NEW YORK INTERNATIONAL AUTO SHOW

2027 DATES | Press: **March 24 & 25** | Public: March 26 - **April 4**

Javits Center | NYC

BANNER ADVERTISING GUIDELINES

T3 PRODUCED BANNERS

PRODUCTION GUIDELINES FOR SUBMITTING ARTWORK

To ensure getting the highest-quality NewYork Auto Show banners, please submit your artwork with the proper resolution, file size, and color specifications. If providing print-ready files, please share the following guidelines with your graphic designer.

PLEASE PROVIDETHE FOLLOWING WHEN SUBMITTING ART

Artwork must be submitted in CMYK (not RGB/HEX).

RASTER ART (photos, logos containing any continuous tone images):

- Art submitted at 1:1 (100%), resolution should be no less than 60 dpi (100 dpi preferred)
- Art submitted at 2:1 (50%), resolution should be no less than 120 dpi (200 dpi preferred)
- Art submitted at 4:1 (25%), resolution should be no less than 240 dpi (400 dpi preferred)

VECTOR ART:

- Logos should be vector and have outlined fonts (if provided as bitmap, please use high-res images)

COLOR:

- If PMS color matching is required, please use original Pantone + Solid Coated swatches in your artwork. Modifying Pantone names will result in printing default color (CMYK)
- CMYK artwork will be produced "As Is". Our color output is balanced and vibrant.
- Contact name, phone number and e-mail address of art creator if applicable
- If you are sending Certified Color Proofs (Gracol, Swop, Fogra), please provide ICC file information used to print your samples.The best option would be to include ICC chart on your prints.

ACCEPTABLE FILE SOFTWARE FORMATS/TYPES

PC or MAC software art created with the following:

- **Adobe Illustrator (AI or EPS)**: Outline fonts and embed all links
- **Adobe InDesign**: Package all fonts and links
- **Adobe Photoshop (PSD,TIF or JPG)**: For image files

ACCEPTABLE FILETYPES

- EPS and AI (embedded links and outlined fonts),
- Photoshop EPS (preferred, use 8-bit preview, Max, Quality JPG compression)
- PSD (make sure font layers are rasterized),TIFF, JPG (quality 8 and higher)

T3 Expo cannot use GIFs nor Microsoft Office files (i.e., Word, PowerPoint) nor self-extracting files, such as EXE or SEA files.

NEW YORK INTERNATIONAL AUTO SHOW

2027 DATES | Press: **March 24 & 25** | Public: March 26 - **April 4**

Javits Center | NYC

BANNER ADVERTISING GUIDELINES

WAYS TO SEND ARTWORK FOR PRODUCTION

Once your graphics are complete, please email graphics@t3expo.com.

Questions regarding artwork may be emailed to:
Exhibitor Graphics graphics@t3expo.com
Please include in all inquiries: • Event name • Company name • Booth number • Contact information

All banner art must be submitted for show approval **10 days prior** to sending to T3 Expo.
Email a PDF or screenshot to elba@autoshowny.com. Acknowledgement with approval or questions will be sent 24 hours from receipt of your proof.

LATE FEE FOR IN-HOUSE PRODUCED BANNER

The following additional fees apply if art files are submitted after **February 25, 5pm EST.**
Artwork to decorator must be approved by NYIAS at least 24 hrs. prior. Artwork submitted for production after this date/time will be charged a late fee.

- A 30% Rush Fee will be added starting on February 26. Fabric: $4.20 | Vinyl $3.65
- Production and shipping will need to be negotiated with T3 Expo. *Client may need to produce externally.*

EXHIBITOR/AGENCY PRODUCED BANNERS

BANNER PRODUCTION REQUIREMENTS

- **All hanging banners must have 4" pipe pockets on the top and bottom with openings.**
- **Block-out material required for banners installed in front of windows.**
- **Banner weight must be indicated on packaging.**
- **Maximum banner weight at each hanging location is not to exceed 400lbs. No exceptions.**

ARTWORK PROOFS

All banner art must be submitted for show approval **10 days prior** to production.
Email a PDF or screenshot to elba@autoshowny.com. Acknowledgement with approval or questions will be sent 24 hours from receipt of your proof.

IMPORTANT DUE DATES

- For pre-production ready artwork, all art must be submitted for approval by *February 27, 2027 5pm EST.*
- Banners produced by the Exhibitor must be received at the Warehouse between **February 3 – March 12, 2027 | 3PM EST.**
- Banners shipped directly to Javits must be received between *March 17 - 23, 2027| 3PM EST.*

BANNER ADVERTISING GUIDELINES

SHIPPING INSTRUCTIONS

Please use the approved shipping label found in the Exhibitor Manual for shipping banners. Only this shipping label will be accepted when shipping banners to the T3 Expo warehouse.

SHIPMENTS TO T3 EXPO WAREHOUSE:

***DATES**: February 3- March 12, 2027 | 3PM EST*

NEWYORK INTERNATIONAL AUTOMOBILE SHOW
c/o T3 Expo
600 Cabot Drive
Hamilton, NJ 08691
Exhibitor:
Banner Location:
Double-sided banners: label each side accordingly to avoid hanging errors.

Contact Name: Courtney Belton
Ph: 646.269.1867
email: cbelton@t3expo.com

SHIP DIRECT TO JAVITS:

***DATES**: March 17 - 23, 2027 | 3PM EST*

All drivers must check in at the North Receiving Office located on 12th Ave. and 36th St. before proceeding to the loading docks. Drivers will be issued passes to enter the building and be directed to the proper loading area. All trucks must have certified shipping weights.

NEWYORK INTERNATIONAL AUTOMOBILE SHOW
c/o T3 Expo
JACOB K. JAVITS CENTER
369 12th Avenue
NewYork, NY 10001-1188
Exhibitor:
Banner Location:
Double-sided banners: label each side accordingly to avoid hanging errors.

Contact Name: Courtney Belton
Ph: 646.269.1867
email: cbelton@t3expo.com