



# 2025 NEW YORK INTERNATIONAL AUTO SHOW BANNER ADVERTISING





# 2025 NEW YORK INTERNATIONAL AUTO SHOW

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# 2025 NEW YORK INTERNATIONAL AUTO SHOW

76%

of attendees recalled seeing a brand banner at the show.

66%

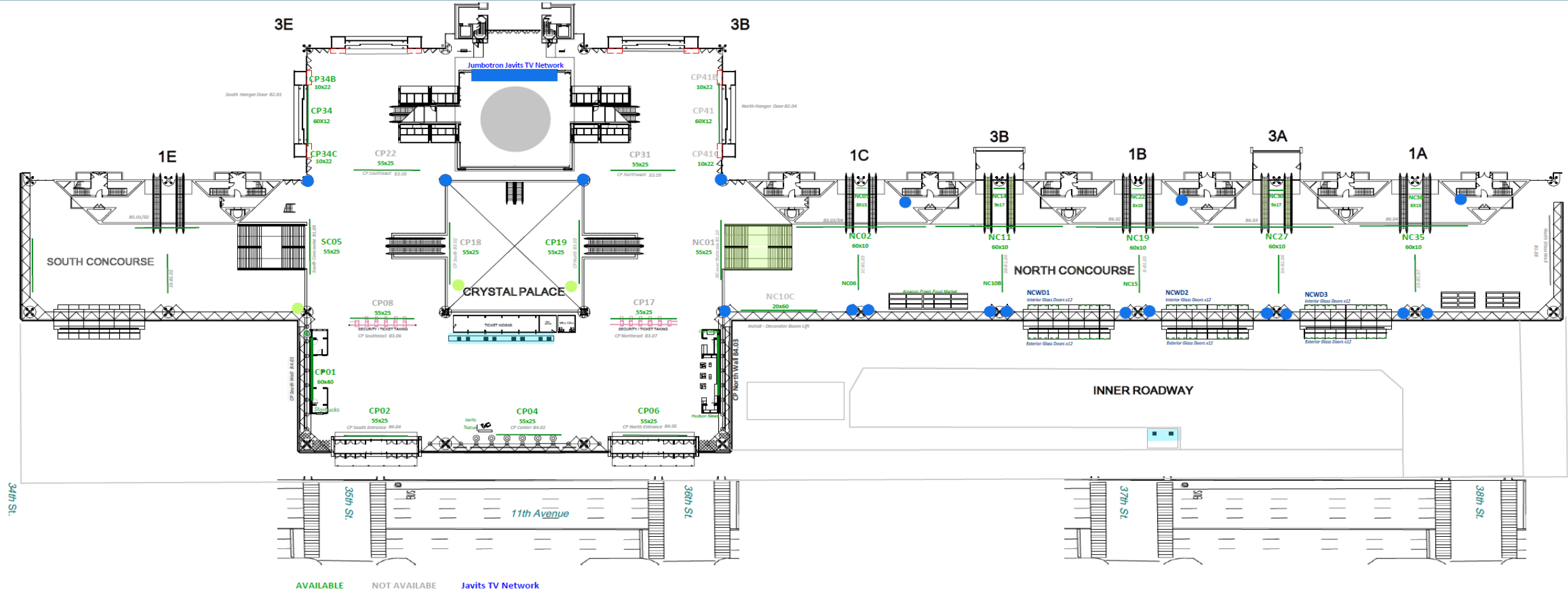
of attendees who recalled seeing a banner were prompted to visit that OEM's booth.





# 2025 NEW YORK INTERNATIONAL AUTO SHOW Banner Area Floor Plan

MEDIA ADVERTISING IS AVAILABLE IN THE PUBLIC AREAS OF THE JACOB JAVITS CENTER: CRYSTAL PALACE AND NORTH CONCOURSE





# 2025 NEW YORK INTERNATIONAL AUTO SHOW Crystal Palace Banners



Increase your brand's visibility. Banners located in the Crystal Palace can be seen by attendees entering and exiting the show.





# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## Crystal Palace Pricing

BANNER	Width x Height	Total Sq. Ft.	MEDIA	FABRIC PRODUCTION \$14.00/sq. ft. + tax	VINYL PRODUCTION \$12.05/sq. ft. + tax
CP01	60 x 40	2400	\$35,400.00	\$33,600.00	\$28,920.00
CP02	55 x 25	1375	\$21,700.00	\$19,250.00	\$16,568.75
CP04	55 x 25	1375	\$21,700.00	\$19,250.00	\$16,568.75
CP04B*	30 x 8	240	\$11,300.00	\$3,360.00	\$2,892.00
CP06	55 x 25	1375	\$21,700.00	\$19,250.00	\$16,568.75
CP07	60 x 40	2400	\$35,400.00	\$33,600.00	\$28,920.00
<b>SOLD</b> CP08	55 x 25	2750	\$39,200.00	\$38,500.00	\$33,137.50
<b>SOLD</b> CP17	55 x 25	2750	\$39,200.00	\$38,500.00	\$33,137.50
<b>SOLD</b> CP18*	55 x 25	2750	\$51,500.00	\$38,500.00	\$33,137.50
CP19*	55 x 25	2750	\$51,500.00	\$38,500.00	\$33,137.50
<b>SOLD</b> CP22*	55 x 25	2750	\$51,500.00	\$38,500.00	\$33,137.50
<b>SOLD</b> CP31*	55 x 25	2750	\$51,500.00	\$38,500.00	\$33,137.50
<b>SOLD</b> CP41*	60 x 10	600	\$21,500.00	\$8,400.00	\$7,230.00
<b>SOLD</b> CP41B*	10 x 22	220	\$16,100.00	\$3,080.00	\$2,651.00
<b>SOLD</b> CP41C*	10 x 22	220	\$16,100.00	\$3,080.00	\$2,651.00
<b>SOLD</b> NC01*	55 x 25	2750	\$51,500.00	\$38,500.00	\$33,137.50
SC05 (North facing only)	55 x 25	1375	\$25,750.00	\$38,500.00	\$33,137.50

\* Prime Banner Location

Banner pricing for Media in the Crystal Palace includes installation and removal. Production can be added for an additional cost.

(D) Double-sided banner, can be sold per side. However, the remaining side can be sold to another advertiser.

\*\*CP34/34B/34C Not shown are the same price as CP41/41C/41C





# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## North Concourse



The open layout of the North Concourse provides great exposure throughout the Javits Center's public areas.





# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## North Concourse Pricing

BANNER	Width x Height	Total Sq. Ft.	MEDIA	FABRIC PRODUCTION \$14.00/sq. ft. + tax	VINYL PRODUCTION \$12.05/sq. ft. + tax
NC02*	80 x 10	800	\$40,000.00	\$11,200.00	\$9,640.00
NC06	15 x 30	900	\$15,100.00	\$12,600.00	\$10,845.00
NC10B	15 x 30	900	\$15,100.00	\$12,600.00	\$10,845.00
<b>SOLD</b> NC10C	60 x 20	1200	\$30,900.00	\$16,800.00	\$14,460.00
NC15	15 x 30	900	\$15,100.00	\$12,600.00	\$10,845.00
NC11*	80 x 10	800	\$40,000.00	\$11,200.00	\$9,640.00
NC19*	80 x 10	800	\$30,000.00	\$11,200.00	\$9,640.00
NC27*	80 x 10	800	\$40,000.00	\$11,200.00	\$9,640.00
NC35*	80 x 10	800	\$30,000.00	\$11,200.00	\$9,640.00

\* Banners can be split into two; maximum size listed.







# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## North Concourse Grand Staircase

A unique way to display your brand. There are four sections that can be used for a full image or multiple images.

Ideal for multiple graphics or one full design visible from the North Concourse

Glass railings are also available as an additional advertising opportunity.

\* Graphics Production not included.

All 4  
Sections

165.5" w x 5.5" h per riser x 56 steps  
\$25,000

Per Section

165.5" w x 5.5" h per riser x 14 steps  
\$10,000





# 2025 NEW YORK INTERNATIONAL AUTO SHOW Glass Door Clings

Six (6) sets of doors available to choose from – 3 Interior, 3 Exterior. 2 glass panels per door. A total of 12 clings per set of doors. Single or double-sided graphics can be placed facing in or out on the interior or exterior doors.

Double sided decals/clings (printed/visible on both sides) will double the Media cost.

Choose a glass door location, interior or exterior.

NCWD1  
Interior OR Exterior

NCWD2  
Interior OR Exterior

NCWD3  
Interior OR Exterior

### Single-sided Media

18" w x 24" h per cling x 12 doors – graphic visible on one side only

**\$5,000/location**

### Double-sided Media

18" w x 24" h per cling x 12 doors – graphic visible on both sides

**\$8,000/location**





# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## North Concourse Escalators to Show Floor

Full length clings or multiple small clings are a great way to promote your product or direct attendees to your booth. Up to 4 panels, double-sided.

Escalator graphics can be single or double-sided

Graphics production not included

### 2 Escalator Panels

292.5 in. long x 23.5 in. /panel  
Single Sided: \$10,000  
Double Sided: \$15,000

### 4 Escalator Panels

292.5" in. long x 23.5 in. /panel  
Single Sided: \$20,000  
Double Sided: \$25,000





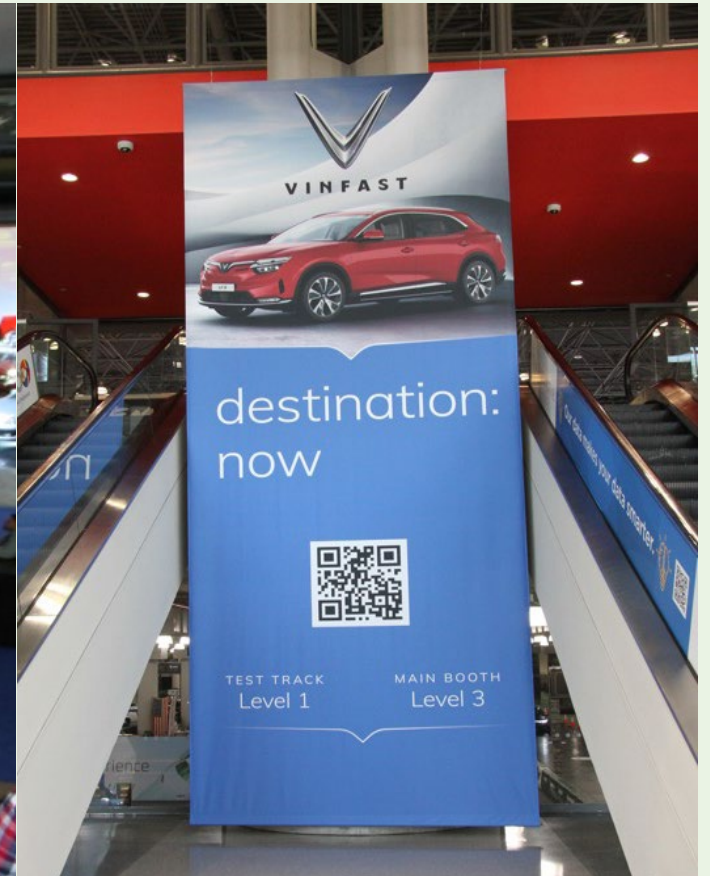
# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## North Concourse Columns

COLUMN	Width x Height	Total Sq. Ft.	MEDIA
NC05	8x 15	120	\$15,000.00
NC14*	9x 20	180	\$20,000.00
NC22	8x 15	120	\$15,000.00
NC30*	9x 20	180	\$20,000.00
NC38	8x 15	120	\$15,000.00

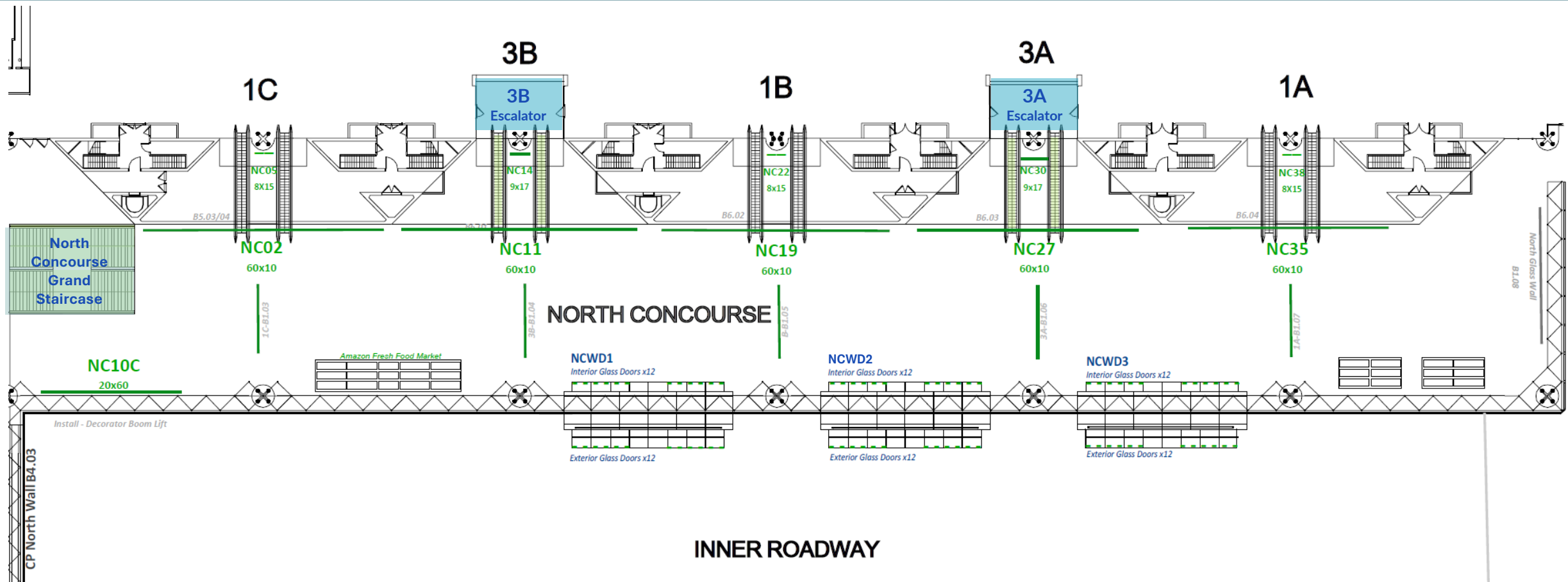
**\*Prime Location. Fabric recommended.**

Column advertising price includes installation & removal. Production not included.





# 2025 NEW YORK INTERNATIONAL AUTO SHOW Grand Staircase, Escalators and Door Cling Locations





# 2025 NEW YORK INTERNATIONAL AUTO SHOW Ticket Kiosk Branding



**Ticket Kiosk branding only**

**\$5,000**  
*(includes Kiosk cling graphic production)*



**Ticket Kiosk with EV Vehicle**

**\$15,000**  
*(includes Kiosk cling graphic production and space in the CP for vehicle)*

Reach potential customers during the ticket purchase process.

Add your company's logo and message on our newly designed Self Service ticket kiosks.

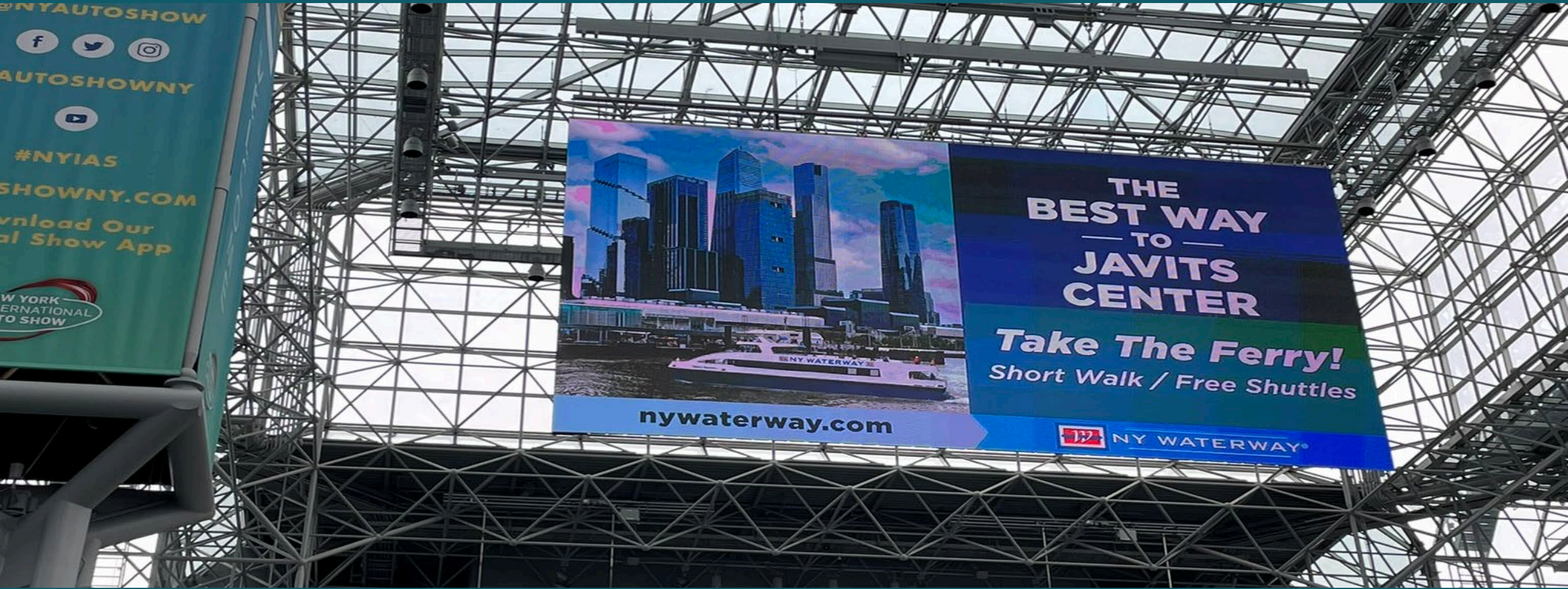
Branding on all Ticket Purchase Kiosks (located at the Crystal Palace & Inner Roadway entrances)

Can be combined with an EV vehicle as the "Powered by" sponsor.



# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## Digital Media Advertising





# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## Digital Media Advertising

The Crystal Palace Jumbotron and 70 monitors strategically located throughout the Javits Center can make your messaging pop!

- 1 Minute ad
- Video ad runs 1 x hour
- Static Images run for :10 seconds (6 x per hour)
- Duration: 10 day run or Weekends only (public days)
- Displayed on: Jumbotron + up to 70 screens throughout the Crystal Palace and North Concourse.

### Specifications:

- Videos: MP4 with H.264 compression
- Images: JPG or PNG at 72dpi
- Keeping important text or graphics at least 50 pixels from each side is recommended.

### Price:

- 10 Days: \$15,000
- Weekend only: \$5,000 per weekend







# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## Important Dates & Deadlines

### DEADLINES

**November 1, 2024**

First Right of Refusal for OEMs to decide if they wish to renew same banner locations

**December 11, 2024**

Signed Banner Renewal Agreement

**December 17, 2024**

50% Deposit Due

**February 7, 2025**

Final Payment Due

### BANNER PRODUCTION

**March 2, 2025**

**NYIAS Approval:** Submit Artwork to NYIAS for Approval **48 hours prior to production**. All artwork must be approved by NYIAS prior to submitting for production to T3 Expo or externally.  
\* Confirm embargo deadline with artwork.

**March 19, 2025 5PM EST**

**T3 Expo Produced Banners:**  
Artwork to decorator must be approved by NYIAS first. Artwork submitted for production after this date/time will be charged a late fee.  
**A 30% Rush Fee added between March 19-April 9.**  
**Fabric: \$4.20 | Vinyl \$3.65**  
Production and shipping after **April 9 will need to be negotiated with T3 Expo**. Client may need to produce externally.

### BANNER SHIPPING

**March 4 – April 4, 2025 | 3PM EST**

Banners produced externally and shipped to T3 Expo warehouse must be received within this time frame.

**April 11 – 15, 2025 | 3PM EST**

Banners shipped to Javits Center must be received between these dates.  
  
\*Banner agreements with a balance due, inc. late fees at time of install will not be hung.

**Deadlines may be adjusted based on production timeline.**



# 2025 NEW YORK INTERNATIONAL AUTO SHOW

## Key Show Dates & Contacts

### Key Show Dates

**Media/Press Days:** April 16, 2025  
**Public Sneak Preview:** April 17, 2025  
**Opening Day Ceremonies:** April 19, 2025  
**Public Days:** April 18-April 27, 2025

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### Contacts

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