

Theory+Practice in Marketing Conference New Technologies and Marketing | May 16-18, 2019

The Theory+Practice in Marketing Conference will be held at Columbia University in two locations:

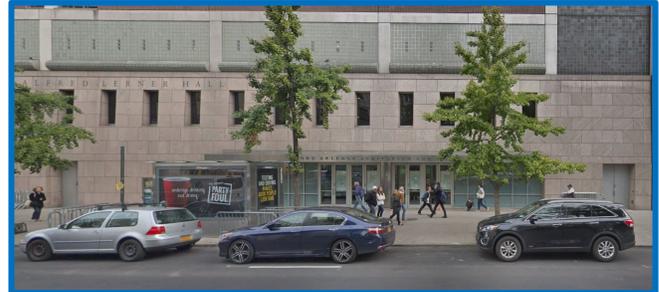
- **URIS HALL** (3022 Broadway): All presentation conference activities will take place at Columbia Business School, Uris Hall.
- **Friday dinner only: LERNER HALL** (2920 Broadway): Friday evening's dinner will take place at the Party Space at Lerner Hall. Please enter the building through the glass doors at the Broadway and 115th Street entrance.

*Please note that during the dates of the conference, the greater Columbia University community will be preparing for Commencement, . As such, crowds on campus will be larger than usual, and some walkways may be blocked. Please allow additional time to get to your destination.

Uris Hall
3022 Broadway



Lerner Hall – Broadway Entrance
2920 Broadway



Directions to Columbia University

BY TAXI, DRIVING, OR RIDEHAILING APPS (SUCH AS UBER)

As the driver to drop you off at 116th Street and Broadway (the University's main gates), then proceed via the directions below. If you drive, a list of nearby parking garages is located at:

http://www.columbia.edu/about_columbia/parking.html

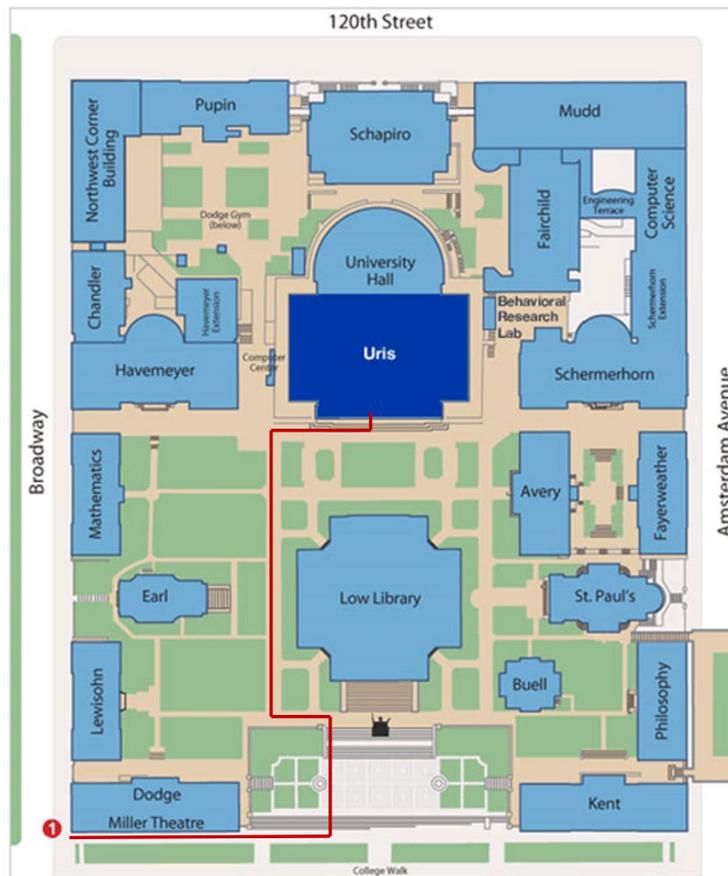
BY SUBWAY

Take the **1** subway line to the **116th Street–Columbia University** stop.

IMPORTANT: Do **NOT** take the A, C, 2, or 3 trains. They will not bring you directly to campus.

Once at Columbia, follow these directions to [Uris Hall](#)

- After getting off the subway, enter campus through the main gates at Broadway and 116th Street.
- Walk eastward down College Walk towards the middle of campus.
- On your left you will see a statue of a woman (“Alma Mater”) and Low Library, a building with a rotunda that sits at the top of a large flight of stairs.
- Uris Hall is located directly behind Low. Go up the stairs, around Low, and you will come to Uris Hall.
- Uris Hall is the building with a large, black sculpture called *The Curl* in front of it.



Once at Columbia, follow these directions to [Lerner Hall](#) (not on above map)

- From Columbia University's main gates at 116th Street and Broadway, walk south one block to 115th Street and Broadway.
- Walk past the blue Columbia University Bookstore banner.
- You will see a set of glass doors that say “Roone Arledge Auditorium” over them. Please enter Lerner Hall through these doors.