



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

Javits Center | NYC

# EXHIBITOR REGISTRATION GUIDELINES

**Registration is required for anyone working at the 2025 New York International Auto Show. NO BADGES will be printed on-site. Exhibitor personnel will receive their digital badge via e-mail.**

Lead Contact(s) has two options within the LiveBuzz Exhibitor Registration Hub (Hub):

1. Enter a unique e-mail address for each person working at the Auto Show. Their digital badge will be sent directly to each individual from the GRP.
  - a. Please NOTE: some corporate servers have firewalls that block e-mails from unknown sources. Be sure that your system will allow receipt of e-mails from **NYIAS 2025 Registration (new-york-international-auto-show-2025@livebuzzreg.com)**.
  - b. Otherwise, use a personal e-mail address that goes to a recognizable account. For example, to accounts ending with: @aol.com, @gmail.com, @icloud.com, @verizon.net, etc.
2. Enter one e-mail (preferably, their own) for everyone. The Lead Contact takes responsibility for distributing each person's digital badge to them. Digital badges can be re-sent by the Lead Contact if lost or accidentally deleted.

**All digital badges will come from “NYIAS 2025 Registration (new-york-international-auto-show-2025@livebuzzreg.com)”. Be sure to check your SPAM/JUNK folder if you cannot find it in your In-Box.**

Digital badges will be scanned at the Exhibitor/Show Entrance each time your personnel enter. Exhibitors should be prepared to present photo ID as validation of identity.

## **ENTERING/EDITING/USING BADGES**

**NO BADGES WILL BE MAILED/PRINTED ON-SITE. ALL BADGES WILL BE DIGITAL AND SENT TO EACH INDIVIDUAL BY THEIR RESPECTIVE LEAD CONTACT.**

- If the Lead Contact will be attending the Show, make sure that you enter your Lead Contact name as one of your registered personnel with corresponding badge type. Lead Contacts do not automatically get a badge.
- You can enter your group of personnel using the LiveBuzz Exhibitor Registration Hub. You will be able to enter/remove/edit people on your list throughout the Show.
- Each person will be issued ONE badge for access for all days that the badge is valid. A person registered for Exhibitor access will receive one badge that they can use throughout the Show. Industry personnel and executives who will only be there on Media & Industry Days will be issued an Industry badge that is valid April 16 & 17 ONLY and will expire at 5 p.m. on April 17.



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- **You will NOT be able to delete a person's registration once a badge has been e-mailed to that person. Please be sure to confirm each person's attendance/role at the Show before e-mailing their badge.**
- Badges are specific to each individual. Exhibitor personnel will need to show a photo ID as they enter the Show each day. This is for security purposes to validate the identity of the individual, and that it matches their badge. Digital badges will be scanned at the Exhibitor/Show Entrance each time your personnel enter.

## **BADGE LIMITS**

- **EXHIBITOR – Manufacturer** (valid ALL days) **is limited to 75 badges per space** from all sources (i.e., Lead Contacts, EACs, Marketing agencies, product specialists, etc.).
- **EXHIBITOR – Non-Manufacturer** (valid ALL days) **is limited to 15 badges per space** from all sources (Lead Contacts, temporary staff, specialists, etc.).
- The Hub keeps a count of how many Exhibitor codes have been used so you can easily keep track. In the Hub, if there are multiple Lead Contacts drawing from that same allotment, you will be able to see a list of all people who are using your company's allotment and who submitted each name. This is to help avoid duplication.

## **JAVITS I.D. POLICY for Exhibitor Appointed Contractors (EACs)**

In accordance with Javits policy, approved managers and supervisors of Exhibitor Appointed Contractors (EACs) will be issued a Javits Center I.D. card which they are required to always wear in a visible location. Violation of this policy may result in revocation of their authorization and could also result in the revocation of the company's approval to conduct business at the Center.

**The Javits Center policy for all labor, contractors, and contractor personnel supervising labor (with Javits Center issued I.D.s) is to check-in and enter through the Administrative & Labor entrance at 655 West 34th Street.**

**Starting on April 18**, EAC personnel may enter via the front of the building from 11th Ave. with their NYIAS-issued credential.