NEW YORK INTERNATIONAL AUTO SHOW

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.

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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.

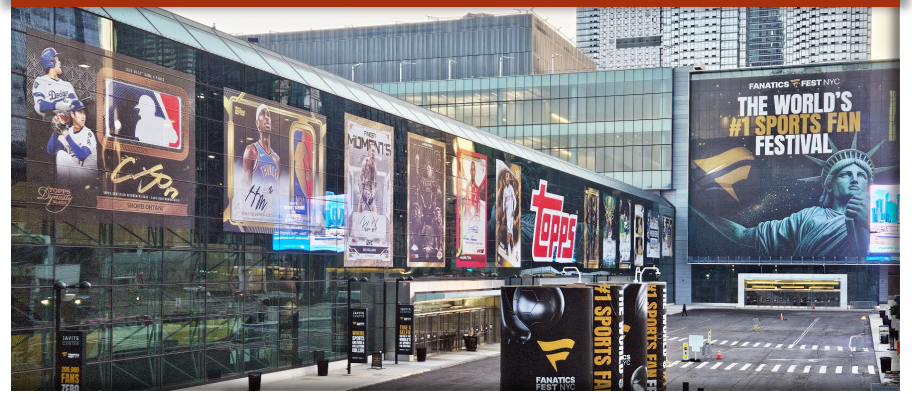
Attendees are guaranteed to see it before they ever walk through the door.

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



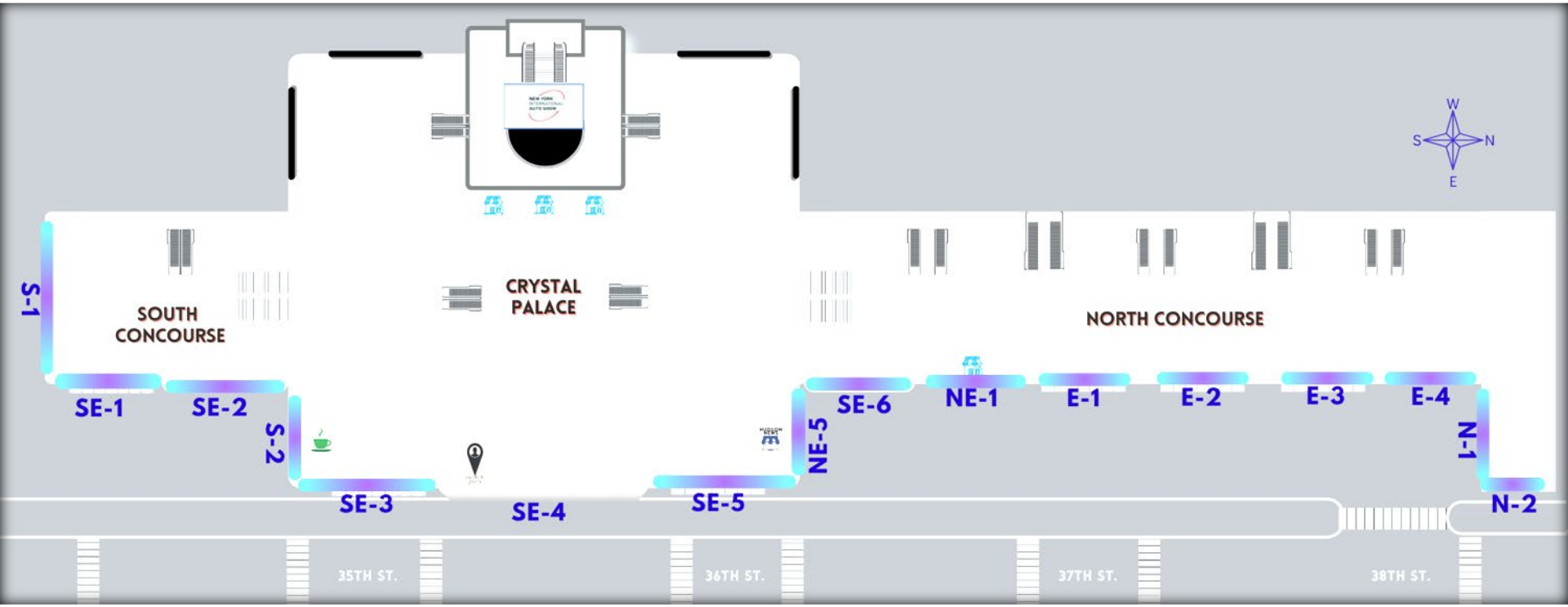
650K+ Weekly Impressions

Pedestrians, cyclists, & vehicles on 11th Avenue



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Banner Locations Map



To maximize event awareness and maintain consistency across all outdoor media, all exterior advertising must include a reference to the New York Auto Show. Acceptable examples include:

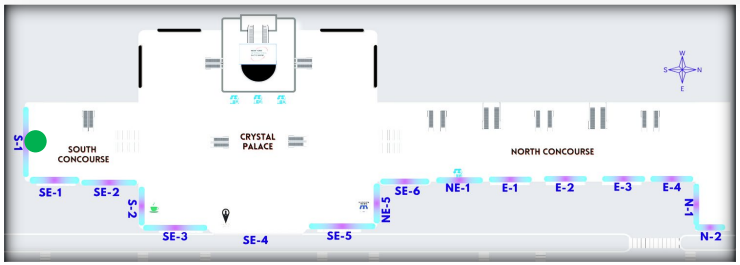
- See It at the New York Auto Show
- On Display at the New York Auto Show
- Experience It at the New York Auto Show
- Debuting at the New York Auto Show

NEW YORK INTERNATIONAL AUTO SHOW

S-1

South Javits glass wall facing South, visible by northbound and westbound traffic.





Dimensions: Width (in) x Height (in)

960.125 x 511.50 | 3,410.44 Sq.Ft.

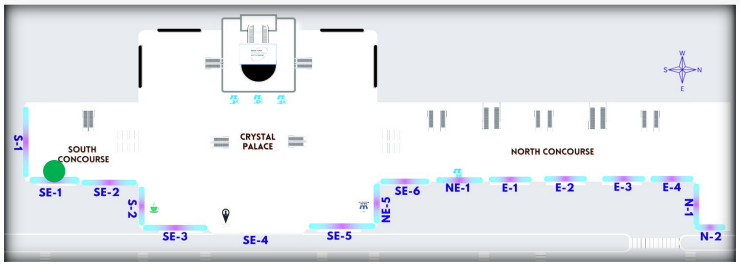
Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

SE-1

South Javits glass wall facing East, visible by northbound, soundbound and westbound traffic.





Dimensions: Width (in) x Height (in)

964.00 x 409.00 | 2,738.03 Sq.Ft.

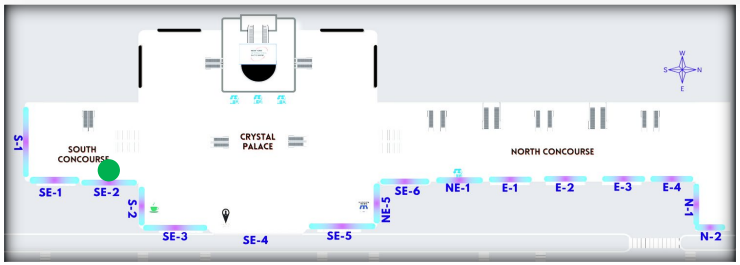
Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

SE-2

South Javits glass wall facing East, visible by northbound and southbound traffic.





Dimensions: Width (in) x Height (in)

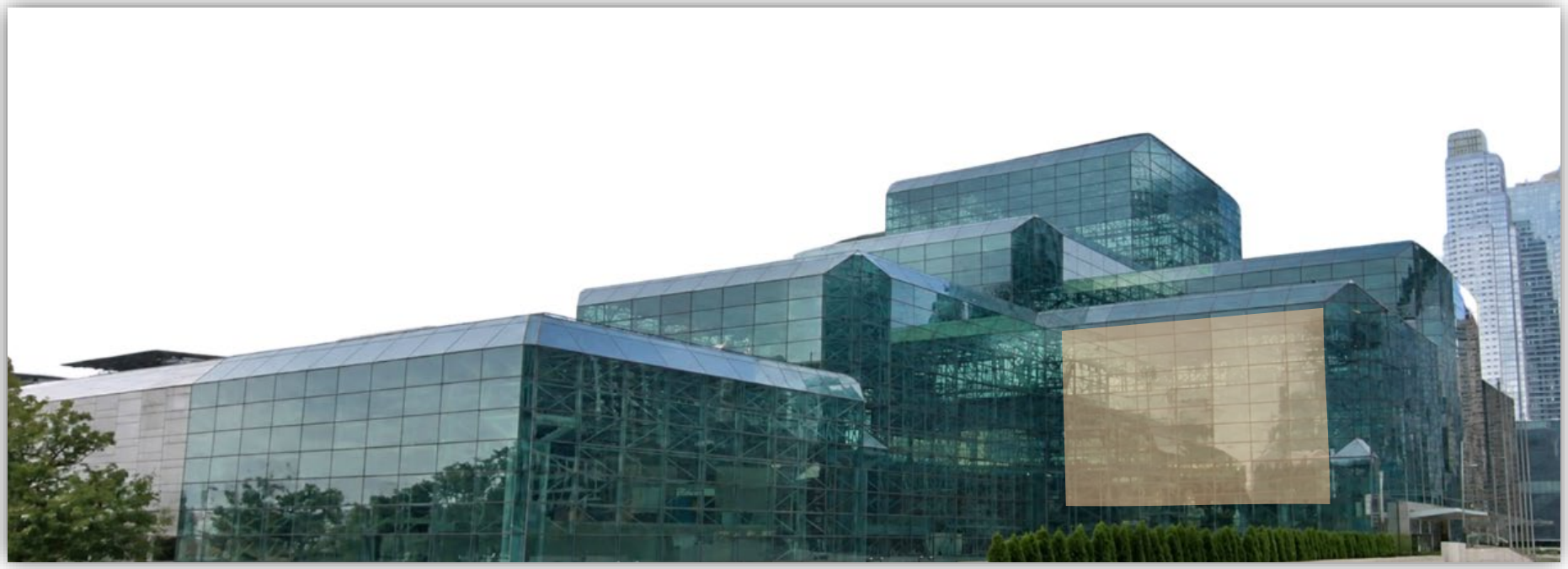
948.125 x 784.75 | 5,166.95

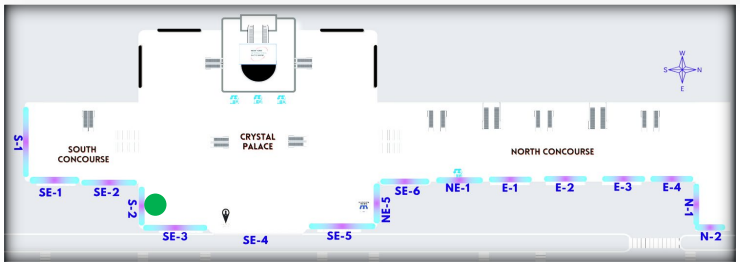
Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

S-2

South Javits glass wall facing South, visible by northbound and westbound traffic.





Dimensions: Width (in) x Height (in)

960.125 x 781.125 | 5,208.18 Sq.Ft.

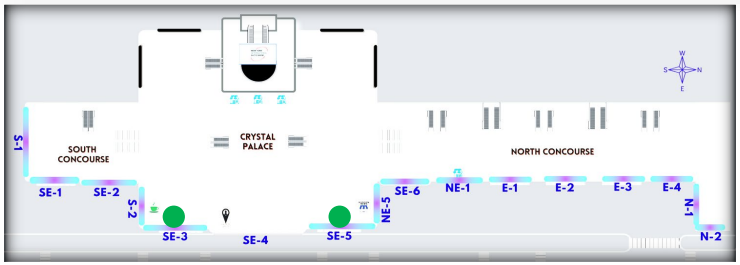
Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

SE-3 | SE-5

Show entrance, Javits Crystal Palace glass wall facing East, visible by northbound and southbound traffic.





Dimensions: Width (in) x Height (in)

966.25 x 783.125 | 5,254.82 Sq.Ft.

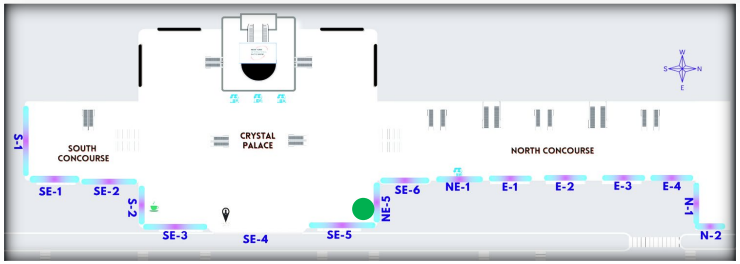
Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

NE-5

Javits glass wall facing Nouth, visible by southbound traffic.





Dimensions: Width (in) x Height (in)

960.125 x 781.125 | 5,208.18 Sq.Ft.

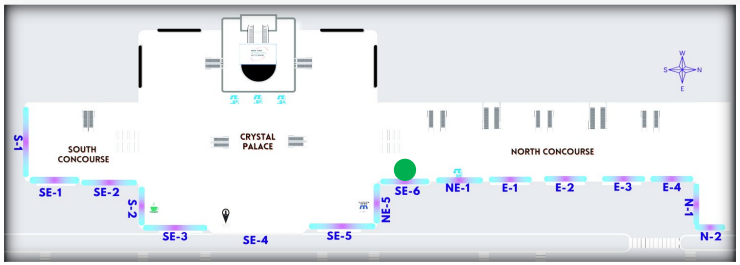
Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

SE-6

Javits Crystal Palace glass wall facing East, visible by northbound and southbound traffic.





Dimensions: Width (in) x Height (in)

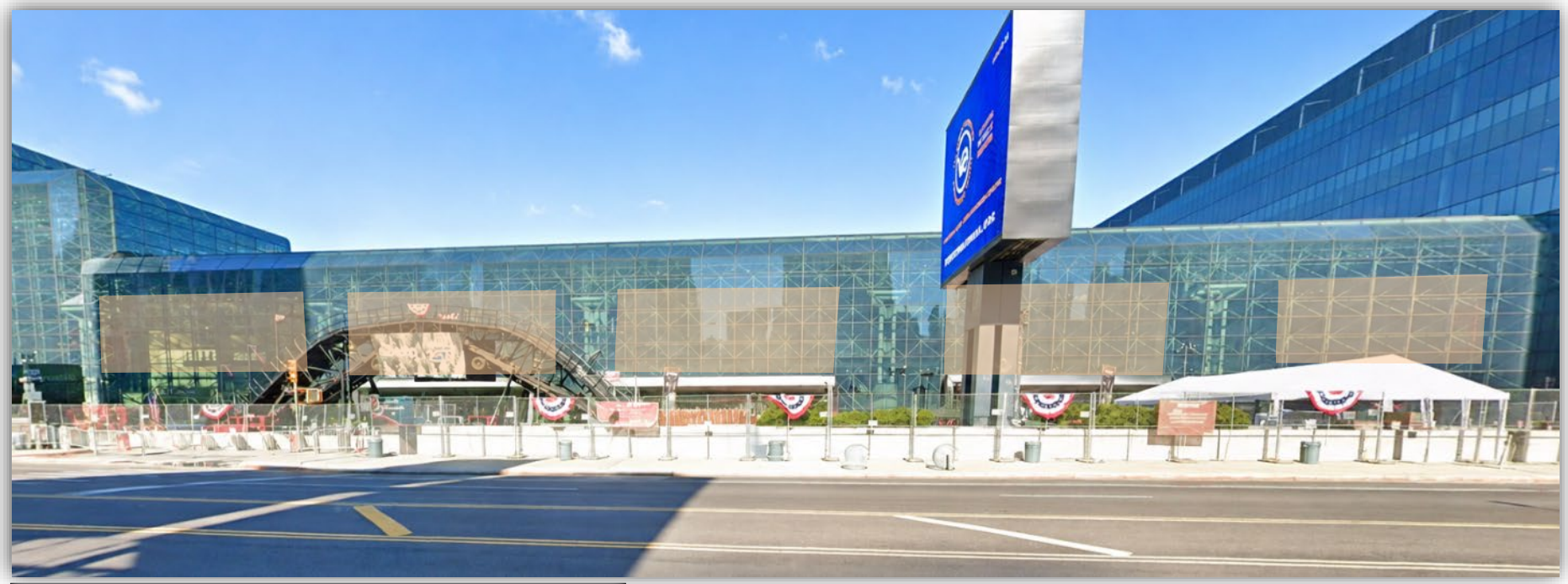
948.125 x 785.50 | 5,171.89 Sq.Ft.

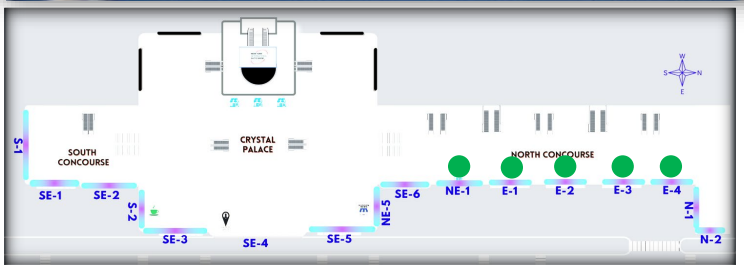
Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

NE-1, E-1 to E-4

North Concourse glass walls facing East, visible by northbound and southbound traffic.





Dimensions: Width (in) x Height (in)

725.00 x 426.125 | 2,145.42 Sq.Ft.

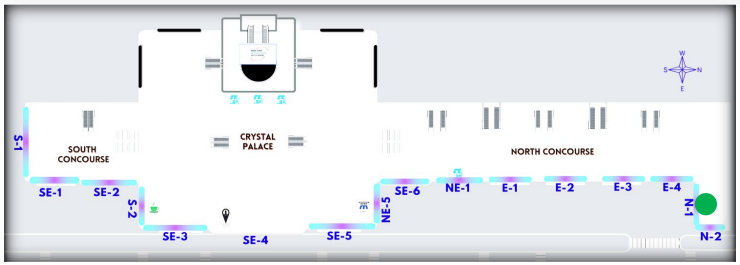
Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

N-1

North Javits glass wall facing South, visible by Northbound traffic.





Dimensions: Width (in) x Height (in)

956.25 x 1,202.50 | 7,985.35 Sq.Ft.

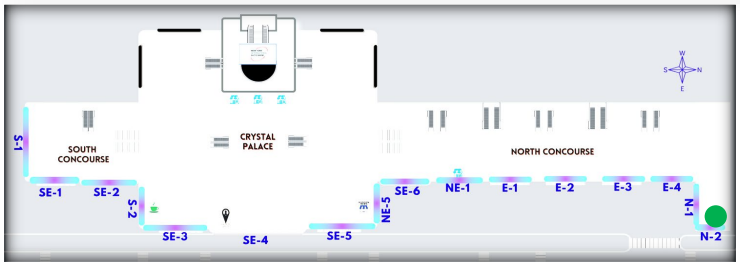
Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

N-2

North Javits glass wall facing East, visible by northbound and southbound traffic.





Dimensions: Width (in) x Height (in)

653.25 x 1,201.625 | 5,451.12 Sq.Ft.

Production | Install | Removal Included

NEW YORK INTERNATIONAL AUTO SHOW

Price List

Location	Width (in.)	x	Height (in)	Total Sq.Ft.	Cost
S-1	960.125	x	511.500	3,410.44	**$90,000**
SE-1	964.000	x	409.000	2,738.03	**$77,000**
SE-2	948.125	x	784.750	5,166.95	**$122,000**
S-2	960.125	x	781.125	5,208.18	**$122,500**
SE-3	966.250	x	783.125	5,254.82	**$121,500**
SE-4 **Not available**	963.250	x	1,144.750	7,657.50	**$157,000**
SE-5	966.250	x	783.125	5,254.82	**$122,500**
NE-5	960.125	x	781.125	5,208.18	**$122,500**
SE-6	948.125	x	785.500	5,171.89	**$122,500**
NE-1	725.000	x	426.125	2,145.42	**$73,000**
E-1	725.000	x	426.125	2,145.42	**$73,000**
E-2	725.000	x	426.125	2,145.42	**$73,000**
E-3	725.000	x	426.125	2,145.42	**$73,000**
E-4	725.000	x	426.125	2,145.42	**$73,000**
N-1	956.250	x	1,202.500	7,985.35	**$165,000**
N-2	653.250	x	1,201.625	5,451.12	**$125,000**