



2026 NEW YORK INTERNATIONAL AUTO SHOW BANNER ADVERTISING





2026 NEW YORK INTERNATIONAL AUTO SHOW

Brand banners achieved a 76% recall rate based on attendee feedback.

Among attendees who noticed a banner, 66% were influenced to visit that OEM's booth.





2026 NEW YORK INTERNATIONAL AUTO SHOW Crystal Palace Banners

Boost your brand's exposure!

Banners in prominent public areas capture the attention of attendees as they arrive and leave the show.





2026 NEW YORK INTERNATIONAL AUTO SHOW North Concourse Banners



With its wide-open layout, the North Concourse let's your brand shine turning heads as crowds move through this busy area.

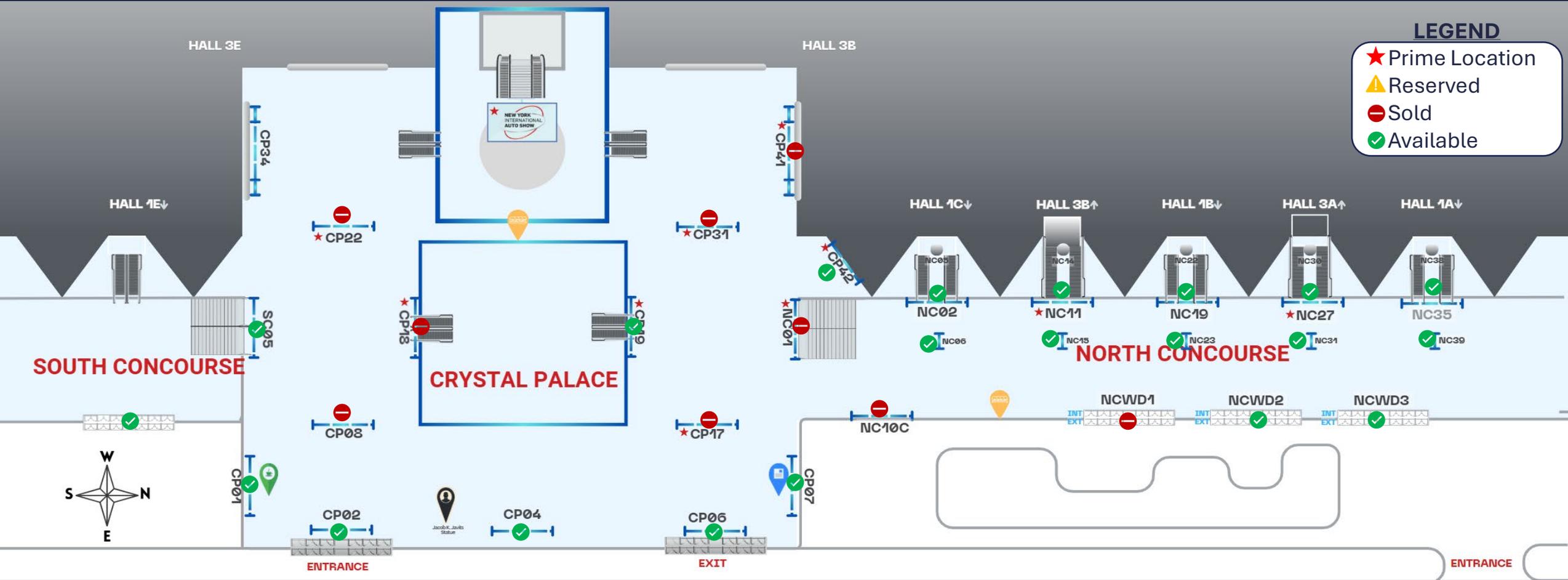




2026 NEW YORK INTERNATIONAL AUTO SHOW

Banner Area Floor Plan

MEDIA ADVERTISING IS AVAILABLE IN THE PUBLIC AREAS OF THE JACOB JAVITS CENTER: CRYSTAL PALACE AND NORTH CONCOURSE





2026 NEW YORK INTERNATIONAL AUTO SHOW

North Concourse Grand Staircase

Showcase your brand in style with a dynamic four-section layout — perfect for one bold image or multiple visuals that tell your story.

Ideal for multiple graphics or one full design visible from the North Concourse

Glass railings are also available as an additional advertising opportunity.





2026 NEW YORK INTERNATIONAL AUTO SHOW

Glass Door Clings

Maximize Your Brand Visibility with Premium Door Graphics!

Choose from six (6) sets of doors – 3 interior and 3 exterior – each featuring two glass panels per door for maximum impact. That's 12 prime cling placements per set to showcase your message in high-traffic areas.

- **Flexible Options:** Single or double-sided graphics can face inward or outward on both interior and exterior doors.
- **Double the Exposure:** Upgrade to double-sided decals/clings (printed and visible on both sides) for twice the visibility. Please note: this option doubles the media cost.

Make every entrance an opportunity to impress!





2026 NEW YORK INTERNATIONAL AUTO SHOW

North Concourse Escalators to Show Floor

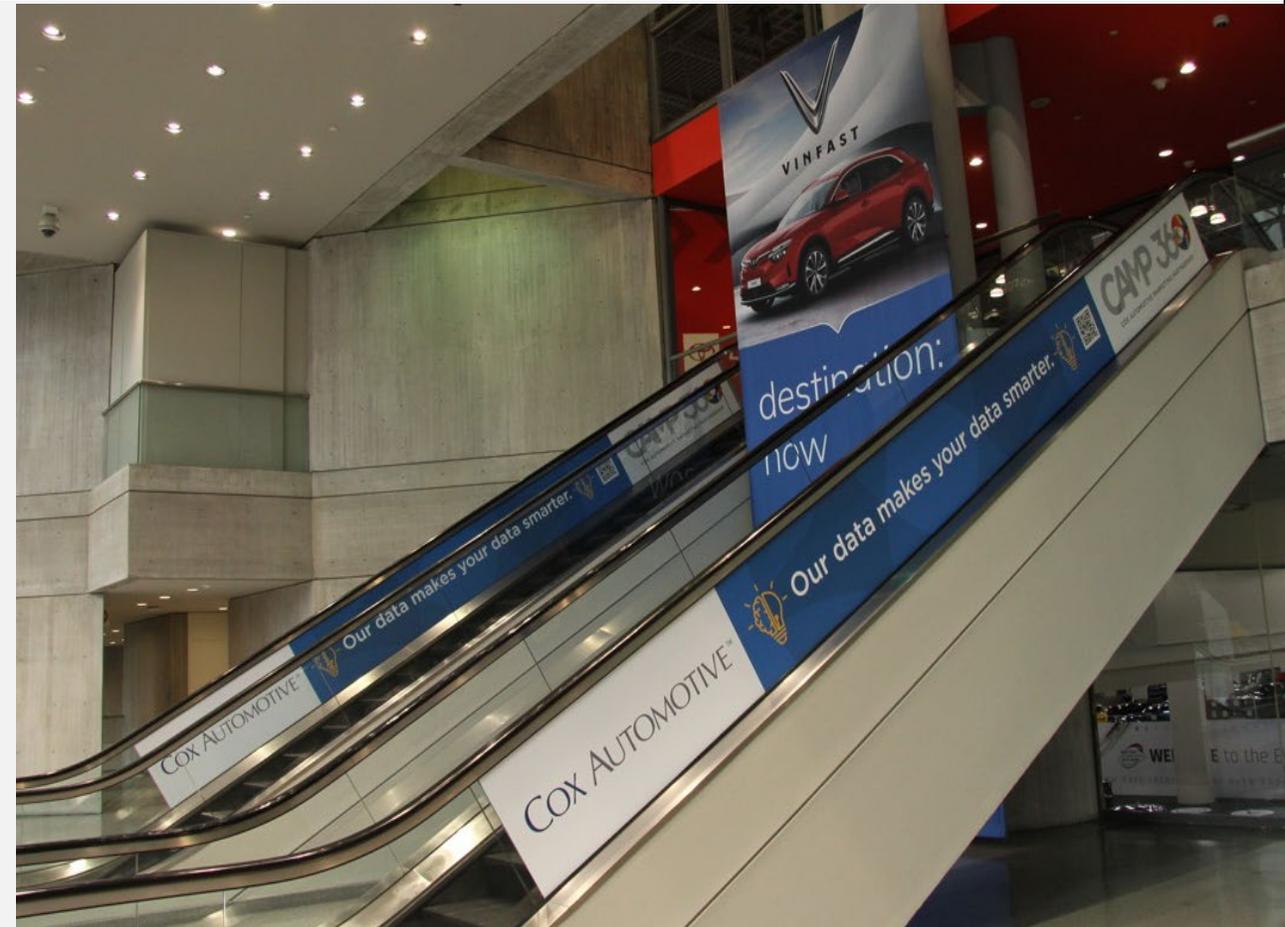
Turn Every Step Into a Marketing Opportunity!

Full-length clings or multiple smaller clings are the perfect way to showcase your product or guide attendees straight to your booth. With up to 4 panels available, you can create a bold, immersive experience that grabs attention from every angle.

Escalator Graphics offer another high-visibility option—choose single-sided for a sleek look or double-sided for maximum impact.

- Make your brand impossible to miss.
- Drive traffic where you want it.

Reserve your space today and own the spotlight!





2026 NEW YORK INTERNATIONAL AUTO SHOW

North Concourse Columns

Own the North Concourse – Command Attention Where It Counts!

Column banners are prime real estate for your brand in one of the busiest areas of the venue.

Make your message unmissable as attendees move through this high-traffic zone.

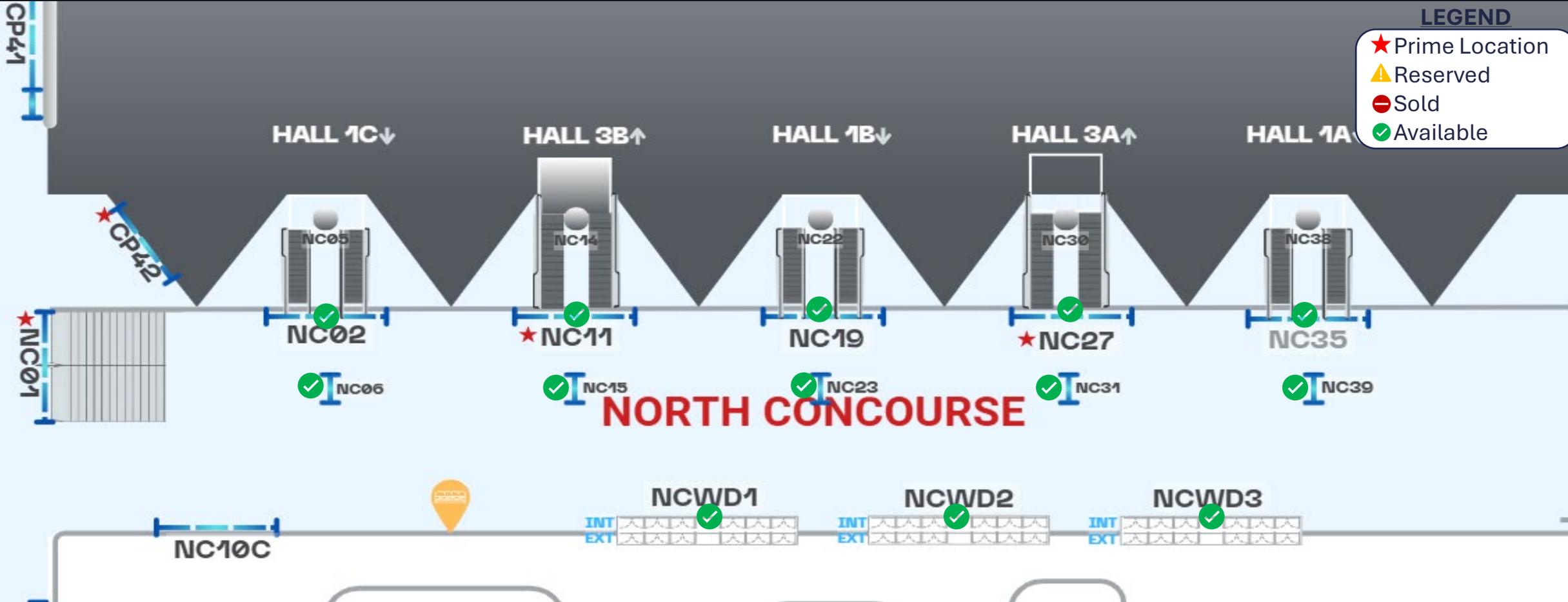
- Bold, eye-level visibility
- Perfect for branding or directional messaging
- Single or double-sided options available

Secure your column banner!





2026 NEW YORK INTERNATIONAL AUTO SHOW Grand Staircase, Escalators and Door Cling Locations





2026 NEW YORK INTERNATIONAL AUTO SHOW

Ticket Kiosk Branding



Be the First Brand They See at the Point of Purchase!

Connect with customers where decisions happen—our self-service ticket kiosks at the Crystal Palace entrance offer prime visibility for your brand.

- Strategic Placement: High-traffic entry point
- Brand Dominance: Your logo and message front and center
- Exclusive Upgrade: Pair with an EV display as the “Powered by” sponsor for maximum impact

Claim this premium sponsorship today and power up your brand presence!





2026 NEW YORK INTERNATIONAL AUTO SHOW

Digital Media Advertising

Go Big. Be Seen. Own the Screens!

Take over the Crystal Palace Jumbotron and 70 strategically placed monitors throughout the Javits Center for unmatched brand visibility. Your message will dominate the venue and capture attention at every turn.





2026 NEW YORK INTERNATIONAL AUTO SHOW

Digital Media Advertising – Javits Marquee

Limited Opportunity!

Capture the attention of thousands of event-goers, commuters, and tourists!
High-impact advertising opportunities on one of the most visible digital displays in New York City.



Put your brand in the spotlight at the Javits Center
Outdoor Marquee

- Located on 11th Avenue, steps from Hudson Yards and the High Line
- Showcase vibrant, eye-catching content on a massive LED screen that commands attention day and night.
- With limited slots available, this is your chance to stand out in a competitive market and make a lasting impression.



2026 NEW YORK INTERNATIONAL AUTO SHOW

Important Dates & Deadlines

OCTOBER 17, 2025

Banner Advertising Reservation

Opportunity for prior year advertisers to lock in their banner locations & new selections.

NOVEMBER 15, 2025

Renewing Agreements

Signed Banner Agreements due

DECEMBER 17, 2025

50% Deposit

Deposit on Renewing Agreements

FEBRUARY 2, 2026

Balance Due

Balance or Full payment due for Banner Agreements

T3 PRODUCED BANNERS

FEBRUARY 23, 2026
5PM EST

Artwork Due to NYIAS

Externally produced banners must be approved by NYIAS at least 10 days prior to submitting for production.

FEBRUARY 25, 2026
5PM EST

Artwork to T3 Expo

Once approved by NYIAS, artwork must be sent to T3 for production. Banner Artwork received after this date/time will incur T3 production late fees

EXTERNALLY PRODUCED BANNERS

10 DAYS PRIOR TO PRODUCTION

Artwork Due to NYIAS

Externally produced banners must be approved by NYIAS at least 10 days prior to submitting for production.

FEBRUARY 18 - MARCH 13, 2026
3PM EST

Ship to Warehouse

Banners shipped to the warehouse must be received no later than March 13, 3pm EST.

MARCH 27-30, 2026 3PM EST

Ship to Javits

Banners shipped directly to Javits must be received no later than Monday, March 30, 3pm EST to avoid scheduling delays

MARCH 27, 2026*

Banner Hanging Begins **subject to change, based on labor coordination schedule*





2026 NEW YORK INTERNATIONAL AUTO SHOW

Key Show Dates & Contacts

Key Show Dates

Media/Press Days: April 1 & April 2, 2026
Public Sneak Preview: April 3, 2026
Opening Day Ceremonies: April 4, 2026
Public Days: April 3 – 12, 2026

Contacts

Alan Liebensohn
Vice President Special Events
Show Director

718-746-5300 x257
alan@autoshowny.com

Elba Rosales-Rice
Banner Sales

718-746-5300 x256
elba@autoshowny.com

