



2025 DATES | Press: **April 16 & 17** | Public: **April 18 – 27**

Javits Center | NYC

MARKETING & PUBLICITY OPPORTUNITIES

Press Preview & OEM Events

The New York International Auto Show begins with the Automotive Forum (separate registration required) on Tuesday, April 15 (9 a.m. – 5 p.m.). The Industry & Media Preview begins on Wednesday, April 16 (8 a.m.) and continues through Thursday, April 17 (10 p.m.). The Media Welcome Breakfast featuring the World Car Awards will take place on Wednesday morning, April 16 (7:45 – 9 a.m.).

OEM Press Conferences will take place throughout the day on Wednesday. A full schedule of Press Events will be made available later. The complete schedule, and subsequent updates, will be posted to autoshowny.com, and distributed on-site.

Dealer Preview

Dealer Preview will be held on Thursday evening, April 17 (5 – 10 p.m.) with a reception (by-invitation only) from 5 – 7 p.m. All Exhibitors are expected to staff their space during these events.

For information on Dealer Preview Sponsorship opportunities, please contact Jennifer Lepurage at 718.746.5900 or jennifer@gnyada.com.

Public Relations / Publicity (for Auto Manufacturers)

Publicizing the New York International Automobile Show means publicizing the vehicles on display. Our publicity program focuses on the exciting products, exhibits, and activations that attract media and consumers to the Show every year. We work closely with television crews on-site to put together exciting broadcast segments that celebrate the New York International Auto Show as the premier international showcase for new vehicles.

Please make sure that we can include your company's new product news in these publicity efforts by keeping us up-to-date with detailed information on the products you intend to highlight at the Show. To maximize your media exposure through our publicity campaign, you should give us as much information as possible on your show-specific marketing plans as early as possible and update us regularly on any changes.

Contact Chris Sams (chris@samscrispe.com) or Nick Crispe (nick@samscrispe.com) with any public relations questions, special information, or newsworthy items.

NOTE: The 2025 New York International Auto Show logo and/or poster art are available for Exhibitor use in promoting their participation in the Show. Contact Lexy Tsimis at 718.746.5300 or lexy@autoshowny.com to request a vector-formatted logo. *Any use of the NYIAS logo must be submitted for approval prior to distribution, please send a sample to Diane Thompson at diane@autoshowny.com.*



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Social Media / Special Attractions / Celebrity Appearances

As part of our publicity program, we highlight special appearances and attractions at the New York International Auto Show. If your company is planning any special attractions/activations or appearances by celebrities, professional athletes or public figures please let us know ASAP so that we can include your information in our promotional campaign. We may be able to feature your special activity in the Show's Schedule of Events, certain advertising venues, and other appropriate promotional opportunities.

Contact Chris Sams (chris@samscrispe.com) or Nick Crispe (nick@samscrispe.com) with any special information or newsworthy items.

Manufacturer Web Link / autoshowny.com

The New York International Auto Show offers traditional web ads and manufacturer links within the Vehicle Gallery on the official show website. The Vehicle Gallery provides the ability to link manufacturers' new vehicle information pages to their image within the Vehicle Gallery—with unique content provided by manufacturers. Manufacturers must provide a URL link to activate their information page(s). Contact Michael Duffy at 718.746.5300 or miked@autoshowny.com.

Exhibitor Staff Admission Tickets

Staff Admission Tickets are FREE and available for any exhibit staff working only a single day of the Show. Each automobile manufacturer will be issued fifty (50) Exhibitor Staff Admission tickets per contracted space. All other Exhibitors (i.e., Specialty & Retail) will receive ten (10) Exhibitor Staff Admission Tickets. If you have any questions, please contact Elba Rosales-Rice at 718.746.5300 or elba@autoshowny.com.