



**2026 DATES** | Press: **April 1 & 2** | Public: **April 3 – 12**

Javits Center | NYC

# MARKETING & PUBLICITY INFORMATION

## **Press Preview & OEM Events**

The New York International Auto Show begins with **the Automotive Forum** (separate registration required) on **Tuesday, March 31, 2026 (9 a.m. – 5 p.m.)**. **The 2026 Media & Industry Preview begins on Wednesday, April 1 (8 a.m.) and continues through Thursday, April 2 (5 p.m.)**. **The Media Welcome Breakfast featuring the World Car Awards will take place on Wednesday morning, April 1 (7:45 – 9 a.m.)**.

OEM Press Conferences will take place throughout the day on Wednesday. A full schedule of Press Events will be made available closer to the Show. The complete schedule, and subsequent updates, will be posted to [autoshowny.com](http://autoshowny.com) and distributed on-site.

## **Dealer Preview**

Dealer Preview will be held on Wednesday evening, April 1 (5 – 9 p.m.) with a reception (by-invitation only) from 5 – 8 p.m. Guests include dealership representatives from throughout the tri-state region. All Exhibitors are expected to staff their display during these events.

For information on Dealer Preview Sponsorship opportunities, please contact Jennifer Lepurage at 718.746.5900 or [jennifer@gnyada.com](mailto:jennifer@gnyada.com).

## **Public Relations / Publicity (for Auto Manufacturers)**

Publicizing the New York International Automobile Show means publicizing the vehicles that will be on display. Our publicity program focuses on the exciting products, exhibits, and activations that attract media and consumers to the Show every year. We work closely with television crews on-site to put together exciting broadcast segments that celebrate the New York International Auto Show as the premier international showcase for new vehicles.

Please make sure that we can include your company's new product news in these publicity efforts by keeping us up-to-date with detailed information on the products you intend to highlight at the Show. To maximize your media exposure through our publicity campaign, you should give us as much information as possible on your show-specific marketing plans as early as possible and update us regularly on any changes.

**Contact Chris Sams ([chris@samscrispe.com](mailto:chris@samscrispe.com)) or Nick Crispe ([nick@samscrispe.com](mailto:nick@samscrispe.com)) with any public relations questions, special information, or newsworthy items.**

**NOTE:** The 2026 New York International Auto Show logo and/or poster art are available for Exhibitor use in promoting their participation in the Show. Contact Laura Platero at 718.746.5300 or [laura@autoshowny.com](mailto:laura@autoshowny.com) to request a vector-formatted logo. *Any use of the NYIAS logo must be submitted for approval prior to distribution, please send a sample to Michael Duffy at [miked@autoshowny.com](mailto:miked@autoshowny.com).*



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## **Celebrity Appearances / Special Attractions / Social Media**

As part of our publicity program, we highlight special appearances and attractions at the New York International Auto Show. If your company is planning any special attractions/activations or appearances by celebrities, professional athletes or public figures please let us know ASAP so that we can include your information in our public relations & social media campaigns. We may also be able to feature your special activity in the Show's Schedule of Events, certain social media platforms, and other appropriate promotional avenues.

**Contact Nick Crispe ([nick@samscrispe.com](mailto:nick@samscrispe.com)) with information on special attractions or celebrity appearances.**  
**Contact Alexis Kelly ([alexis@gnyada.com](mailto:alexis@gnyada.com)) with any special promotions or other social media-worthy items.**

## **Manufacturer Web Link / [autoshowny.com](http://autoshowny.com)**

The New York International Auto Show offers traditional web ads and manufacturer links within the Vehicle Gallery on the official Show App. The "Exhibiting Manufacturers" gallery provides the ability to link manufacturers' new vehicle information pages to their image within the gallery—with unique brand content provided by you. Manufacturers must provide a URL link to activate their information page(s). Contact Alexis Kelly at 718.746.5900 or [alexis@gnyada.com](mailto:alexis@gnyada.com) for more details.

## **Exhibitor Staff Admission Tickets**

Staff Admission Tickets are FREE and available for any exhibit staff working only a single day of the Show. Each automobile manufacturer will be issued fifty (50) Exhibitor Staff Admission tickets per contracted space. All other Exhibitors (i.e., Specialty & Retail) will receive ten (10) Exhibitor Staff Admission Tickets. If you have any questions, please contact Elba Rosales-Rice at 718.746.5300 or [elba@autoshowny.com](mailto:elba@autoshowny.com).