



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

Javits Center | NYC

BANNERS GUIDELINES

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IN-HOUSE PRODUCED BANNERS

PRODUCTION GUIDELINES FOR SUBMITTING ARTWORK

Our desire is to provide you with the best possible quality graphics for the New York Auto Show. You can help us in that effort by providing digital art files using the following guidelines. If you send us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involve proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.

PLEASE PROVIDE THE FOLLOWING WHEN SUBMITTING ART

Artwork must be submitted in CMYK (not RGB/HEX).

RASTER ART (photos, logos containing any continuous tone images):

- Art submitted at 1:1 (100%), resolution should be no less than 60 dpi (100 dpi preferred)
- Art submitted at 2:1 (50%), resolution should be no less than 120 dpi (200 dpi preferred)
- Art submitted at 4:1 (25%), resolution should be no less than 240 dpi (400 dpi preferred)

VECTOR ART:

- Logos should be vector and have outlined fonts (if provided as bitmap, please use high-res images)

COLOR:

- If PMS color matching is required, please use original Pantone + Solid Coated swatches in your artwork. Modifying Pantone names will result in printing default color (CMYK)
- CMYK artwork will be produced "As Is". Our color output is balanced and vibrant.
- Contact name, phone number and e-mail address of art creator if applicable
- If you are sending Certified Color Proofs (Gracol, Swop, Fogra), please provide ICC file information used to print your samples. The best option would be to include ICC chart on your prints.

ACCEPTABLE FILE SOFTWARE FORMATS/TYPES

PC or MAC software art created with the following:

- **Adobe Illustrator (AI or EPS):** Outline fonts and embed all links
- **Adobe InDesign:** Package all fonts and links
- **Adobe Photoshop (PSD, TIF or JPG):** For image files

ACCEPTABLE FILE TYPES

- EPS and AI (embedded links and outlined fonts),
- Photoshop EPS (preferred, use 8-bit preview, Max, Quality JPG compression)
- PSD (make sure font layers are rasterized), TIFF, JPG (quality 8 and higher)

T3 Expo cannot use GIFs, Microsoft Office software files such as Word, PowerPoint files or self-extracting files, such as EXE or SEA files.



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WAYS TO SEND ARTWORK FOR IN-HOUSE PRODUCTION

Once your graphics are complete, please email graphics@t3expo.com.

Questions regarding artwork may be emailed to:

Exhibitor Graphics graphics@t3expo.com

Please include in all inquiries: • Event name • Company name • Booth number • Contact information

All banner art must be submitted for show approval a **minimum of 24 hours prior** to uploading to T3 Expo.

Email a PDF or screenshot to elba@autoshowny.com. Acknowledgement with approval or questions will be sent 24 hours from receipt of your proof.

LATE FEE FOR IN-HOUSE PRODUCED BANNER

The following additional fees apply if art files are submitted after March 19, 2025 5pm est.

Artwork to decorator must be approved by NYIAS at least 24hr prior. Artwork submitted for production after this date/time will be charged a late fee.

- A 30% Rush Fee will be 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.

EXHIBITOR/AGENCY PRODUCED BANNERS

BANNER PRODUCTION REQUIREMENTS

- All hanging banners must have 4" pipe pockets on the top and bottom with openings.
- Block-out material required for banners installed in front of windows.
- Banner weight must be indicated on packaging.
- Maximum banner weight at each hanging location is not to exceed 400lbs. No exceptions.

ARTWORK PROOFS

All banner art must be submitted for show approval a **minimum of 24 hours prior** to production.

Email a PDF or screenshot to elba@autoshowny.com. Acknowledgement with approval or questions will be sent 24 hours from receipt of your proof.

IMPORTANT DUE DATES

- For pre-production ready artwork, all art must be submitted for approval by **March 2, 2025, 5pm EST.**
- Banners produced by the Exhibitor must be received at the Warehouse between **March 4 – April 4, 2025 | 3PM est**
- Banners shipped directly to Javits must be received between **April 11 – 15, 2025 | 3PM EST.**



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SHIPPING REQUIREMENTS

Please use the approved shipping label found in the Exhibitor Manual for shipping banners. Only this shipping label will be accepted when shipping banners to the T3 Expo warehouse.

SHIP TO T3 EXPO WAREHOUSE:

DATES: *March 4 – April 4, 2025 | 3PM EST*

NEW YORK INTERNATIONAL AUTOMOBILE SHOW
c/o T3 Expo
600 Cabot Drive
Hamilton, NJ 08691

Exhibitor:

Banner Location:

Double-sided banners: label each side accordingly to avoid hanging errors.

Contact Name: Courtney Belton
Ph: 646.269.1867
email: cbelton@t3expo.com

SHIP DIRECT TO JAVITS:

DATES: *Banners shipped to Javits - to be received between April 11 – 15, 2025 | 3PM EST*

All drivers must check in at the North Receiving Office located on 12th Ave. and 36th St. before proceeding to the loading docks. Drivers will be issued passes to enter the building and be directed to the proper loading area. All trucks must have certified shipping weights.

NEW YORK INTERNATIONAL AUTOMOBILE SHOW
c/o T3 Expo
JACOB K. JAVITS CENTER
369 12th Avenue
New York, NY 10001-1188

Exhibitor:

Banner Location:

Double-sided banners: label each side accordingly to avoid hanging errors.

Contact Name: Courtney Belton
Ph: 646.269.1867
email: cbelton@t3expo.com