

Event Details

Event Id: 919881

Event Name: Zocdoc Provider Appreciation Activation

Event Description: The activation invites the New York City public to step into a branded phone booth and share a story about a provider who made a meaningful impact on their life. People share honest heartfelt stories showing their appreciation of a specific doctor. The stories will be shared on Zocdoc social media channels on National Doctors Day. Video content will be captured using handheld cameras or a single tripod. The crew will be small agile and professional. The production and security team will ensure the flow of pedestrian traffic is not interrupted by our activation.

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 03/22/2026 06:00 AM

Start Date: 03/22/2026 09:00 AM

End Date: 03/22/2026 06:00 PM

Breakdown Date: 03/22/2026 08:00 PM

Event Status: Submitted

Recurring Event: No

Event Other Details:

Attendance: 75 to 199

Non Profit Organization: No

Received Date: 02/20/2026 09:34 PM

Application Processing by:

Applicant Details

Applicant Name: Allison Abeln

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	Astor Place Plaza : Lafayette St / Cooper Sq 8 St (South)	Pedestrian Plaza	Full		Manhattan	2, 3	9	10003

Sponsor Details

Sponsor: Eventure Production LLC

Sponsor Address: [REDACTED]

Sponsor Email: [REDACTED]

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Allison Abeln

Producer Address: [REDACTED]

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2, 3,

Affected Precincts 9,

Affected City Council Dist: 2,

Affected Zipcodes: 10003,

Agency Instructions

- 1 The estimated attendance at this event is: 75 to 199.
- 2 The event will contain the following commercial branding and/or advertising elements: *Logos on phone booth prop and A-frame*

sign

- 3 The event will have on-site security. Following is the on-site security plan: *Private security guard licensed by the State of New York will be onsite for the duration of the install, event and strike.*
- 4 There will be a prop at this event. Following are the dimensions and description: *The event will employ 1 freestanding phone booth with the following dimensions: 40 inches long x 40 inches wide x 72 inches high. The booth will be three-walled: 1 hard wall with a mounted prop phone, 2 walls with windows, and the last side open. The phone booth will be painted yellow with a brand logo.*