



TO: Auto Show Exhibitors
FROM: Alan Liebensohn, Show Director
RE: Exhibit Space Reservations Open for 2027
Date: August 20, 2026

Space reservations are now open for the 2027 New York International Auto Show. We are pleased again to offer a 5% discount for exhibitors whose exhibit space payment is received by **October 15, 2026**. Additional details are included below.

Planning for the 2027 New York International Auto Show is well underway, and we're **excited to introduce new programs and expanded opportunities** for exhibitors. As North America's longest-running and most-attended Auto Show, the 2027 **Public Days** are from **Friday**, March 26 through Sunday, April 4, 2027, with **Media & Industry Days** on March 23, 24, & 25, 2027.

NEW: EXTERIOR ADVERTISING OPPORTUNITIES

For the first time in more than 20 years, exhibitors will have the opportunity to promote their brands with large-format advertising on the exterior glass of the Javits Center. This new marketing opportunity provides exceptional visibility to everyone on Manhattan's West Side while also reaching attendees before they enter the Show. It complements the existing banner advertising opportunities available throughout the building. Please indicate if you would like additional information about this opportunity on the attached form.

NEW: RIDE & DRIVE OPPORTUNITIES

The New York International Auto Show has been working with the Javits Center to introduce new indoor **ICE Ride & Drive** opportunities for OEMs on Level 1. A limited number of locations are available for these experiences and specific protocols will be required.

Whether you are interested in participating in an EV, Hybrid, or ICE Ride & Drive, hosting your own test track within your exhibit space, utilizing the Inner Roadway, or creating a separate Ride & Drive experience, please let us know on the attached form. While the operating requirements for indoor ICE Ride & Drives are still being finalized, we encourage interested exhibitors to let us know as soon as possible as space is limited.

5% EARLY-BIRD DISCOUNT FOR EXHIBIT SPACE

We recognize the significant investment exhibitors make to participate in the New York Auto Show. To help manage those costs, the Show will once again offer a **5% discount** on exhibit space fees for OEM exhibitors whose payment is received by Oct 15, 2026. To take advantage of the early-bird discount, exhibitors must submit their Exhibit Space Reservation Forms by Sept 10, 2026.

EXHIBIT SPACE APPLICATION

Reservations for exhibit space for the 2027 Show are now open. Please complete and return the attached [Exhibit Space Reservation](#) Form as soon as possible.

While we do not anticipate any changes to the 2027 Show floor plan, adjustments may be necessary based on changes to city and state fire and public gathering codes.

If you would like to retain your 2026 location, simply indicate that on the form. If you are requesting a new location, please include any additional requirements that may affect your placement, such as wall configurations, display properties, ceiling height, vehicle access, or other special considerations.

All space reservations must be submitted no later than November 1, 2026.

Exhibitors seeking the 5% early-bird discount must submit their reservation forms by September 4, 2026, so invoices can be issued in time for payment by October 15, 2026.

Please return the completed Exhibit Space Reservation Form to Kayla Rampersaud at kayla@autoshowny.com.

If you have any questions, please do not hesitate to contact me or any member of the Auto Show team. The 2027 Planning Guide is available at: <https://www.autoshowny.com/exhibit-planning/>.

Thank you for your continued support of the New York International Auto Show. We look forward to working with you to make the 2027 Show another outstanding success.

Best regards,

A handwritten signature in black ink that reads "Alan Liebensohn". The script is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Alan Liebensohn
VP/ Show Director