

The New York Auto Show provides the opportunity to tie in your product & services with this highly publicized, prestigious event.

Show attendees are there for one purpose and one purpose only — they are interested in cars and car-related products!

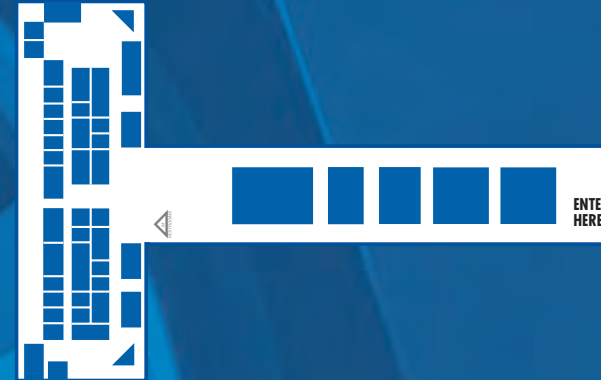


When considering the million-plus people that attend the New York International Automobile Show and the hundreds of millions media impressions generates each year, it's clear that New York is one of the best industry investments out there.

The New York International Automobile Show at the Jacob Javits Convention Center in New York City has the distinction of being the first auto show in North America, celebrating over 100 years of innovative automotive ideas. The show also has the largest attendance of any auto show in the country.

- For over a decade, our attendance has topped 1 million!
- 814,000 square feet of exhibit space!
- Over one thousand vehicles on display!
- Hundreds of automotive retail aftermarket products!
- More economical than ever before!

GALLERIA



- Larger up-front spaces available for corporate exhibitors
- Galleria Shopping Mall Official after-market area with nearly 100 retail vendors
- Affordable rates
- High traffic

SPONSORSHIP OPPORTUNITIES

There are many sponsorship opportunities of public and/or industry events before and during the New York Auto Show. Some sponsorship benefits are: Large Banners; Free-standing kiosks and/or signs; Premiere exhibit space; Cooperative media/advertising opportunities.

INTERESTED?

If you are interested in becoming an exhibitor, you will need to send information about your company in writing on letterhead. Please include how many years you have been in business and what you hope to accomplish at the show. If you have participated in a show before, please include a photo or floorplan of your exhibit.

Our staff is at the ready to answer any questions you might have on how to get involved in the New York International Automobile Show.

Please send all inquiries to:
New York International Auto Show
at 718-746-5300 or
assist@autoshowNY.com

Attract thousands of qualified customers!
Present your products face to face!
Hit your target audience in the #1 car market!

New York International Autoshow



The New York International
Automobile Show is an activity
of



Greater New York
Automobile Dealers
Association

www.autoshowNY.com