

EventId: 962428

07/24/2026 03:32 PM

Event Details

Event Id: 962428

Event Name: Hair Care brand activation on Astor

Event Description: free samples, product testing

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 08/20/2026 12:00 AM

Start Date: 08/20/2026 08:00 AM

End Date: 08/20/2026 08:00 PM

Breakdown Date: 08/20/2026 11:59 PM

Event Status: Submitted

Recurring Event: No

Event Other Details:

Attendance: 75 to 199

Non Profit Organization: No

Received Date: 07/15/2026 05:46 PM

Application Processing by:

Applicant Details

Applicant Name: Amir Shayegan

Applicant Address:

Applicant Country: United States of America

Applicant Email:

Applicant Phone: 0

Applicant Cell Phone:

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: IDEKO Productions LLC

Sponsor Address: [REDACTED] 04

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization:

Producer Address:

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email:

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: *branded event elements*
- 3 The event will be advertised. Following is the event advertising plan: *social media*.
- 4 The event will have on-site security. Following is the on-site security plan: *NYS licensed*.