



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

October 11, 2021

Dear Friends:

I am pleased to join with DPAA in celebrating the 10<sup>th</sup> Annual New York Digital Signage Week.

As a global capital of media and business, we are delighted to once again host this exciting convention, which brings together leaders from the fields of advertising, marketing, entertainment, technology, and an array of other creative sectors. Featuring DPAA's Video Everywhere Summit, the *DailyDOOH* Investor Conference, open houses, networking events, tours, and more, this year's symposium will give attendees the chance to build valuable connections, share knowledge, and learn more about the trends, challenges, and technological advancements that are shaping the digital signage and out-of-home advertising industries, especially as they continue to navigate the COVID-19 pandemic. This in-person convention also signifies our city's resiliency and the tremendous progress we have made in our efforts to reopen safely. I applaud DPAA, *DailyDOOH*, and everyone associated with this terrific event for their efforts to strengthen our dynamic media landscape and engage and inform New Yorkers of all backgrounds. Together, we will restore our city's cultural and economic vitality and come back from this crisis stronger and more united.

On behalf of the City of New York, I offer my best wishes for an inspiring week and an enjoyable stay for all of those visiting the five boroughs for this vibrant convention.

Sincerely,

A handwritten signature in black ink that reads "Bill de Blasio".

Bill de Blasio  
Mayor