



August 25, 2025

**TO: New York International Auto Show Exhibitors**  
**FROM: Alan Liebensohn, Show Director**  
**RE: EXHIBIT SPACE & TEST TRACK NEEDS FOR 2026**

We are looking to start planning for the 2026 edition of North America's longest running & most influential automotive event. The show will continue in its traditional Easter pattern, **opening to the public on Friday, April 3, 2026, and concluding on Sunday, April 12, 2026**, with Media & Industry Days March 31, April 1 and 2, 2026.

### **SPACE ALLOCATION PROCESS**

This year, we request that OEMs provide show management with their exhibit and any supplemental space needs by completing the attached **Exhibit Space Reservation** form. While we do not plan to make major changes to the show layout, changes are possible based upon the information that you will provide to us in a timely manner. Please indicate if you prefer the same location as in 2025, or if an alternative, please indicate the location and the square footage. It is important that you submit this form as soon as possible.

Once we receive all requests, we will layout the exhibit hall(s) to best accommodate the needs of the show and all exhibitors. Once the floor plan is approved by the Javits Center and the Fire Marshal, we will be in contact with you and your team.

The 2025 floor plan is attached. It is not intended to be the final layout for 2026, but as a point of reference. If you are requesting a change, please also tell us of any other requirements that would impact your desired location. (i.e., wall placements, display properties, etc.).

### **ELECTRIC VEHICLE TEST TRACK**

Over 115,000 sq. ft. was dedicated to electrification in 2025, with 9 OEMs offering consumers an opportunity to experience 17 different electric vehicle models. Over 50,000 rides were given in 2025.

Should you wish to participate in the 2026 multi-brand EV Test Track, please contact Laura Platero, [laura@autoshowny.com](mailto:laura@autoshowny.com) or Chris Sams, [chris@samscripspe.com](mailto:chris@samscripspe.com). The track has sold out every year, so your early submission is important.

**Please review all information and return your Exhibit Space Reservation to us no later than September 12, 2025, as we would like to have a preliminary floor plan ready shortly thereafter.**

**Should you have any questions, please do not hesitate to contact me or any of the Auto Show team. The 2026 planning guide is available at this link.** <https://www.autoshowny.com/exhibit-planning/>

Thank you, and we appreciate your continuing support of the New York International Auto Show.

Best regards,

*Alan Liebensohn*

Alan Liebensohn  
VP/ Show Director