1,530	12'	—	—	—	—	—	—	—	—	175		
Entire 2nd Floor		20,000	—	—	—	—	—	—	—	—	—	300		
<a href="#">Apella West 101</a>	60' x 26'	420	—	16	—	—	—	—	—	—	—	175		
<a href="#">Apella West 102</a>	14' x 22'	308	—	12	10	—	12	24	—	12	20	—		