

## **PAs on the Plaza: Frequently Asked Questions**

*Everything you need to know before you hit the  
TODAY Show Plaza this PA Week!*

### **Is PAs on the Plaza an AAPA owned event?**

The TODAY Show Plaza is not an AAPA owned event and is open to the public. It is first-come, first-serve until it reaches capacity, so please keep that in mind when planning your trip. This year, AAPA will not restrict group sizes but recommends keeping groups under 12 people to ensure entry into the Plaza.

AAPA does not have a partnership with the TODAY Show and cannot guarantee entry.

### **What can I expect to see during my visit?**

The TODAY Plaza is directly outside of Studio 1A. Guests are able to peek inside to observe the live TODAY broadcast. Cameras will feature the Plaza audience throughout the show, and the TODAY anchors plan to make an appearance outside during the broadcast.

The TODAY show broadcast is standing room only, and chairs cannot be provided. Guests can expect to be standing in the Plaza for approximately 2 hours.

*There is no guarantee of being on camera or meeting the anchors.*

### **Where should I go on the day of the event?**

The 2026 PAs on the Plaza event will be held on Friday, October 9 at Rockefeller Plaza, 35 West 48th St (between 5th and 6th Avenues), New York, NY, 10112.

Attendees should plan to start lining up for security by 6 a.m. If you wish to be closer to the front of the crowd, we recommend arriving earlier to secure a better spot.

As in years prior, the TODAY Show staff will likely create two separate lines, one for PAs in white coats and one for non-PAs.

### **What should I wear?**

AAPA encourages PAs and PA students to wear their white coats to the Plaza to show a united front. It is advisable to bring a jacket to wear over your white coat, as the Plaza remains open regardless of weather conditions and temperatures may be low.

### **What can/can't I bring?**

All guests will go through a security checkpoint upon arrival. Guests are welcome to bring beverages and snacks. Large items, such as luggage and large backpacks, are not permitted. Leave those at home.

The TODAY Show reserves the right to deny admission at any time, for any reason. Items with batteries like phones and power banks



are allowed but will need to be removed from bags during the security screening process.

Signs are allowed and homemade signs in the “PAs Go Beyond” theme are encouraged! AAPA staff will bring PA Week signs for interested attendees, but they are limited to a first-come, first-served basis.

### Are there restrooms on the Plaza?

There are no restrooms on the plaza. Guests are advised to use the restrooms prior to arrival, but in case of emergency, there are public restrooms on the concourse level of Rockefeller Center.

### Are there options for coffee and breakfast nearby?

There are several cafés and restaurants close to the Plaza around Rockefeller Center. There is also a Starbucks located around the corner and opens at 5:00 a.m.

### Where can friends and family tune in while I'm visiting?

Friends and family back home can tune into TODAY on NBC beginning at 7 a.m. local time.

### How do I get there?

The closest subway stop to the TODAY Plaza is the 47th – 50th Streets – Rockefeller Center station on the B, D, F, M trains. 24/7 parking is also available nearby at the Rockefeller Center Parking Garage at 53 W 48th Street. The garage is operated 24/7 and accepts reservations in advance. Hourly and daily parking rates apply.



**PA Week is October 6-12.**

Visit [PAweek.com](https://www.pa-week.com) for more ways to get involved!