

CHICAGO #CAS19 AUTO SHOW

2020 KEY DATES

WED. FEB 5
 Concept & Tech Garage

THU. FEB 6-FRI. FEB 7
 Media Preview

FRI. FEB 7
 First Look for Charity

SAT. FEB 8-MON. FEB 17
 Public Show

NATION'S LARGEST AUTO SHOW

Best-Attended
Consumer Auto Show

>1 million
SQ. FT.

4 Indoor Test Tracks
6 Outdoor Ride & Drives



MEDIA PREVIEW SPOTLIGHT

20 Brand-New Vehicle Introductions
 3,000 traditional media registrations
 from 1,100 outlets

Approx. 1,000 social media influencers



GLOBAL MEDIA EXPOSURE

4 billion potential global media impressions

10,000+ total traditional media placements

\$43.1 million in ad value of media stories generated

130 fly-in
automotive A-list journalists

5 TV specials originated
from show floor

CATA-led paid advertising campaign garnered 200 million+ impressions



#CAS19

DRIVING ENGAGEMENT

53.8 million hashtag
impressions

37,000 social media
mentions on public
profile pages

#1 trending topic
during Media Preview
for 7th year running

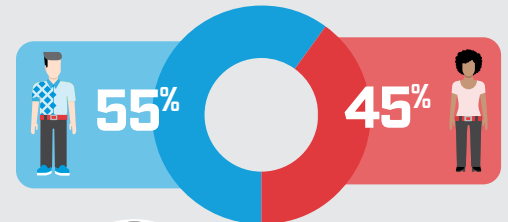
ATTENDEE DEMOGRAPHICS



**Awareness
Rate**

of attendees are
40 or younger,
outperforming in the
Millennial demo

58%



Average visit
4 hours

50%

have a household income of
\$100,000+

Foresight Research Survey

60% are 12-month
vehicle intenders

70% decided on their
next vehicle at
the show

41% added a vehicle to their
consideration list at the show

13% subtracted a vehicle
from their list

33% took a ride on
a test track or
test drive



Chicago Auto Show post-show survey with
3,600+ participants



2020 PUBLIC SHOW

SATURDAY, FEB. 8 – MONDAY, FEB. 17

CORNERSTONE EVENTS

WEDNESDAY, FEB. 5

CONCEPT & TECHNOLOGY GARAGE

Approximately 30-40 vehicles from 20+ automakers are featured annually, highlighting latest concept cars, safety technologies and automotive telematics.

THURSDAY, FEB. 6

MIDWEST AUTOMOTIVE MEDIA ASSOCIATION BREAKFAST

- 2019 Subaru Ascent named 2019 MAMA Family Vehicle of the Year and 2019 Volvo XC40 named 2019 MAMA Luxury Family Vehicle of the Year
- OEM Keynote address opportunity



THURSDAY, FEB. 6

ECONOMIC CLUB OF CHICAGO LUNCHEON

- 2019 keynote address by Jaguar Land Rover North America President and CEO Joachim Eberhardt
- Founded in 1927 to serve as a forum for Chicago's business community, the ECC is one of the city's finest business groups and has a decade-long association with the Chicago Auto Show.



FRIDAY, FEB. 7

WHAT DRIVES HER LUNCHEON

The third-annual event featured a dozen leading women to address pertinent topics related to females with integral roles in the automotive industry.

The 2019 event hashtag #WDH2019 garnered **9.7 million** impressions.



FRIDAY, FEB. 7, 2020

First Look for Charity

Last year, one of Chicago's largest single-day fundraisers generated nearly

\$3 MILLION for **18 LOCAL CHARITIES.**

Black-tie gala has generated **\$53 million** since its inception in 1992

2020 SHOW CONTACTS

- Dave Sloan, General Manager
- Chris Konecki, Show Operations
- Sandi Potempa, Exhibitor Relations
- Mark Bilek, Communications & Technology
- Jen Morand, PR & Social Media
- Jim OBrill, Marketing & Sponsorships
- Erik Higgins, First Look For Charity
- Tony Guido, 2020 Show Chairman
- Bill Haggerty, 2020 Co-Chairman

WHAT AUTO EXECUTIVES ARE SAYING ABOUT CHICAGO

"Chicago is one of our core cities in the U.S. from a business perspective. We love all Chicago has to offer."

JOACHIM EBERHARDT *Jaguar Land Rover North America President and CEO*

"For us, it's probably one of the most efficient ways to get in front of as many consumers as we possibly can."

DERRICK HATAMI *Volkswagen Group of America Executive VP for Sales & Marketing*

"Clearly, [it's] the Chicagos and the LAs and the New Yorks that are big consumer shows for us. We're going to continue to be very prominent in what we do and how we approach those."

BILL FAY *Toyota Motor North America Senior Vice President for Automotive Operations*

CHICAGO AUTOMOBILE TRADE ASSOCIATION

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