NEW YORK INTERNATIONAL AUTO SHOW

PRESS DAYS: MARCH 24 & MARCH 25 NYIAS PUBLIC SHOW DATES: MARCH 26 - APRIL 4



BANNER ADVERTISING

HIGH-INTENT SHOPPING ENVIRONMENT



Reach Consumers Making Purchase Decisions

The New York Auto Show isn't just an event, it's where vehicle purchasing decisions are made. Your banner advertisement is seen by consumers who are actively evaluating their next vehicle purchase.

80%

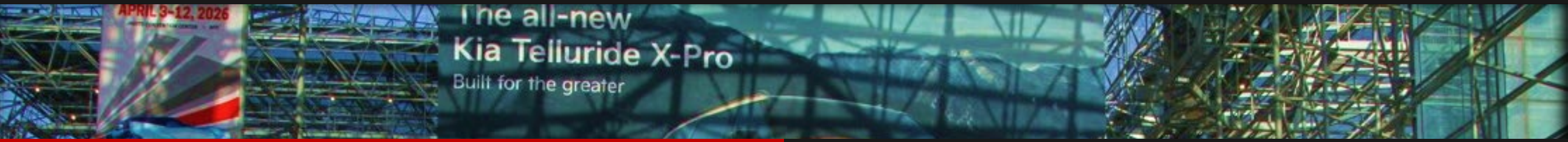
of visitors said attending the Show helped them decide on their next vehicle.

38%

of attendees plan to purchase or lease a new vehicle within 12 months.

2026 NY Auto Show Impact Report Study Results

BRAND VISIBILITY



The Auto Show changes minds. Nearly half of vehicle shoppers expanded their consideration list after attending, **creating a unique opportunity for sponsors and advertisers to influence purchasing decisions.**

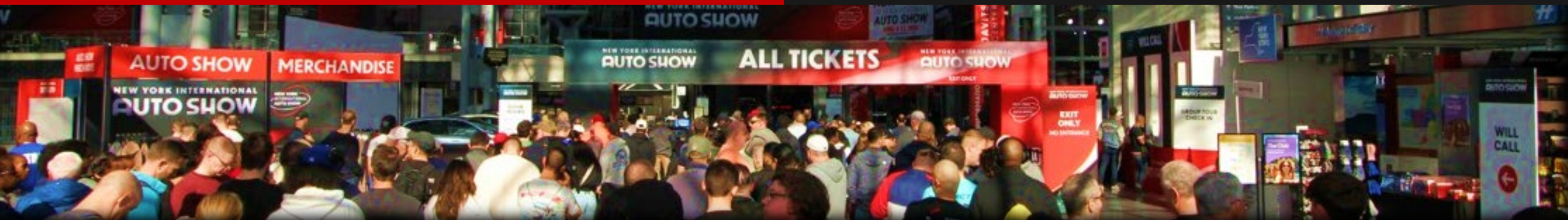
92%

Of purchase intenders ultimately buy a new vehicle.

42%

Added new brands to their consideration list after attending.

2026 NY Auto Show Impact Report Study Results



BANNER OPPORTUNITIES INSIDE AND OUT

Opportunities span from the Crystal Palace, North Concourse, glass doors, escalators, kiosks, indoor screens, and the outdoor glass!









Hanging Banners

Crystal Palace
North Concourse
NC Escalator Columns

Indoor Clings

NC Glass Doors
NC Escalator Glass Railings
Ticket Kiosk sponsor
NC Grand Staircase

Outdoor Clings

Inner Roadway Glass Clings

Digital Advertising

Crystal Palace Jumbotron
Javits TV Network
Javits Marquee (exterior)

CRYSTAL PALACE

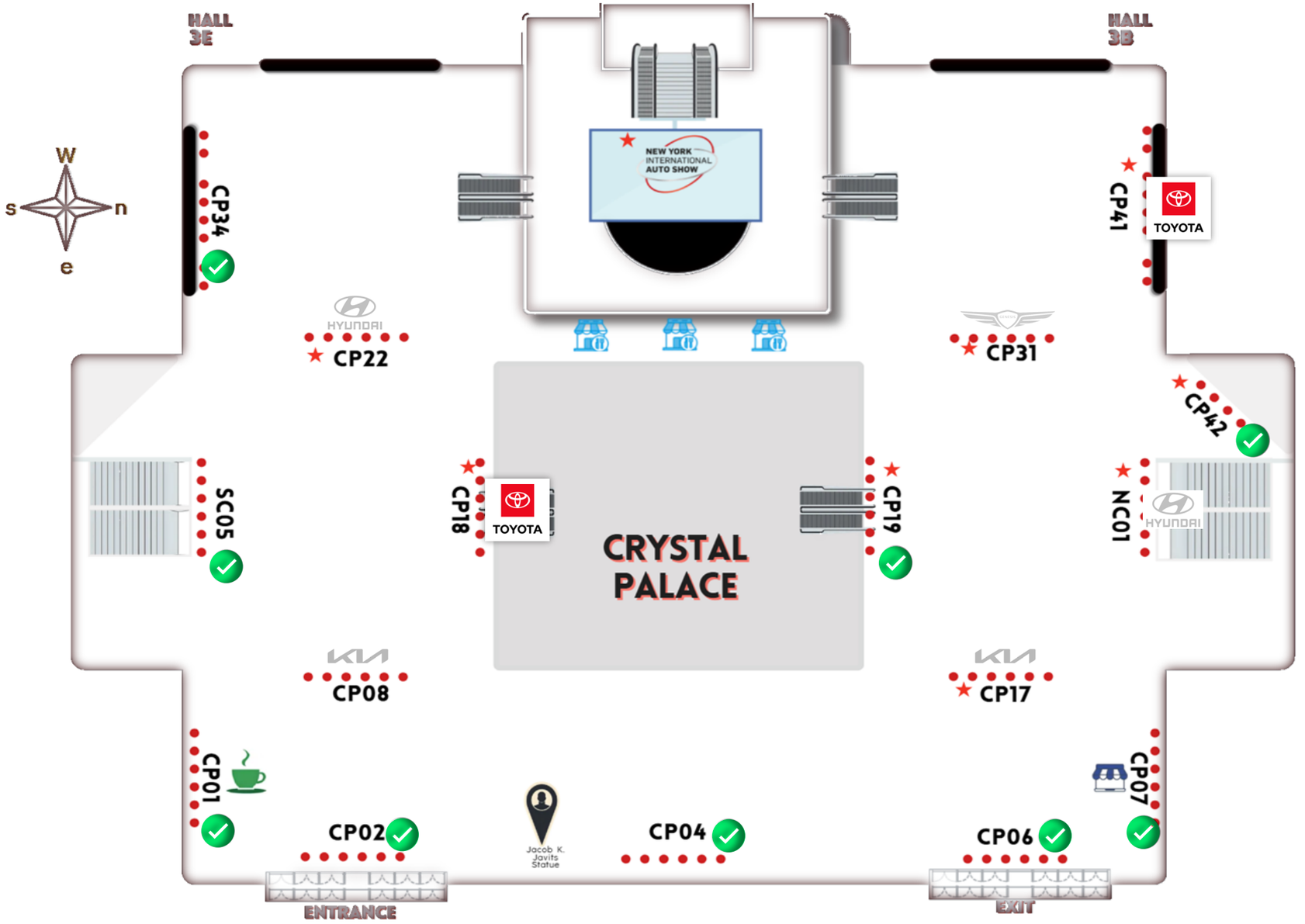


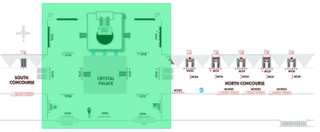
Boost your brand's exposure!

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

- Locations along the glass walls to capture attendees entering or exiting.
- Double-sided locations for maximum exposure.
- Banner pricing for Media in the Crystal Palace includes installation and removal.
- Production can be added for an additional cost.

CRYSTAL PALACE ADVERTISING LOCATIONS





Available

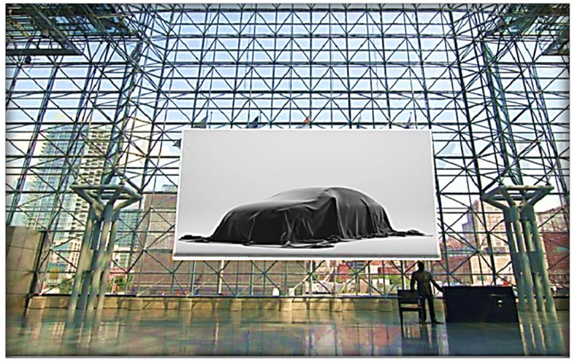
CRYSTAL PALACE BANNER OPTIONS



CP01
50w x 30h Single Sided
Hangs over coffee shop, South Wall



CP02
50w x 30h Single Sided



CP04
50w x 30h Single Sided



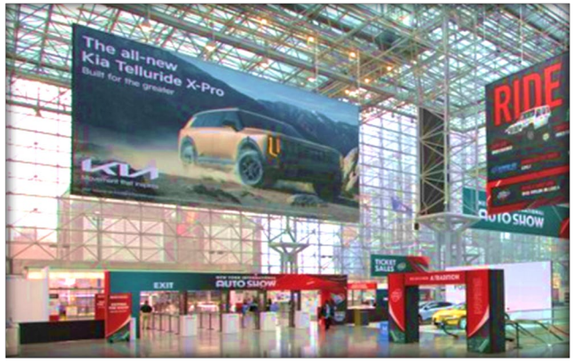
CP06
50w x 30h Single Sided



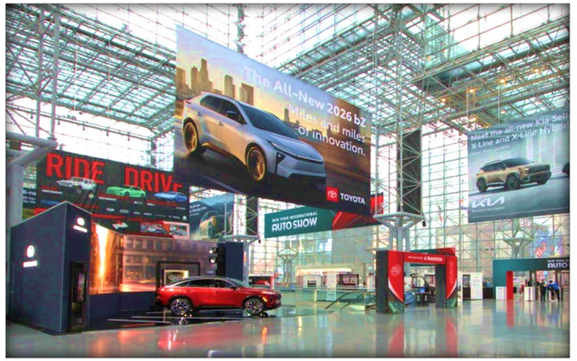
CP07
50w x 30h Single Sided



CP08
50w x 30h Double Sided



CP17
50w x 30h Double Sided



CP18
50w x 30h Double Sided

** **Suggested material:** Fabric (preferred) or Vinyl. | **Construction:** Top and Bottom 4” pole pockets (required).
Banner Size indicated is the maximum allowed by the Javits Hanging System and can be reduced as needed.

CRYSTAL PALACE BANNER OPTIONS



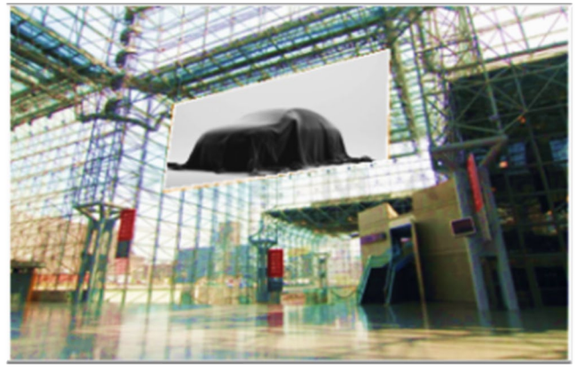
CP19 *Prime
50w x 30h Double Sided



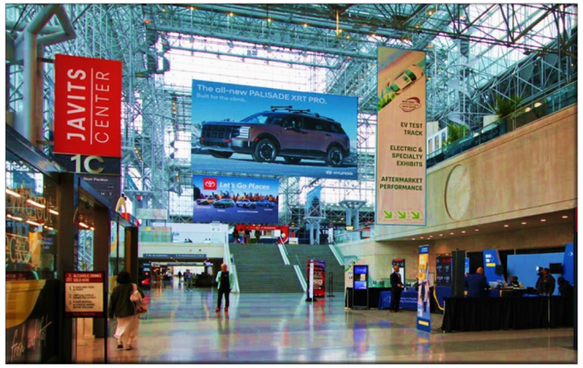
CP22
50w x 30h Double Sided



CP31
50w x 30h Double Sided



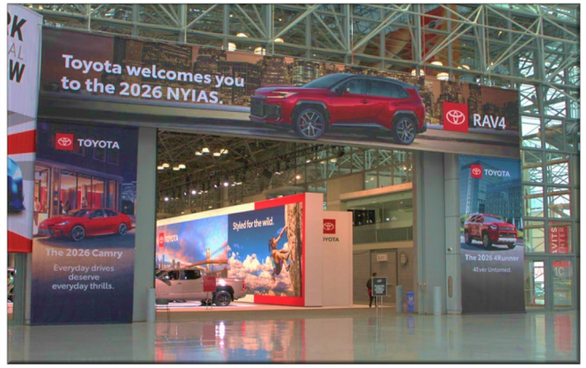
SC05
50w x 30h Double Sided
access Inner Roadway Ride & Drives via stairs



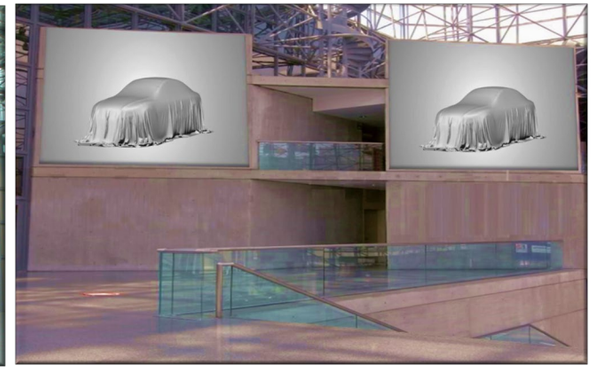
NC01
50w x 30h Single Sided



CP34
60' w x 20’ h (top) | 10' w x 22’h x 2 (sides)
Single Sided



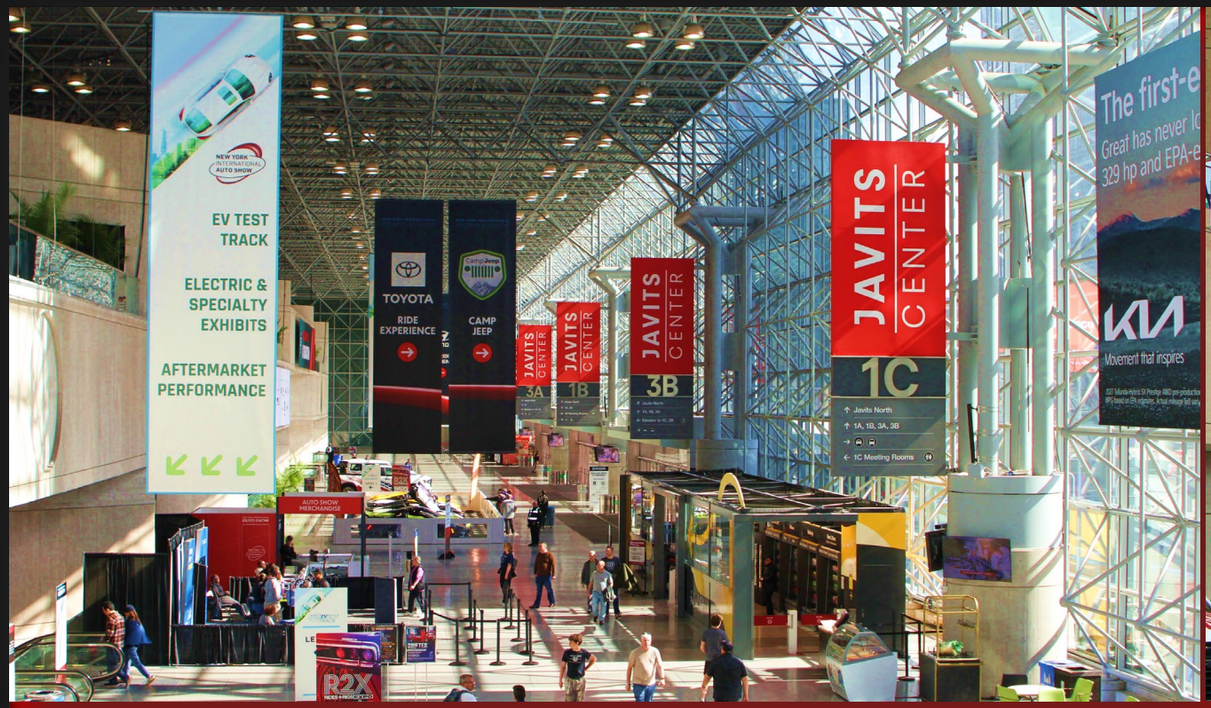
CP41
60' w x 20’ h (top) | 10' w x 22’h x 2 (sides)
Single Sided



CP42
15w x 15h x 2 | Single Sided

** **Suggested material:** Fabric (preferred) or Vinyl. | **Construction:** Top and Bottom 4” pole pockets (required).
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NORTH CONCOURSE



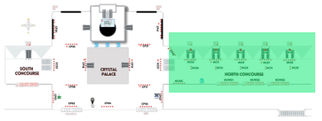


Capture Attention in the North Concourse. Leverage a prime, high-traffic location to maximize visibility.

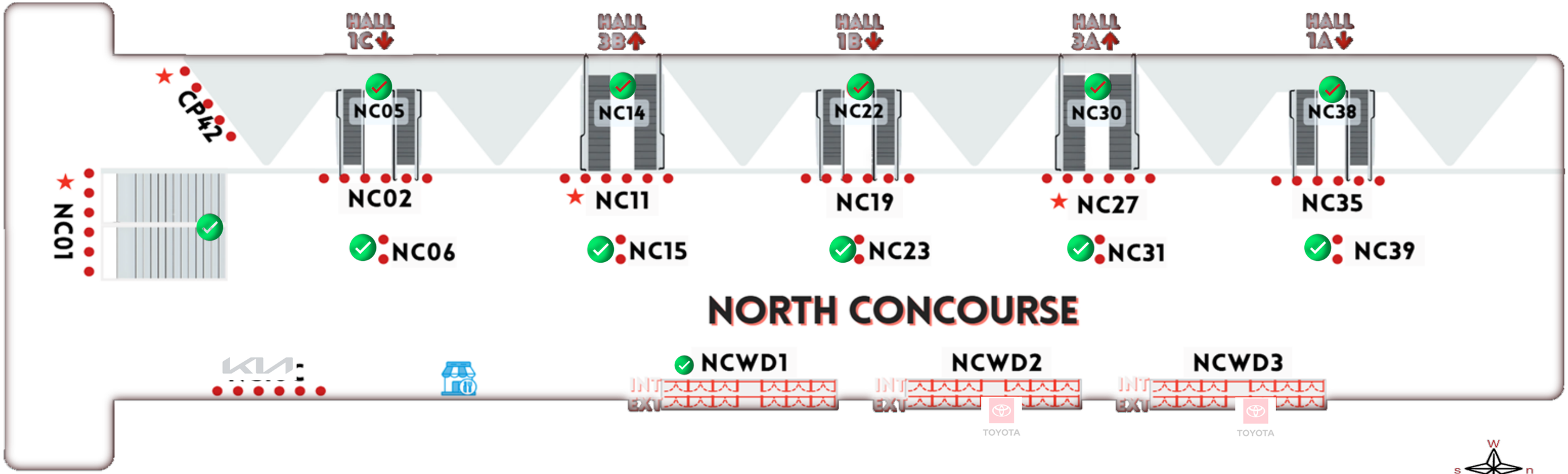
- Various options from hanging banners, columns, escalator glass clings, exit door clings & grand staircase takeover clings.
- Banner pricing for Media in the North Concourse includes installation and removal.
- Production can be added for an additional cost.

NORTH CONCOURSE ADVERTISING LOCATIONS

NEW YORK INTERNATIONAL AUTO SHOW



The North Concourse gives your brand the space and exposure it deserves.

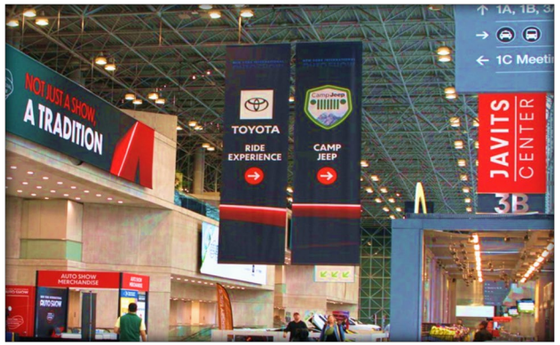


Available Columns: NC05, NC14, NC22, NC30, NC36
Escalator Glass railings to Halls 3A & 3B
Door Glass: NCWD1, NCWD2, NCWD3 3 sets of interior and exterior glass doors

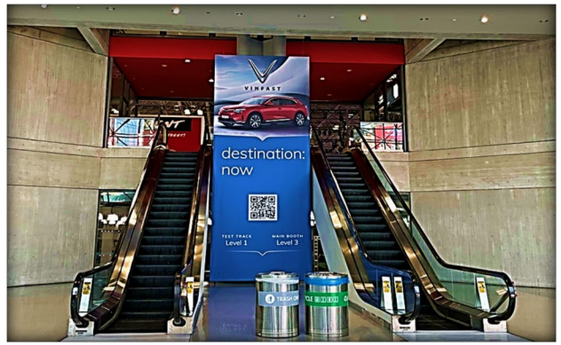
NORTH CONCOURSE OPTIONS



TO LEVEL 3: NC11, NC27
TO LEVEL 1: NC02, NC19
- 80w x 13h Double Sided



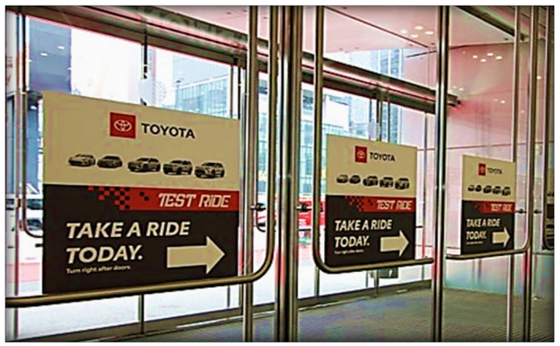
STREAMER BANNERS
NC04, NC15, NC23, NC31, NC39
- 15w x 30h Double Sided



COLUMNS TO LEVEL 3



ESCALATORS TO LEVEL 3 | 3A & 3B



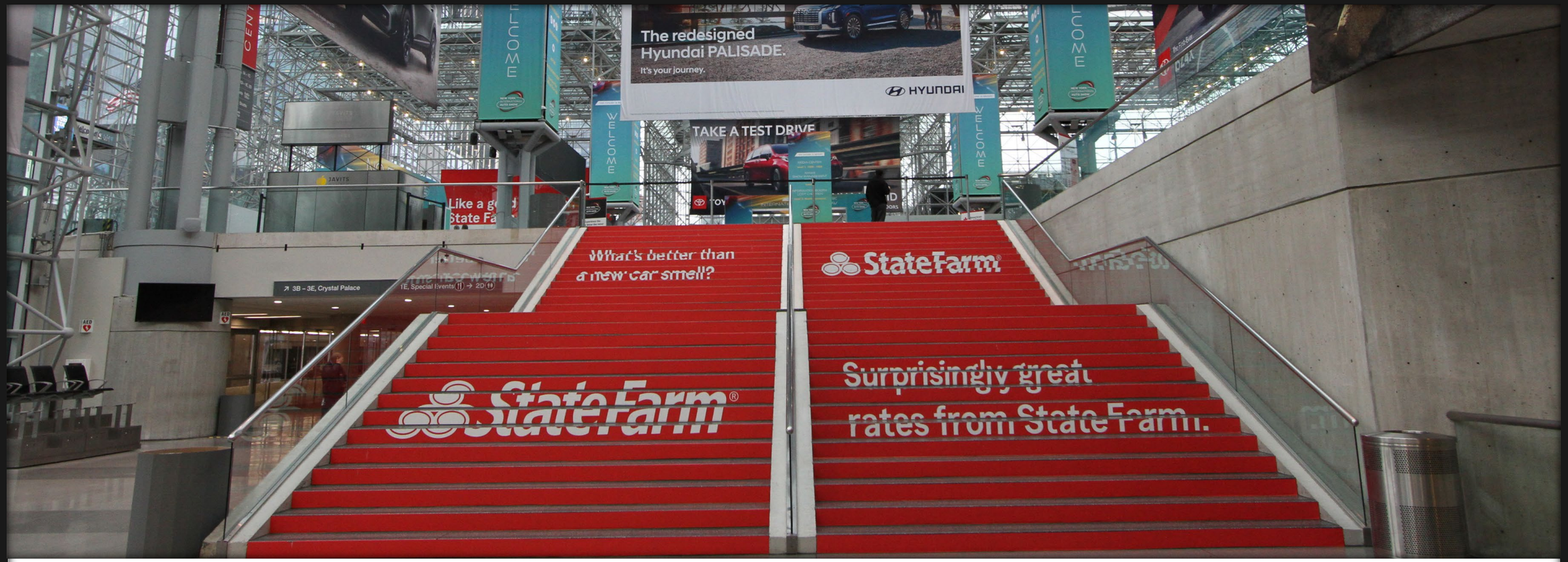
GLASS DOORS



NC GRAND STAIRCASE

Suggested hanging banner material: Fabric (preferred) or Vinyl. **Construction:** Top and Bottom 4" pole pockets ***(required).*** Banner Size indicated is the maximum allowed by the Javits Hanging System and can be reduced as needed.
3M products *are required for any promotional materials that are to be adhered to a surface in the Javits Center.*

NORTH CONCOURSE GRAND STAIRCASE



Dominate the North Concourse with a customizable four-section display visible throughout this high-traffic area. Complete the experience with additional glass railing advertising for even greater exposure.

- Ideal for multiple graphics or one full design visible from the North Concourse.
- Includes installation and removal.
- Production can be added for an additional cost. ***3M products*** *are required for any promotional materials that are to be adhered to a surface in the Javits Center.*

NORTH CONCOURSE GLASS DOORS



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 of doors to showcase your message in high-traffic areas. Single or double-sided graphics on interior and exterior doors.

LOCATIONS: NCWD1, NCWD2, NCWD3

NORTH CONCOURSE EXHIBIT HALL ENTRANCES ESCALATORS



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.

LOCATIONS: HALL 3A, HALL 3B

EXHIBIT HALL ENTRANCE COLUMNS | NORTH CONCOURSE

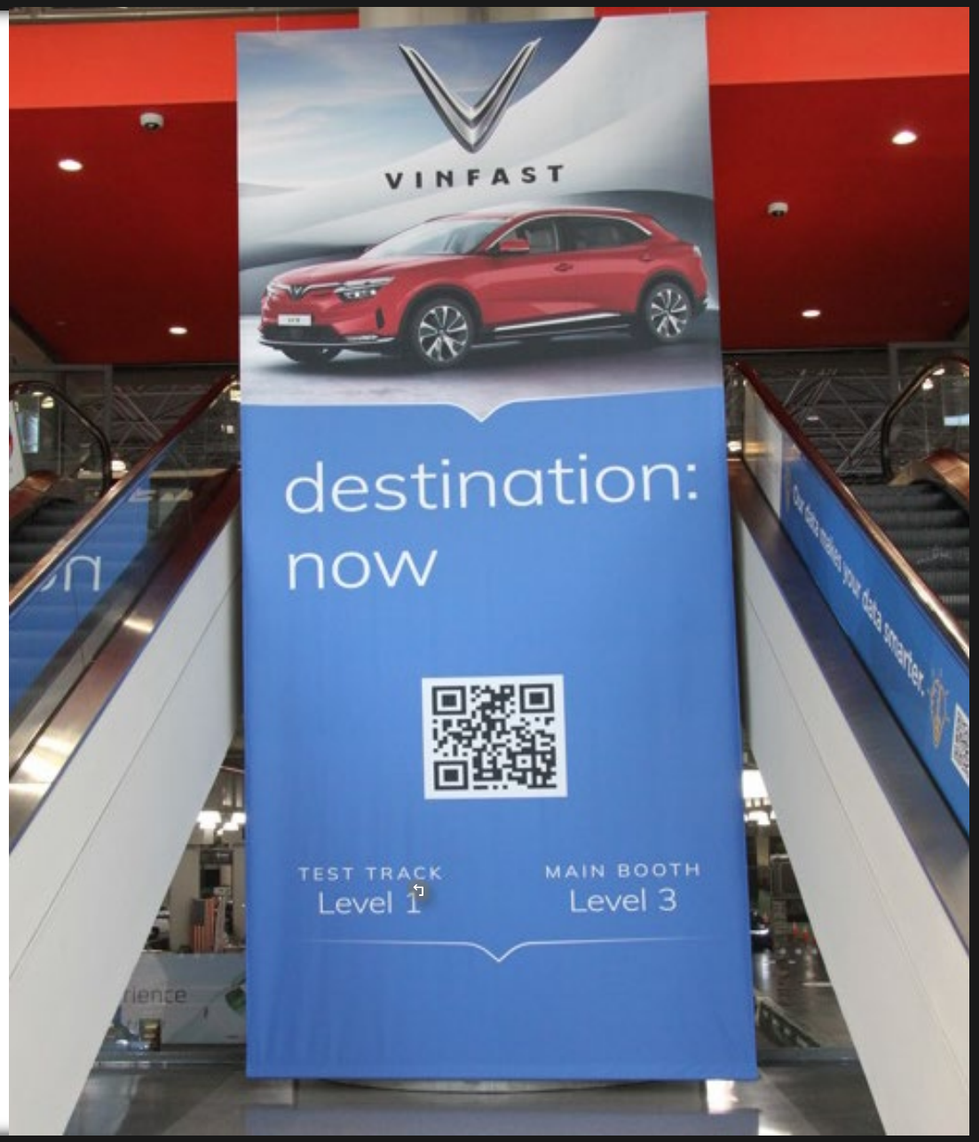
Command Attention Where It Counts!

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

Locations: NC14, NC30
Dimensions: 9w x 20h Single Sided



TICKET KIOSK BRANDING



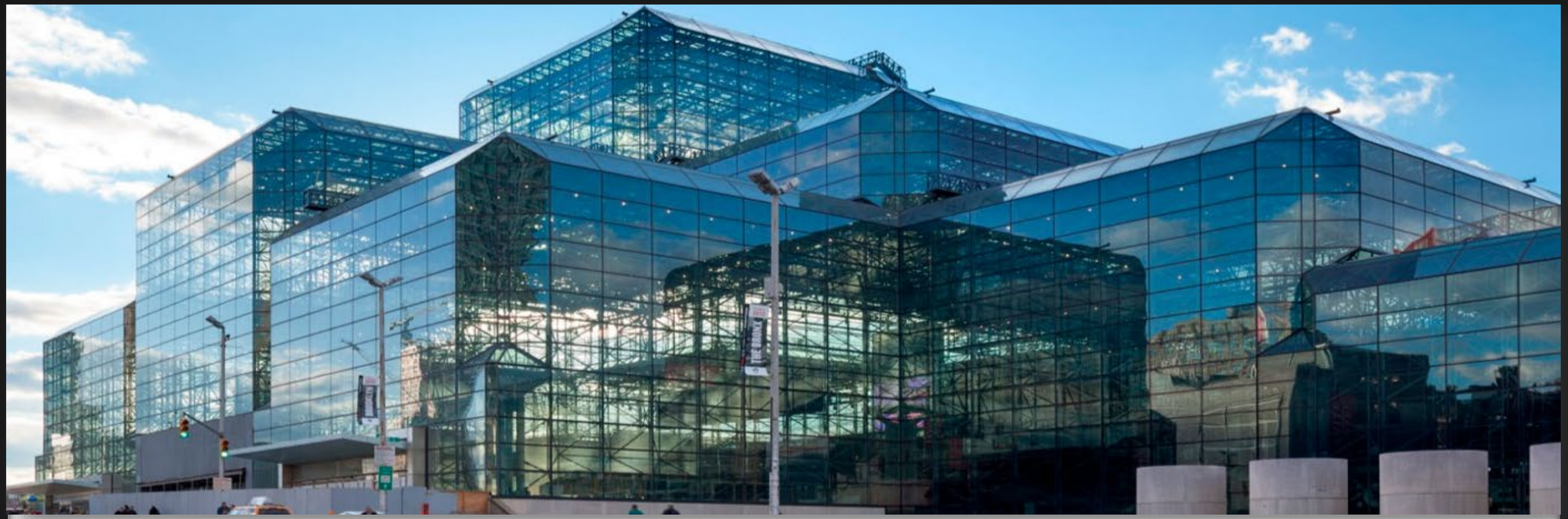
Be the First Brand They See at the Point of Purchase!

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!

EXTERIOR ADVERTISING



Turn the Javits Center Into Your Brand's Largest Billboard

Exterior window and glass clings transform the iconic façade of the Javits Center into a massive, high-impact branding platform that simply can't be ignored.

EXTERIOR ADVERTISING

Make Your Brand Impossible to Miss

The Javits Center's exterior glass provides one of the most impactful advertising opportunities. If your goal is awareness, visibility, and unforgettable first impressions, exterior clings deliver unmatched scale and reach.

Attendees are guaranteed to see it before they ever walk through the door.

Your message reaches visitors the moment they arrive, capturing attention from pedestrians, rideshare drop-offs, taxis, buses, and vehicle traffic.

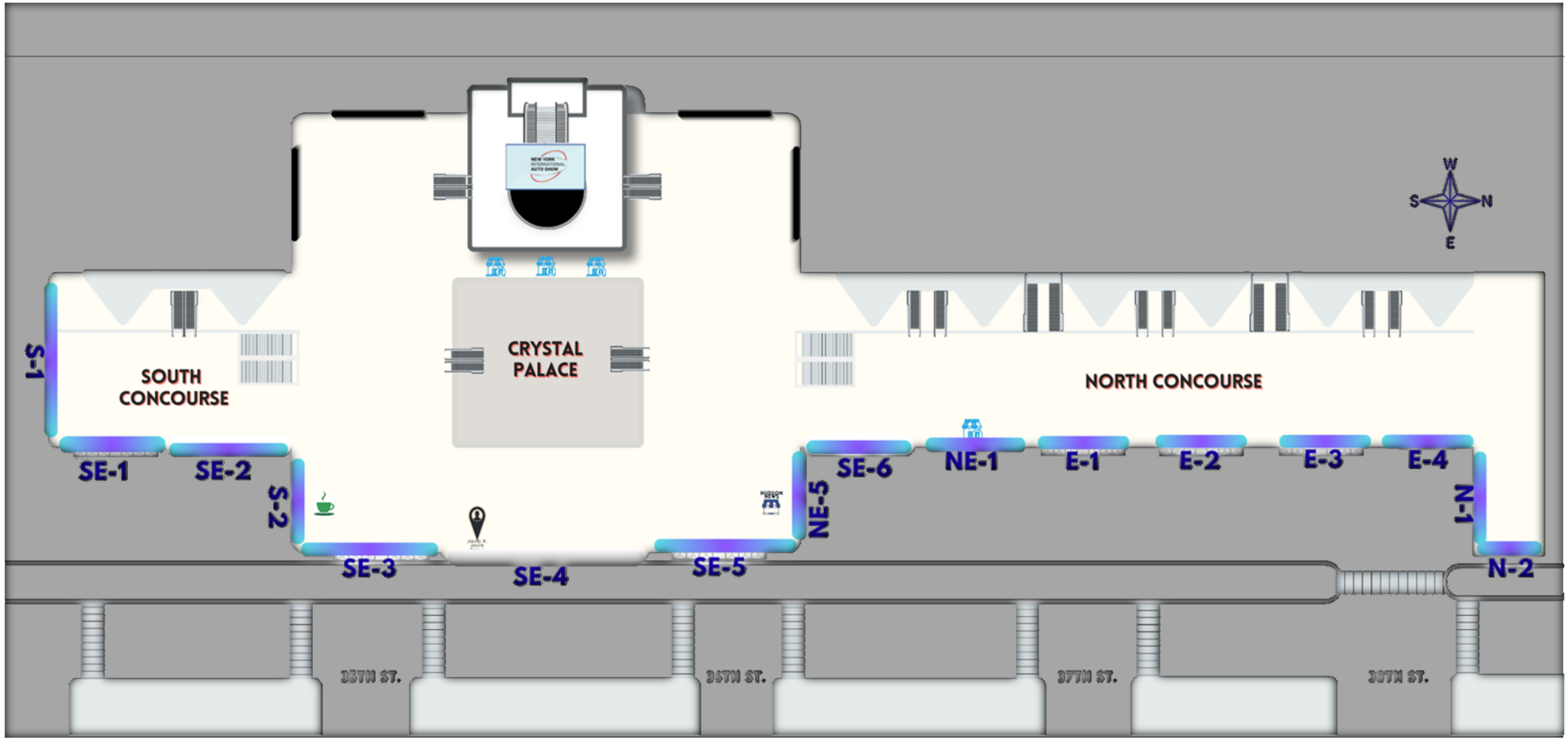


650K+ Weekly Impressions

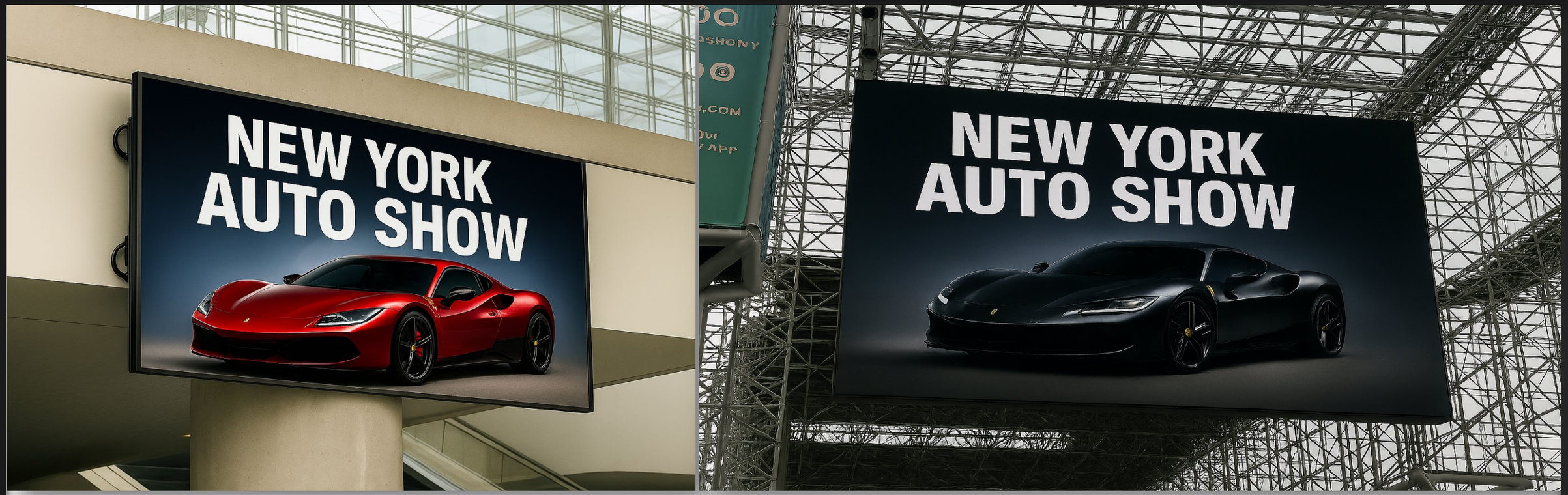
Pedestrians, cyclists, & vehicles on 11th Avenue



EXTERIOR ADVERTISING LOCATIONS

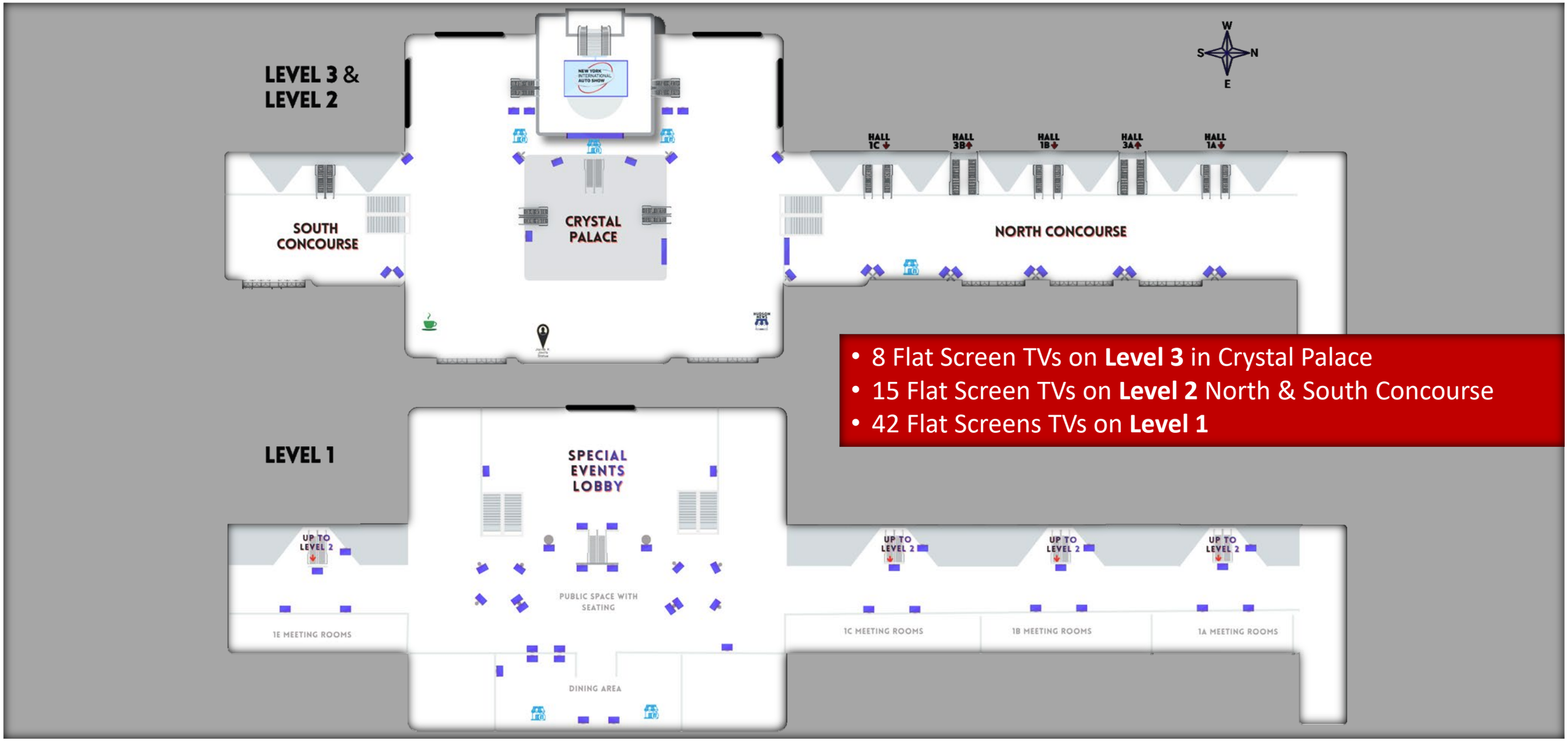


DIGITAL MEDIA ADVERTISING



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.

JAVITS SCREEN LOCATIONS



- 8 Flat Screen TVs on **Level 3** in Crystal Palace
- 15 Flat Screen TVs on **Level 2** North & South Concourse
- 42 Flat Screens TVs on **Level 1**

DIGITAL MEDIA ADVERTISING – JAVITS MARQUEE

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.

- 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.



IMPORTANT DATES & DEADLINES

NOVEMBER

2 **Banner Advertising Reservation**
Opportunity for prior year advertisers to lock in their banner locations & new selections.

DECEMBER

11 **Renewing Agreements**
Signed Banner Agreements due

21 **50% Deposit**
Deposit on Renewing Agreements

FEBRUARY

8 **Balance Due**
Balance or Full payment due for confirmed/executed banner agreements.

27 **Artwork Approval Due | 5pm EST**
Externally produced banners must be approved by NYIAS at least 10 days prior to submitting for production.

18 **Shipments accepted at Warehouse**
Banners shipped to the warehouse must be received no later than March 13, 3pm EST.

MARCH

1 **Artwork to T3 Expo | 3pm EST**
Final deadline to submit Artwork for printing with T3 Expo. Once approved by NYIAS, artwork must be sent to T3 Expo for production. **Banner Artwork received after this date/time will incur T3 Expo production late fees.**

13 **Shipments to Warehouse deadline | 3pm EST**

20 **Shipments to Javits**
Banners shipped directly to Javits must be received no later than 3pm EST.
**** Shipments arriving at Javits prior to this date will not be accepted. ****

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

KEY SHOW DATES

Media & Press Days	**March 24-25**
Public Preview Day	**March 26**
Opening Ceremonies	**March 27**
Public Show Days	**March 26 to April 4**

Exhibitor Manual
www.autoshowny.com/exhibitor-manual/
Access the NY Auto Show's Exhibitor Manual for additional information.

SHOW TEAM

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