



2024 DATES | Press: **March 27 & 28** | Public: **March 29-April 7**
Jacob Javits Convention Center

OEM E-TICKET PROGRAM

INVITE SELECT CURRENT OR PROSPECTIVE CUSTOMERS TO SEE NEW PRODUCT OR ATTEND A PROMOTIONAL EVENT IN YOUR BOOTH AT THE NYIAS WITH OUR E- TICKET SYSTEM

The NYIAS is offering an opportunity for OEM's to use the Show's e-ticketing system to invite as large an audience as you choose, and have them receive tickets in advance of the Show. Simply arrange with the Show to create a program that would allow you to send emails to a select group inviting them to obtain tickets!

Financial exposure can be limited to a pre-determined amount should a response be overwhelmingly positive. For instance, it would be possible to send invitations to 5,000 individuals for the opportunity to obtain two tickets each having a maximum availability of 5,000 tickets. Once that number is reached this group would receive a message that due to the overwhelming response all tickets have been distributed.

After the 2024 Show ends, you will receive a report on the number of tickets ordered and scanned. With this information, you will be able to reference your original list to determine who ordered tickets and who attended. Payment for tickets would be after the Show with a reduced rate for those tickets that were scanned and a nominal fee for those tickets that were ordered but not used.



BENEFITS OF THIS PROGRAM:

- **No mailing costs**
- **No pre-purchase of tickets**
- **No on-site staffing to distribute tickets**
- **Know who responds to your invitation and more importantly who attends**

FOR MORE INFO CONTACT:

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