NEW YORK INTERNATIONAL AUTO SHOW

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

Javits Center | NYC

EXHIBITOR REGISTRATION GUIDELINES

EXHIBITOR CREDENTIALS

Lead Contacts have two options within the LiveBuzz Registration Hub (Hub):

1. **Enter a unique e-mail address for each person working at the Auto Show.** Their digital badge will then be sent directly to everyone from the Hub.
   a. Please NOTE: some corporate servers have firewalls that block e-mails from unknown sources. **Be sure that your system will allow receipt of e-mails from the New York International Auto Show 2027 (new-york-international-auto-show-2027@livebuzzmail.com).**
   b. Otherwise, use a personal e-mail address that goes to a recognizable account. For example, to accounts ending with @aol.com, @gmail.com, @icloud.com, @verizon.net, @yahoo.com, etc.
2. **Enter one e-mail for everyone (preferably, Lead Contact's e-mail).** Lead Contact is then responsible for distributing each person's digital badge to them. Digital badges can only be re-sent by Lead Contact if lost or accidentally deleted.

All digital badges will come from "New York International Auto Show 2027 (new-york-international-auto-show-2027@livebuzzmail.com)." Be sure to check your SPAM/JUNK folder if you cannot find it in your In-Box.

Digital badges will be scanned at the Exhibitor/Show Entrance each time your personnel enter, and photo ID is required to verify identity.

ENTERING/EDITING/USING BADGES

NO BADGES WILL BE MAILED NOR PRINTED ON-SITE. ALL BADGES ARE DIGITAL AND SENT TO EACH INDIVIDUAL VIA E-MAIL BY THEIR RESPECTIVE LEAD CONTACT.

- **Lead Contacts do not automatically get a badge.** If you, as Lead Contact, will be working the Show, make sure that you (re)enter your Lead Contact name as one of your registered personnel with corresponding exhibitor badge type.

- **You can enter your entire personnel group within the LiveBuzz Registration Hub.** You can enter/remove/edit people on your list for the duration of the Show. Lead Contacts can also download the Exhibitor Data Import spreadsheet within the registration hub. Simply complete the spreadsheet, then upload it directly into your company's registration hub… it's that easy!

- **Each person will be issued ONE badge for access.** A person registered as an "Exhibitor" will receive one badge that they can use throughout the Show. **Personnel and executives attending on Media & Industry Days ONLY (March 24 & 25) will be issued an "Industry" or "Media" badge or a "Special Access Card."**

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- **You will NOT be able to delete a person's registration once a badge has been e-mailed to that person.** Please be sure to confirm each person's attendance/role at the Show before e-mailing their badge.
- **Badges are specific to the individual. For security purposes, exhibitor personnel will need to show a photo ID as they enter the Show each day as proof of identity.** Digital badges will be scanned at the Exhibitor Entrance each time your personnel enter. Digital badges will also have an "ADD TO CALENDAR" and "ADD TO WALLET" function.

  Lead Contact(s) will designate the badge type required by each person in their group. Choices will be listed within the registration hub. When you enter a name, you will choose from a list of badge types. Please review the information below before selecting a badge type.

- **EXHIBITOR – Manufacturer (valid ALL days)** is limited to **75 badges** per space/hub**. During move-in & move-out, exhibitors without a digital badge will get a wristband for entry.**
- **EXHIBITOR – Non-Manufacturer (valid ALL days)** is limited to **15 badges** per space/hub (i.e., lead contact, full-time staff, temporary staff, volunteers, etc.).
- **EXHIBITOR APPOINTED CONTRACTORS** *(i.e., display houses, a/v & lighting companies, marketing agencies, brand ambassadors, product specialists, etc.)* **will have their own registration hub(s),** limited to **30 badges. Please enter your personnel into the hub associated with the specific manufacturer with whom they are working (a "required" field).**

  For personnel/labor that are ONLY on-site during move-in & move-out, a wristband will be provided for entry.

- **INDUSTRY badges (valid Media Days ONLY, March 24 & 25, 2027) are unlimited**. Used by/for OEM personnel that will attend the Show ONLY on Media Days (March 24 & 25).
- **MEDIA badges (valid Media Days ONLY, March 24 & 25, 2027) are unlimited**. Used by/for OEM-invited media attending the Show ONLY on Media Days (March 24 & 25).
- **SPECIAL ACCESS PASS (valid ALL days)** is limited to **25 per Manufacturer/OEM.** This credit card-style pass is intended ONLY for C-Level executives or key OEM/EAC personnel that require unrestricted access to the Show Floor throughout move-in, show days and/or move-out. **It is NOT meant for brand ambassadors nor product specialists.** Passes may be scanned at the entrance but do not require showing a photo ID.

To avoid duplication, the Hub keeps count of how many exhibitor badges have been assigned so that you can easily keep track. If there are multiple Lead Contacts drawing from the same allotment, you will be able to see a list of all people who are using your company's allotment and who submitted each name.

EXHIBITOR REGISTRATION GUIDELINES

JAVITS I.D. POLICY for Exhibitor Appointed Contractors (EACs)

In accordance with Javits Center policy, approved managers & supervisors of Exhibitor Appointed Contractors (EACs) are issued a Javits Center I.D. card which they are required to always wear in a visible location. Violation of this policy may result in revocation of their authorization and could also result in the revocation of the company's approval to conduct business at the Center.

The Javits Center policy for all labor, and EAC personnel supervising labor (with Javits Center issued I.D.s) is to enter and check-in through the Administrative & Labor Entrance at 655 West 34th Street.

Starting on Saturday, March 20, EAC personnel may enter via the front of the building entrance from 11th Avenue using their NYIAS-issued digital credential or wristband.