



2024 NEW YORK INTERNATIONAL AUTO SHOW SPONSORSHIP & ADVERTISING OPPORTUNITIES



PRESS DAYS: March 27 & 28
PUBLIC DATES: March 29-April 7
JAVITS CENTER NYC



NEW YORK INTERNATIONAL AUTO SHOW (NYIAS)

The New York Auto Show has been a premiere international event providing information, new products, and cutting-edge technology in the automotive and mobility sector to media, consumers, industry executives, and new franchised automotive dealers for the past 123 years.



Greater New York
Automobile Dealers
Association

The 12-day New York International Auto Show is owned & produced by the Greater New York Automobile Dealers Association (GNYADA).





WELCOME & WHAT'S NEW

The 2023 New York Auto Show was a resounding success, with **41% more electric vehicle rides** than the previous year. Weekend attendance reached close to pre-pandemic levels thanks to returning automakers and exciting new exhibits.

- ❑ New York continued its position as a major industry event with its programs enhanced by relationships with organizations like the **National Automobile Dealers Association**, **J.D. Power**, the **World Car Awards**, the **MediaPost Marketing Conference** and others during the media and industry days.
- ❑ Some of the highlights for visitors included returning manufacturers, five ride and drives, and the introduction of two featured aftermarket and custom culture experiences.





MEDIA & INDUSTRY EVENTS



- ❑ [Automotive Forum New York](#), hosted by **J.D. Power**, **NADA**, and the **NYIAS**, attracted over 400 dealers, industry executives, and media for a day of discussions and presentations featuring insights and analysis from top executives and industry leaders.
- ❑ The 2023 **New York Auto Show World Car Awards Opening Breakfast** was a standing room only event packed with media. [World Car Awards](#) is the #1 automotive awards program in the world **with a global reach of over 300 million media impressions**.
- ❑ [MediaPost Automotive Marketing Awards & Conference](#) at the New York Auto Show provides industry networking and business opportunities while presenting timely topics in the interactive media, marketing, and advertising spheres. The program also presents awards to the top marketing executives and agencies in the automotive advertising sector.
- ❑ Created in 1990, the [World Traffic Safety Symposium](#) at the New York Auto Show is a unique event conceived to bring the auto industry, regulators and law enforcement together to put roadway safety at the top of the agenda. The Symposium illustrates the advantages of working collaboratively across all the roadway safety disciplines from building safer cars and roads to life-saving legislation, to public health and safety programming.

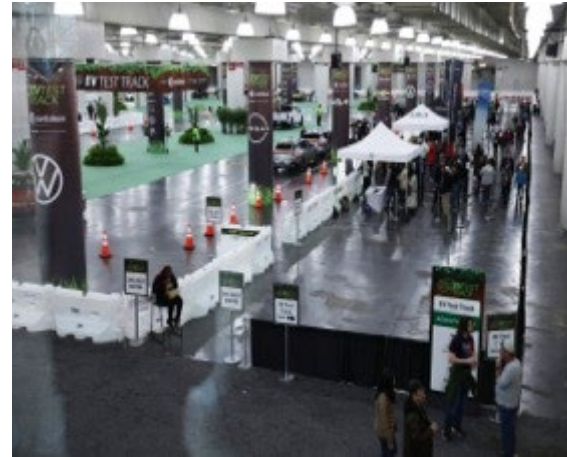


EV TEST TRACK

*What
visitors are
saying*

"I was excited about new electric vehicles and wanted to know more about them. I have plans to get an electric vehicle and The Auto Show gave a lot of insights and contributed to my opinions."

- ❑ This year's Show included an EV exhibition featuring an 88,000-square-foot Electric Vehicle Test Track located on Level 1.
- ❑ Ridership on the New York Auto Show's EV Test Track rose **41%** over 2022 with show attendees more engaged than ever in their desire to experience and learn about electric vehicles.
- ❑ Consumers attending the Show were looking to purchase their first electric vehicle and the Show provided a one-stop shop for them. From electric vehicles and charging technologies to consumer awareness programs.








SHOW KEY FACTS & STATISTICS





EVENT CALENDAR HIGHLIGHTS

Tuesday March 26	Wednesday March 27	Thursday March 28	Friday March 29	Saturday March 30
AUTOMOTIVE FORUM	PRESS DAY	PRESS DAY	PUBLIC SNEAK PREVIEW	OFFICIAL OPENING CEREMONY
				
	<ul style="list-style-type: none">• Welcome Breakfast• World Car Awards• Press Conferences• Media Post Marketing Symposium and Media Awards	<ul style="list-style-type: none">• Press Conferences• World Traffic Safety Symposium• VIP Dealer Preview		

PUBLIC SHOW DATES
FRIDAY MARCH 29-SUNDAY APRIL 7

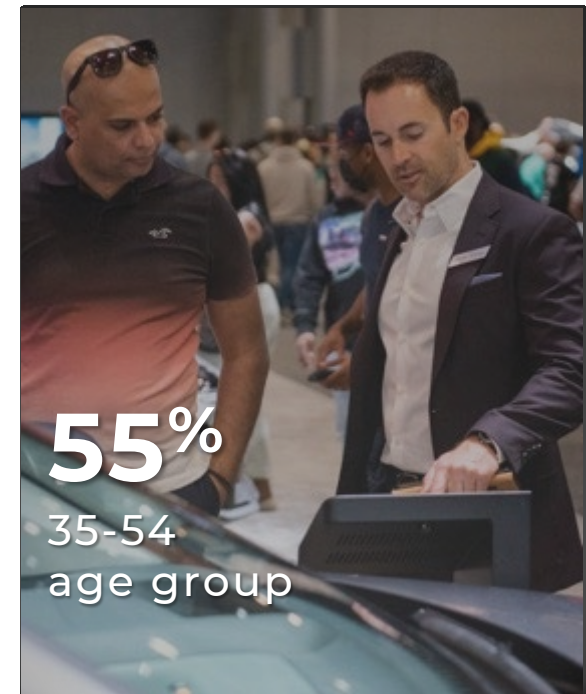
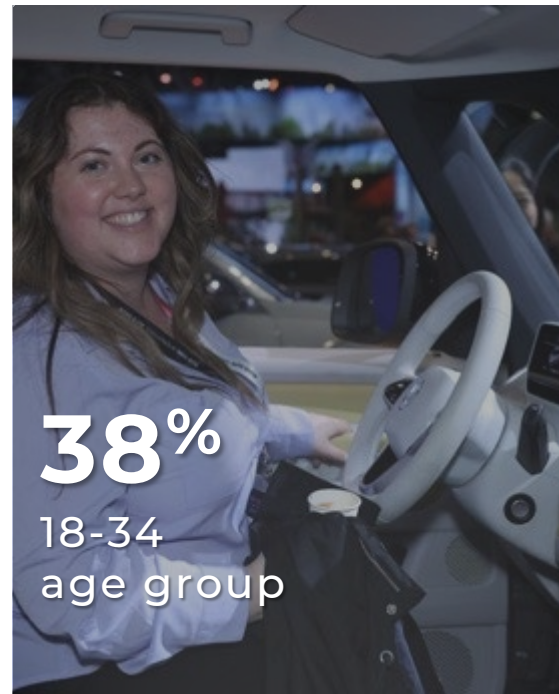
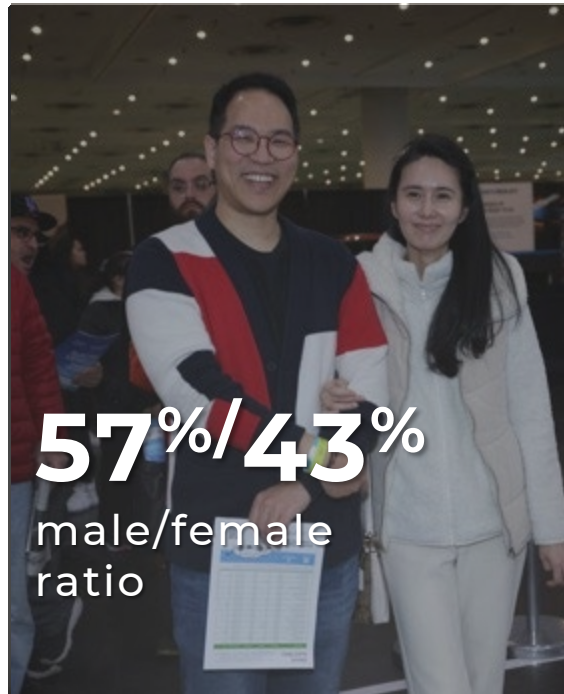




DEMOGRAPHICS

*What
visitors are
saying*

"My family is full of car enthusiasts, and it is a great chance for us to bond over a shared experience. I value the chance to look at cars I'm considering purchasing up close and all at once... It's a great chance to view the latest technology."

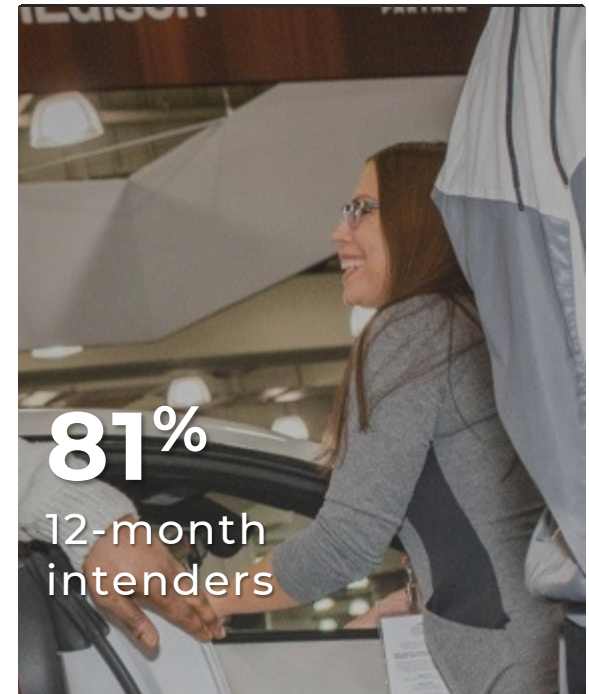
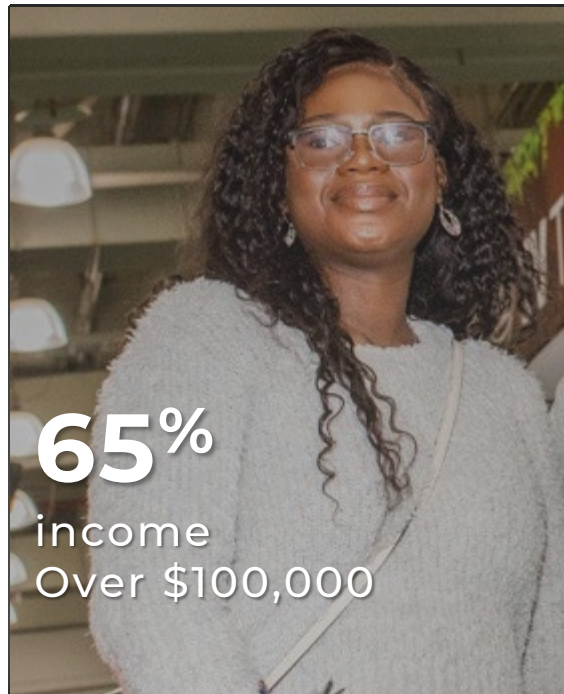




DEMOGRAPHICS

*What
visitors are
saying*

"It allows me to experience, see and get inside of the new vehicles coming out. Also visit brands that pique my interest. I've purchased cars in the past after attending the auto show."





DEMOGRAPHICS

*What
visitors are
saying*

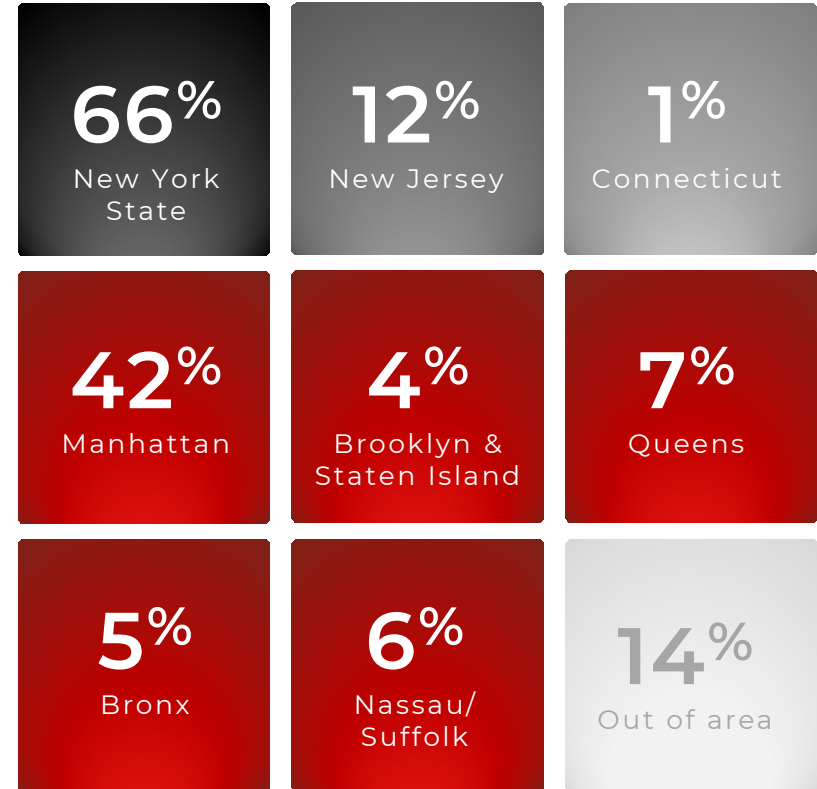
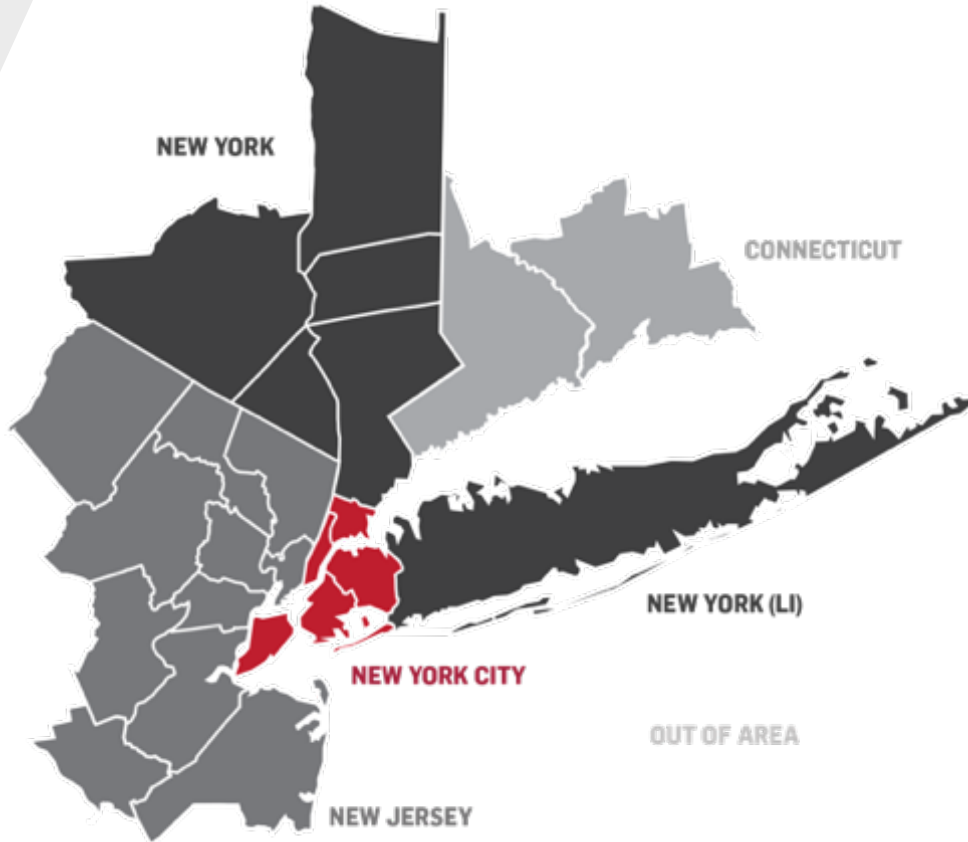
"I was able to see, in person, a large number of the vehicles that I am considering buying, all in one place, without high pressure sales."





DEMOGRAPHICS Location

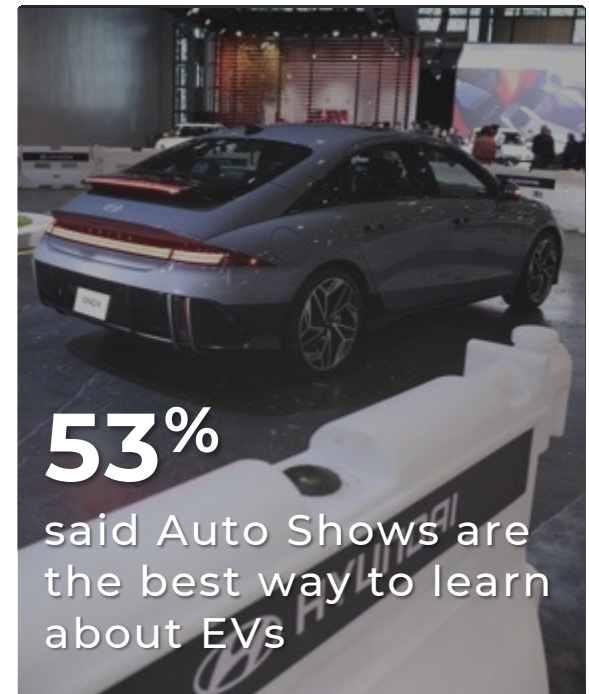
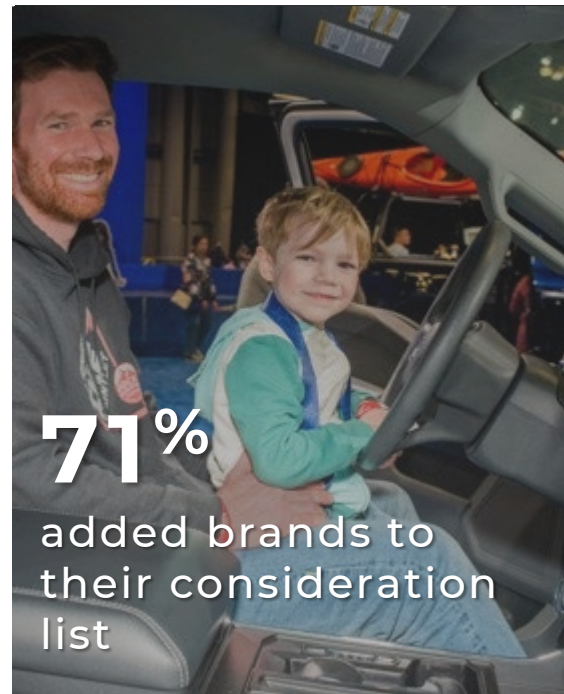
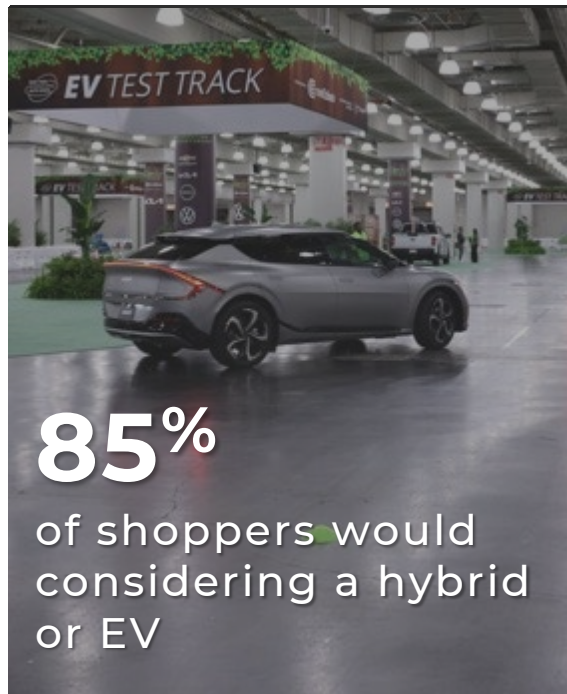
NYIAS attendance came from throughout the tri-state metropolitan area and beyond.





ATTENDEE & SHOPPER INSIGHT

Attendees spend, on average, **5.24 hours at the Show**. One out of four visitors experienced an **Electric Vehicle Test Track**. **85% of all attendees** said attending the New York Auto Show **increased their consideration** to buy a hybrid or EV in future.

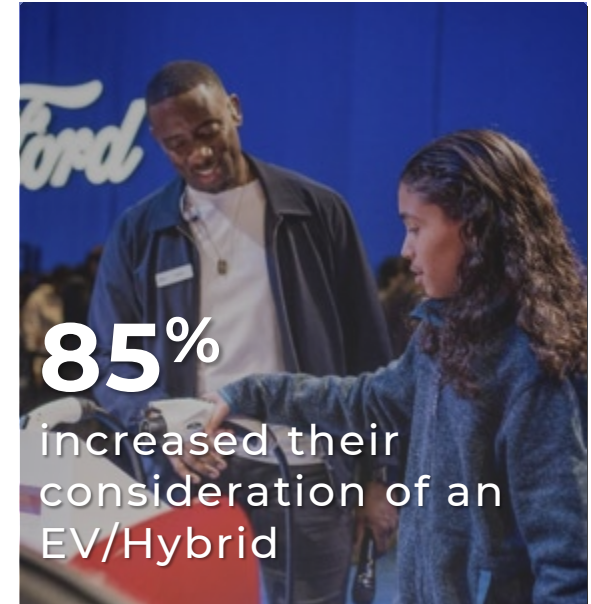
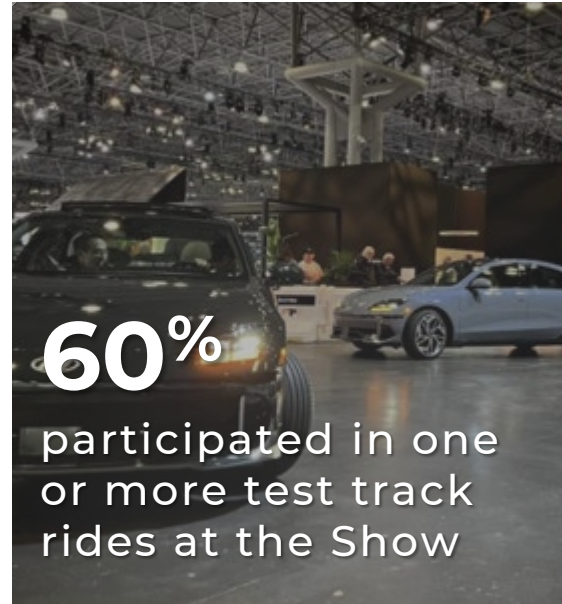




CONSUMER SHOPPING POWER

*What
visitors are
saying*

“It’s always interesting to get a first-hand look at what each manufacturer has to offer. As a car enthusiast, it allows me to see how much effort a manufacturer puts into the build quality and design of their models. Physical inspection and touch offer far more than pictures and videos ever will.”





MEDIA IMPACT





SPONSORSHIP & ADVERTISING OPPORTUNITIES





2024 SPONSORSHIP OPPORTUNITIES

Reach Consumers, Influencers, Media, Manufacturers, and Franchised New Vehicle Dealers at the New York Auto Show!

What visitors are saying

"The show enabled us to experience multiple vehicles conveniently while also seeing industry trends in other vehicles. One month after the show, we had a new vehicle."






SPONSORSHIP OPPORTUNITIES


The NYIAS provides numerous sponsorship opportunities and offers unique customized packages to help advertisers reach leading automobile manufacturers, brand influencers, consumers/ shoppers, industry, and media. *Sponsorship levels and costs vary.*

MEDIA & INDUSTRY




- Media Center
- Press Registration
- WiFi Sponsor
- World Car/NYIAS Welcome Breakfast
- Opening Day
- VIP Dealer Preview Reception
- Industry and Networking Functions
- Private and Group Tours

CONSUMER ONSITE




- Sponsor a day or weekend
- Host an activity
- Product giveaway
- Banners
- EV Test Track
- WiFi Sponsor
- Group Tours
- Directionals (maps/guides)
- Javits Media Network ads

DIGITAL



- Website and app banner ads
- Sponsor social media posts/channels



- Sponsor App scavenger hunt
- Sponsor Overdrive, NYIAS' consumer Newsletter or place an ad or advertorial
- Ticketing Sponsor



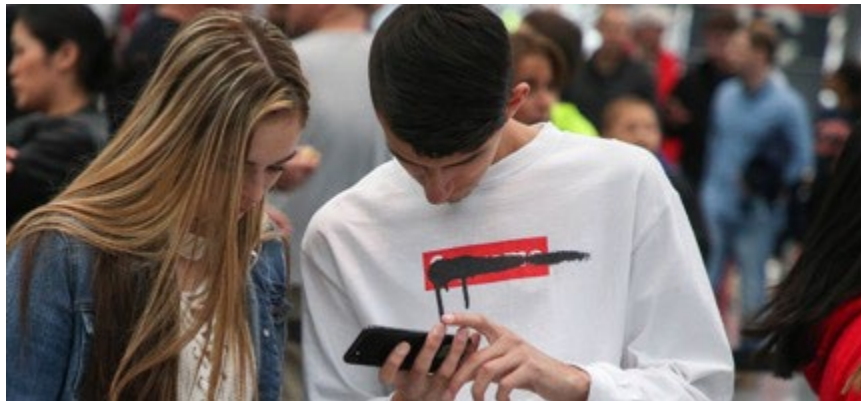
WI-FI SPONSORSHIPS

All days **\$120,000** | Media **\$50,000**

Recognition as sponsor of complimentary Wi-Fi on all Press And/or Public Days*.

- ❑ Customized landing page with link ad (QR Code), which will display upon Wi-Fi connection
- ❑ Signage in the public areas as Wi-Fi sponsor, with QR code (Up to 8 signs)
- ❑ Logo on "Thank You to Our Sponsors" printed signage on site and on Show APP and Website as the Wi-Fi sponsor
- ❑ Logo on all NYIAS digital platforms with copy as the Wi-Fi sponsor
- ❑ Banner ad in Overdrive (NYIAS consumer newsletter), Auto Show website, and Show App linked with URL
- ❑ Opportunity for dedicated content in OverDrive

**Two sponsorships available*





PRESS DAYS SPONSORSHIPS

The NYIAS continues to be a powerhouse in media attendance and coverage and one of the biggest drivers of television, print and online news stories with coverage of the Show reaching thousands of traditional and social media outlets in every corner of the globe.

MEDIA IMPRESSIONS 20B+ ONLINE, PRINT, TV, RADIO





PRESS DAYS

\$55,000

Press Days March 27 & March 28

Become a sponsor of one of the most comprehensively covered media events in the world.

- ❑ Logo as a sponsor of Opening Media Breakfast and Media Center
- ❑ Signage & table tents at Opening Media Breakfast
- ❑ Logo on Entrance Unit to Media Center
- ❑ Pre-approved literature opportunity to distribute at media programs
- ❑ Sponsor table in Media Center—branding of room and signage
- ❑ Logo on Official Press Conference Schedule (printed, digital and on website)
- ❑ Logo inclusion on Newsflash email blasts to NYIAS database and social media mentions
- ❑ Logo on post event follow up email blast to GNYADA and NYIAS databases
- ❑ Logo on the “Thank You to Our Sponsors” page on the Show website and app with link
- ❑ 15 Press Day badges



MEDIA REGISTRATION

\$25,000

Press Days March 27 & March 28

Sponsor the Media Registration process and be recognized by the attending media and industry on Press Days.

- Make first contact and reach all media and industry during the pre-registration process
- Recognition as a sponsor on media registration page
- Branding on media registration confirmation with link
- Branding on media registration counters
- Opportunity to sponsor a refreshment area in the media center





PRIVATE ACTIVITY / TOUR

starting at **\$25,000**

Opportunity to host your own event at the NYIAS, using NYIAS' unique platform to showcase to your company or clients

- Logo featured on event signage and in the Calendar of Events
- Separate entrance for your guests
- Priority access to the EV Test Track
- Recognition for sponsoring the activity/session with signage outside event space
- Banner ad on digital newsletter with link if desired
- Private Room for Event/Reception (separate arrangements made with Javits' exclusive caterer)
- Social media activations/coverage on NYIAS social media platforms
- Logo on event website and app with link, as a NYIAS partner





PRODUCT GIVEAWAY

starting at **\$25,000**

Opportunity to have a product giveaway to attendees on a select weekend (Saturday, March 30 & Sunday, March 31 OR Saturday, April 6 & Sunday, April 7)

- ❑ 200-250 sq. ft. space in a heavily consumer-trafficked public area of the Javits Center if usage is for all press and public days (12 days). Costs will vary. For details and options, please contact Anna Graci at anna@autoshowny.com.
- ❑ Logo on “Thank You to Our Sponsors” signage, NYIAS digital platforms and on-site
- ❑ Product logo featured in marketing and promotional materials for the dates of the program
 - Recognition for sponsoring the Product Giveaway
 - Social media activations/coverage
 - Logo on event website and app with link

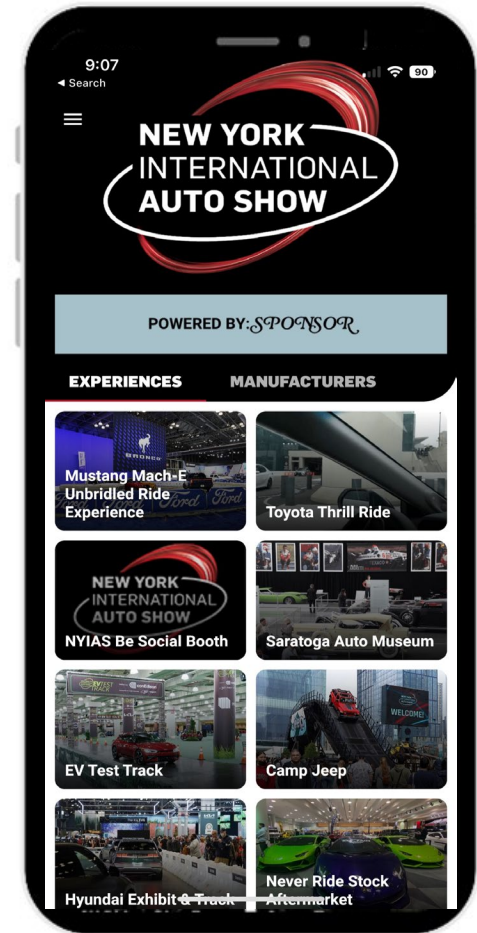




NYIAS APP SPONSOR

starting at **\$25,000**

- ❑ Banner ad on homepage and throughout the NYIAS app
- ❑ Home Screen Sponsor is a premiere placement to reach all attendees downloading and using the app
 - Includes 2 sponsored push notifications and 1 bonus activation
- ❑ Navigation Sponsor is a highlighted ad placement to reach those who use the slide out menu
- ❑ Add ons:
 - Enter To Win Form Sponsor
 - NYIAS App Scavenger Hunt (additional cost)
- ❑ Bonus Activations (Multi-discount rates provided upon request)
 - FanSee!
 - Trivia Mania





GUIDED GROUP TOURS Private \$10,000 | Public \$5,000

- ❑ 2-hour guided group tours led by knowledgeable automotive industry personalities providing attendees an inside experience of the show
- ❑ Customize a private group tour of 30 guests to promote your organization
- ❑ Sponsor a public tour, finishing in your booth:
 - Post show email blast to all opt-in participants
 - Logo on Group Tours ticket page on NYIAS website
 - Partner with top automotive social media influencer to energize your company and lead your tour (additional costs apply)





DEALER PREVIEW EVENT

Thursday, March 28th

Reach Dealer Principals, General Managers and Sr. Management from NY, NJ, & CT Dealerships

The Dealer Preview Party is an invitation only event exclusively for Dealer Principals and General Managers from New York, New Jersey, and Connecticut area dealerships. No other place will you have access to meet and mingle with Dealers from the Tri-State area!

We offer Five Levels of sponsorships to meet everyone's budget:

- Premier
- Platinum
- Platinum
- Gold
- Silver
- Bronze

A graphic showing five levels of sponsorships: Premier, Platinum, Platinum, Gold, Silver, and Bronze. The text is overlaid on a background image of a trade show booth with various logos.

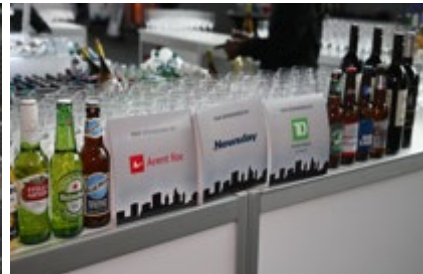


DEALER PREVIEW

Premier Platinum \$ **25,000**

PREMIER PLATINUM SPONSORSHIP BENEFITS:

- ❑ Meet and Greet Attendees at Registration
- ❑ 1-2 Minute Introduction of your business during the event
- ❑ Signature drink for your company
- ❑ Company Logo placed prominently on event stage banners, and all event signage
- ❑ 6 Foot Skirted Table at Event
- ❑ Logo included on email blast to area dealers
- ❑ Company logo on VIP badging distributed to all guests
- ❑ 10 tickets to the event, PLUS 10 General Admission Auto Show tickets
- ❑ Email Blast to GNYADA Members to promote your Business
- ❑ Logo on the "Thank You to Our Sponsors" page on the on the Show website with link
- ❑ Inclusion in GNYADA's Newsletter and website





DEALER PREVIEW

Platinum **\$10,000**

PLATINUM SPONSORSHIP BENEFITS:

- ❑ Logo and QR Code displayed on stage banners
- ❑ Dessert item will feature your company name/logo
- ❑ Logo displayed on event signage
- ❑ Logo included on email blast to area dealers
- ❑ 6 Foot Skirted Table at Event
- ❑ Logo on VIP badging distributed to all guests
- ❑ 8 tickets to the Event, PLUS 8 General Admission Auto Show tickets
- ❑ Email Blast to GNYADA Members to promote your Business
- ❑ Logo on the "Thank You to Our Sponsors" page on the Show website with link
- ❑ Inclusion in GNYADA's Newsletter and website





DEALER PREVIEW

Gold \$ **7,500**

GOLD SPONSORSHIP BENEFITS:

- ❑ Logo on onsite floor plan
- ❑ Logo displayed on event signage and event lanyards*
- ❑ Logo included on email blast to area dealers
- ❑ 6 Foot Skirted Table at Event
- ❑ Logo on VIP badging distributed to all guests
- ❑ 6 tickets to the Event, PLUS 6 General Admission Auto Show tickets
- ❑ Email Blast to GNYADA Members to promote your Business
- ❑ Logo on the "Thank You to Our Sponsors" page on the Show website with link
- ❑ Inclusion in GNYADA's Newsletter and website

**Company to supply lanyards*





DEALER PREVIEW

Silver **\$5,000** / Bronze **\$2,500**

SILVER SPONSORSHIP BENEFITS:

- ❑ Logo on bar and food station signage
- ❑ 6 Foot Skirted Table at Event
- ❑ Logo displayed on event signage
- ❑ Logo included on email blast to area dealers
- ❑ Logo on VIP badging distributed to all guests
- ❑ Four tickets to the Event, PLUS 5 General Admission tickets to the Auto Show
- ❑ Logo on “Thank You to Our Sponsors” on the Show website with link
- ❑ Inclusion in GNYADA’s Newsletter and website

BRONZE SPONSORSHIP BENEFITS:

- ❑ Logo displayed on event signage
- ❑ Logo included on email blast to area dealers
- ❑ Two tickets to the event
- ❑ Logo on “Thank You to Our Sponsors” on Show website with link
- ❑ Inclusion in GNYADA’s Newsletter and website





OVERDRIVE SPONSORSHIP

\$15,000



New York Auto Show Consumer Newsletter

- ❑ Reach over 125,000 consumer subscribers
- ❑ Logo on one or more (additional costs apply) newsletters with link
- ❑ Opportunity for dedicated content





EV TEST TRACK SPONSORSHIPS

This sponsorship is of our 88,000 sq. ft. indoor ride along experience with a wide range of EVs and EV technology. Exhibit space within EV area is available along side Charge NY, NYSERDA, Autel, and NYC Fleet Service. Last year, **over 80,000 visitors participated in ride-along experiences making it a huge success for the participants and sponsors.** For additional information, contact Diane Thompson at diane@autoshowny.com

**TEST TRACK
RIDERSHIP
INCREASED
41%
OVER 2022**



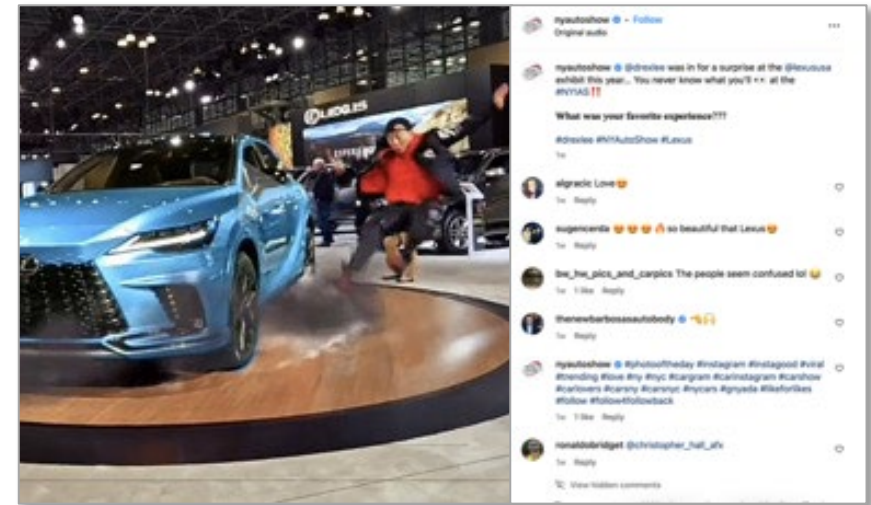


SOCIAL MEDIA

Let the New York Auto Show amplify your company and message through its Social and Digital Marketing Activities

Reach a broad cross-section of a highly active social media audiences over multiple platforms. The 2023 New York Auto Show’s digital marketing strategy generated over 22 million impressions through a variety of campaigns across Google, Facebook, TikTok, Snapchat, and Instagram. With a mix of objectives targeted to different audiences and platforms, the New York Auto Show’s digital marketing campaign had over **630,000 Direct Engagements**.

Views	Impressions	Engagements	Video
2023	8,177,410	630,943	1,564,601
2022	5,347,342	230,141	160,086
% Change	+123.23%	+174.15%	+877.35%

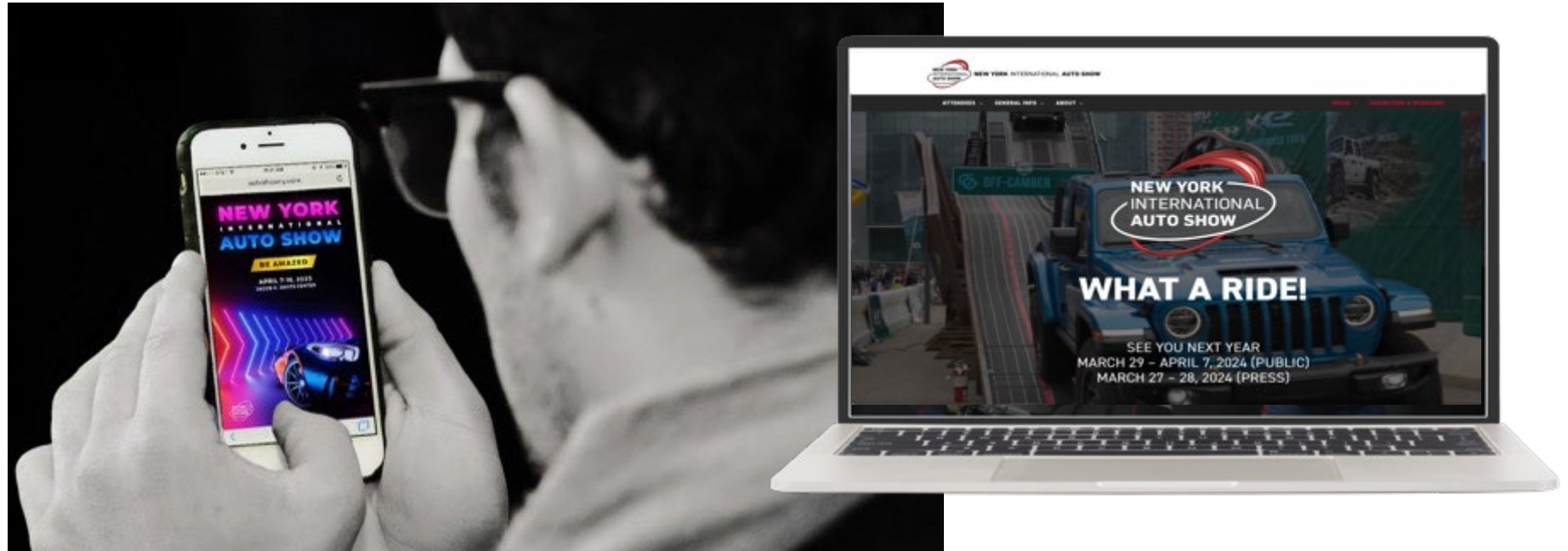




DIGITAL ADS

Engage digital fans, followers, and subscribers

- ❑ Feature your company or product on our website with over a million visitors and app through targeted digital ads
- ❑ Sponsor featured posts across all our social channels
- ❑ Enhanced activities available through the show app (additional cost)





BANNER ADVERTISING

costs and locations provided upon request

Onsite branding opportunities in the over a million square feet of exhibit space and public area spaces of the New York Auto Show. Program can include traditional banners, floor graphics, window clings and other assets of the show and of the Javits Convention Center. For additional information, contact Elba Rosales-Rice at elba@autoshowny.com.



- ❑ Columns, wraps and door clings
- ❑ Staircase and escalator graphics
- ❑ Outdoor banners and fencing



2024 SHOW DATES, HOURS & LOCATION

Media/Press Days
March 27 & 28

Public Sneak Preview
March 29

Official Opening Day
March 30

Public Days
March 29-April 7

Jacob K. Javits
Convention Center
of New York

429 11th Avenue
New York, NY 10001

SHOW HOURS:

Monday - Saturday 10am - 10pm
Sunday 10am - 7pm

OUR TEAM

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Diane Thompson
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