



# HIGHLIGHTS / OPPORTUNITIES



# INDEX

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Chicago Auto Show Overview	2
Chicago Auto Show History	3
Previous Year Highlights	4
Event & Attendee Demographics	5
CAS Media Campaign / Billboards / Radio / Digital / Print	6–7
First Look for Charity	8–9
Global Media Exposure	10
Media Preview	11
Social Media Snapshot	12–13
Manufacturer Exhibit Space / Press Conference Opportunities	14–15
Indoor Test Tracks	16
Outdoor Ride & Drives	17
Concept & Technology Garage	18
Beyond the Show Floor	19
Auto Executive Testimonials	20
Branding Opportunities	21
Special Events / Opportunities	22
Sponsorship Packages	23
Miscellaneous Sponsorship Opportunities	24–25
Event & Speaking Opportunities (B2B)	26
Additional Exhibitor Opportunities	27
Key Dates & Show Contacts	28





More Than 1 Million Square Feet



## CHICAGO AUTO SHOW OVERVIEW

### Chicago Auto Show

- Widely known as the most influential consumer auto show in the nation
- Spans more than 1 million square feet of production, concept and exotic vehicle exhibit space
- Interactive manufacturer exhibits and test track experiences make it a true CONSUMER show
- Consists of 3 phases – Media Preview, First Look for Charity and the Public Show
- Public show spans 9 days during a time when Chicagoans are eager to get out and do something
- Average of 90–100 exhibitors including manufacturers, sponsors and vendors
- Produced by the Chicago Automobile Trade Association since 1935



Best-Attended Auto Show  
in the Nation



The Largest Auto Show in North America  
Has been held more times than any other  
auto exposition on the continent



# CHICAGO AUTO SHOW HISTORY

100+ Years of Showcasing the Automotive Industry



**1901**  
First staged show at the Chicago Coliseum.



**1935**  
Chicago Automobile Trade Association takes over the Auto Show.



**1950**  
First show since 1941 due to WWII.



**1961**  
McCormick Place is the new home to the show covering 300k sq. ft. of space. American and imported cars displayed in one place.



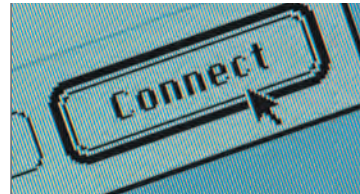
**1971**  
Major newspapers cover the show as it returns to McCormick Place after a multi-year displacement due to a fire, space is now at 600k sq. ft.



**1992**  
First Look for Charity begins.



**1997**  
Show moves to new facility at McCormick Place South all on one level.



**1998**  
Website ChicagoAutoShow.com debuts.



**2005**  
Jeep introduces the first indoor test track as the show expands to fill the North and South Halls.



**2008**  
2008 marks the 100th show. 1.2 million sq. ft. and 1,000 vehicles. Social media efforts begin utilizing Facebook.



**2009**  
Twitter & YouTube added to the Social Media mix. Technology in cars is highlighted more than ever.



**2013**  
Mobile App launched.



**2017**  
CAS hashtag trends nationally on Twitter for 5 consecutive years.



**2019**  
Camp Jeep celebrates 15 years at the Chicago Auto Show.



**2020**  
Introduction of Miles Per Hour indoor run through the show floor.





## PREVIOUS YEAR HIGHLIGHTS

### Overview

#### 2020 Highlights

- Nearly 8,000 total media placements
- 346% increase in hashtag impressions over 2019
- Fourth year success of expanded What Drives Her Luncheon & Panel
- Second year success of Friday Night Flights, a craft beer night, attracting more Millennials
- Second year run of Sports Team Pride Day with seven local teams represented
- Introduction of the Honda Miles Per Hour indoor running event

#CAS2020

**239.7 Million**  
Hashtag Impressions

**12**

Brand-New Vehicle  
Introductions



**4** Indoor Test Tracks

**3** Outdoor Ride-and-Drives

# EVENT & ATTENDEE DEMOGRAPHICS

- Loyal following with most attendees returning each year
- Average visit of 5 hours
- 33% have a household income of \$100,000+
- 71% have a household income of \$50,000+
- Approximately 33% took a ride on a test track or test drive
- 68% are 12-month vehicle intenders
- 70% decided on their next vehicle at the show
- 43% added a vehicle to their consideration list at the show
- 20% subtracted brands from their consideration list



## Two of the Biggest Reasons for Attending the Chicago Auto Show According to Attendees:



1. Research and shop for their next vehicle



2. Entertainment

Nearly  
**90%**  
Awareness Rate

**40%**  
of show attendees are Millennials – more than the local population



**51%**  
Male



**49%**  
Female



# CAS MEDIA CAMPAIGN / BILLBOARDS / RADIO / DIGITAL / PRINT

The Chicago Auto Show invests in an integrated marketing program to promote the show annually that generates nearly **200 million impressions**. Through paid advertisements and a long history of partnerships with Chicago media outlets, consumer awareness of the show is at an industry-leading 90%.

## Marketing Plan Includes:

- **Billboards:** 31 digital billboards covered the Chicagoland and NW Indiana market which included a reminder countdown for days away and days left until the show ends. More than 31.3 million impressions were generated.
- **CTA Interior / Exterior Bus and 'L' Trains:** Nearly 350 units spread around the city targeted Chicago commuters ranging from the North Side to the South Side.
- **Digital Campaign:** Consumer engagement / impressions of 12 million via digital TV, pre-roll, OTT/CTV, social media, Spotify, email and display marketing.
- **Traditional Media:**
  - 23 radio stations ran 2,408 spots generating 40.2 million impressions
  - 12 TV stations ran 2,431 spots generating 67.9 million impressions
  - Print / digital advertising through partners such as the Chicago Sun-Times, Daily Herald and other local outlets generated more than 1 million impressions over four weeks
- **Influencer Marketing:** More than 3 million impressions generated through paid influencer campaigns including takeovers, posts and social stories.



# CHICAGO AUTO SHOW



**FEBRUARY 8-17**  
**McCormick Place**



**5**  
**DAYS**  
**AWAY**







# FIRST LOOK FOR CHARITY

Black-Tie Fundraiser Benefiting Chicagoland Charities



Among Chicago's greatest one-day fundraisers, annually generating approximately

**\$3 Million for 18 Area Charities**



- More than \$56 million raised to date
- Annual black-tie event is held the evening before the show opens to the public
- \$275 / ticket (corporate packages available)
- One lucky attendee has the chance to win a brand-new vehicle
- Fine food & beverages provided by more than 20 local restaurants and 140 chefs
- Live entertainment throughout the show floor



One of Chicago's Most Anticipated Charity Events



## 2020 Benefiting Organizations

- 100 Club of Chicago
- Advocate Health Care
- ALS Association – Greater Chicago Chapter
- Boys & Girls Clubs of Chicago
- Catholic Charities of the Archdiocese of Chicago
- Catholic Charities of the Diocese of Joliet
- Clearbrook
- Franciscan Community Benefit Services
- Habitat for Humanity
- JDRF
- Susan G. Komen Chicago
- Ann & Robert H. Lurie Children’s Hospital of Chicago
- Lydia Home & Safe Families for Children
- Misericordia
- New Star
- Special Olympics Illinois
- Turning Pointe Autism Foundation
- Jesse White Tumbling Team





# GLOBAL MEDIA EXPOSURE

## In 2020:

- 8,000+ traditional media placements
- \$60.3 million in ad value of media stories generated
- 5 TV specials originated from the show floor (ABC Chicago, CBS Chicago, WGN-TV Chicago, Telemundo Chicago & CLTV Chicago)
- 150+ of live hours of live radio
- Overall potential global reach of 6.5 billion via media placements generated\*

Automotive News

USA TODAY

Autotrader

Forbes

The Boston Globe



**CRAIN'S**  
CHICAGO BUSINESS.

Detroit Free Press



Green Car Reports

MediaPost

MOTOR AUTHORITY

**MOTORTREND**

**MotorWeek**  
Television's Original Automotive Magazine

**AutoWeek**



The Car Connection

**YAHOO!**  
NEWS

**FOX & friends**

**msn.**



Chicago Tribune

**UNIVISION**



\*Source: Meltwater

# MEDIA PREVIEW

## Highlights

Prior to the opening of the public show, a multi-day Media Preview industry event takes place where manufacturers and premier partners have the opportunity to host press conferences in front of top-tier journalists and key social media influencers. Kicking off the three-day preview is the Concept & Technology Garage, where the latest in technology and automotive telematics is introduced to a captive A-list media audience. The Media Preview sets the stage for new product introductions demanding the attention of a global audience. The Social Media Preview concludes the industry days, bringing in an additional 1,000+ social media influencers to broadcast exhibitors' news far and wide – further expanding the reach.



**3,000 Traditional Media Registrations**  
Across 1,500 Media Outlets


### Concept & Technology Garage



 **1,000 Additional Social Media Influencer Registrations**

### Media Preview – Day 1



 **130 Fly-In Automotive Media "A-listers"**

### Social Media Preview – Day 2



# SOCIAL MEDIA SNAPSHOT

## Driving Engagement



### Digital Campaign Overview/Tactics:

- Utilize a multiplatform approach to reach a wide demographic including pre-roll, CTV/OTT (reaching “cord cutters”), social media (focusing on Facebook and Instagram as primary outlets, also includes Snapchat), digital radio (Spotify, specifically), display ads and targeted email campaign
- Run curated influencer programs to strategically and creatively reach broader audiences
- Generate custom campaigns for OEMs, exhibitors and sponsors, such as Instagram Influencer programs
- Program and execute Facebook Live broadcasts of press events, vehicle walk-arounds and relevant industry panel discussions from BUZZHUB



### Campaign Results:

- Totaled nearly 35,000 social media mentions on public profiles
- 239.7 million hashtag impressions (346% increase over 2019)
- Facebook Story Engagement: Average of 10,000 total views per day = 100,000 average total views throughout public show
- Instagram Influencer Takeover Campaign Total Impressions: 1,442,479
- Snapchat Custom Geofilter: 902,600 views; 34,800 swipes; 15,000 uses
- Total combined engagements\* (Facebook, Instagram + Twitter): 523,784

\*Shares, comments, likes, re-tweets



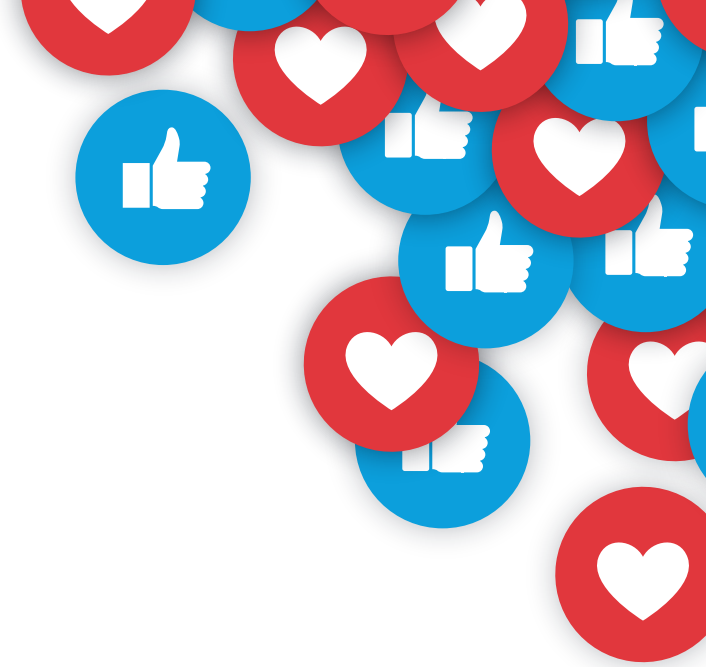
**No. 1 Trending Topic**  
During Media Preview  
for 8 Years Running



# Chicago Auto Show

## **BUZZHUB**

- Social Media Lounge centrally located just off of the Grand Concourse
- Giant, 21-ft. wall featuring trending social media feeds
- Oversized hashtag letters for pose-worthy moments
- Enlarged Instagram frame for social contesting
- Home to the show's Facebook Live stage (featured panels on important industry topics take place throughout the duration of the show)





National Park Foundation

SUBARU

SUBARU WELCOME CENTER

LITTER LASTS THIS LONG

Next Geyser Eruption Anticipated at:



# MANUFACTURER EXHIBIT SPACE / PRESS CONFERENCE OPPORTUNITIES

The Chicago Auto Show is a consumer show where attendees come to shop for their next vehicle. 70% of attendees note that they are in the market to purchase within 12 months.

The no-pressure sales environment is one of the top reasons consumers attend the show. With more than 1 million square feet of space inside Chicago's McCormick Place, the venue can accommodate large-scale exhibits allowing creative freedom for designers.

## Benefits to Manufacturer Participation:

- Time & material show
- Indoor atmosphere
- 1 million square feet on one level
- Two large exhibit halls directly next to each other
- Easy access / load-in
- Set-up begins 10 days before opening day
- Load-out begins the last night of the show and is completed in 3 days
- Timing does not conflict with any other major public events





## INDOOR TEST TRACKS

Bring the outdoors inside where it's always 72 degrees and sunny during Chicago winters. Provide consumers with a memorable experience of being in the seat of a moving vehicle as they experience first-hand the vehicle's capabilities. Test tracks through the years have featured off-road courses, performance, technology highlights, electric car technology, autocross and vehicle agility. Consumer engagement, such as test tracks, are proven to increase dwell time and leave a positive consumer experience.

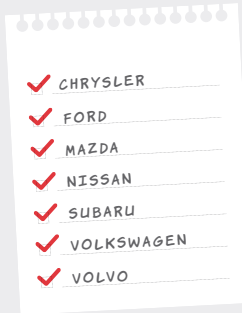
**Camp Jeep celebrated its 16th anniversary at the 2020 show.**

**Volkswagen debuted an all-new track at the 2020 show.**



# OUTDOOR RIDE & DRIVES

- Eight brands have the ability to be featured in outdoor test drives (four brands per hall, North and South)
- Consumers can get behind the wheel of the latest vehicles offered to aid in purchase decision
- Manufacturer has the ability to collect qualified leads from experience



# 41%

of people who attended the show added a brand to their shopping list





## CONCEPT & TECHNOLOGY GARAGE

### Deeper Engagement to Highlight the Latest in Technology & Safety Enhancements

The Chicago Auto Show's Concept & Technology Garage is the kick-off to the Media Preview and gives automotive media an opportunity to take a deep dive into the latest concept cars, safety technologies and automotive telematics. The event, which is held in a climate-controlled exhibit hall inside McCormick Place, is attended by approximately 100-150 of the nation's top automotive media and social media influencers as well as local broadcast outlets. Vehicles and technology displays can be transported and offloaded in the hall.

#### **Sponsorship Opportunity:**

##### **Presenting sponsor of the Concept & Technology Garage**

- Business-to-business opportunity to interact with key industry and media professionals
- 10 x 20 sponsor space
- Distribution / selling of materials
- Engage with media for added PR opportunity
- Inclusive signage package



# BEYOND THE SHOW FLOOR

The Chicago Auto Show offers extensions of the Auto Show through various channels also owned and operated by the Chicago Automobile Trade Association to further extend the reach of the show.

## Chicago Auto Show App

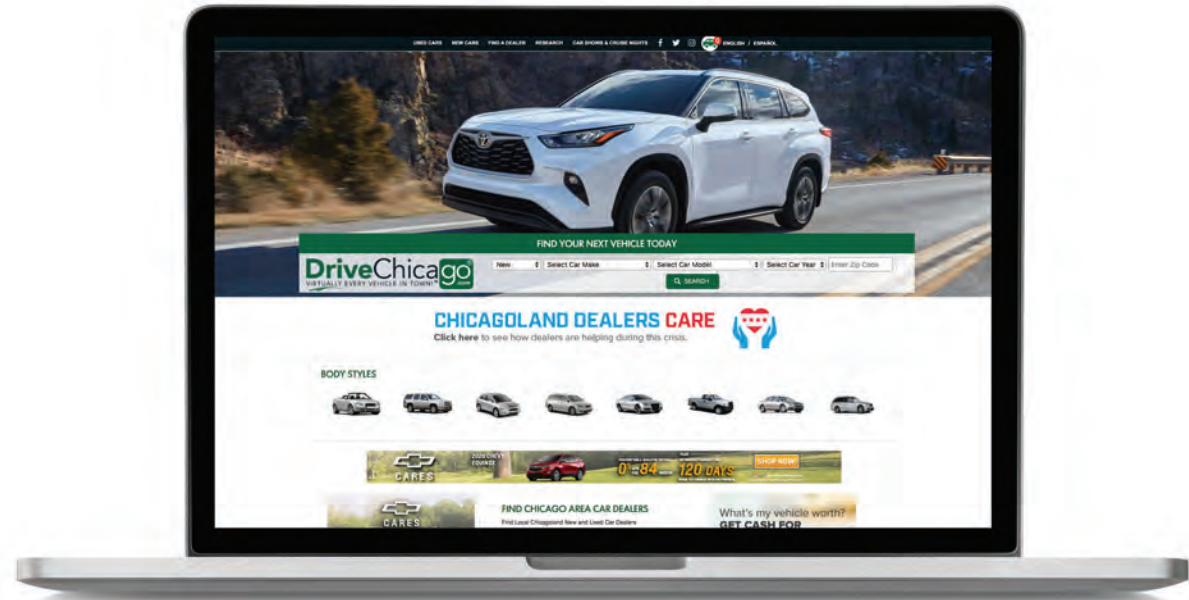
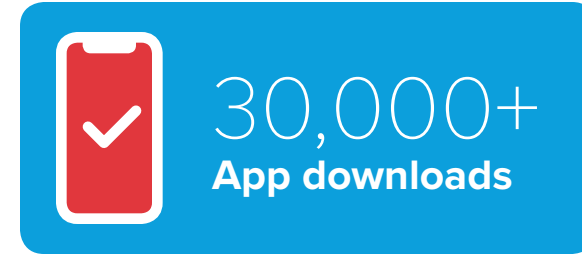
- Purchase tickets
- Map of show floor
- Vehicles on display
- Up-to-date schedule of events
- General information
- Link to DriveChicago.com
- Sponsor recognition

## DriveChicago.com

- Listings of more than 100,000 vehicles, all from CATA dealers
- New-vehicle reviews
- Trade-in appraisals
- Dealer locator
- Local car shows / cruise nights
- Auto financing
- Advertising opportunities

## Drive Chicago Radio

- Weekly 1 hour car talk radio show
- Aired on WLS AM 890 Saturdays 8–9 a.m.
- Automotive news
- Weekly featured vehicle review
- Interview opportunities with Manufacturer representatives
- Advertising opportunities





## AUTO EXECUTIVE TESTIMONIALS



“The Chicago Auto Show is the most highly attended show of all the auto shows in the country, so it’s a great opportunity for us to showcase our products. We love coming to the Chicago Auto Show.”

– **Thomas Doll**, President and COO, Subaru of America



**Volkswagen**

“The significance of the Chicago Auto Show has grown, particularly now that Chicago is the first major auto show of the year. Traditionally, it has been a very strong consumer [show]. I’m optimistic about the prospects for the Chicago show going forward.”

– **Johan De Nysschen**, Chief Operating Officer, Volkswagen Group of America



**TOYOTA**

“We love the space we have here in Chicago. [Toyota] is a big, big supporter as we know the massive attendance [in Chicago]. It’s really important for our brand, and we will continue to support this auto show as long as it exists, as far as I’m concerned.”

– **Edward Laukes**, Group Vice President, Toyota North America



“The Chicago Auto Show is one of the biggest auto shows in the country. You have a lot of media here, a lot of social media enthusiasts and people who love the cars. But, most of all, it’s a big consumer market and it’s the perfect place to show off our new products.”

– **Stuart Schorr**, Vice President of Communications, Jaguar Land Rover

# BRANDING OPPORTUNITIES

Make an impression and engage with auto show attendees in public areas before they step onto the show floor.

## Ticket Lobby Video Screen

Use video / audio to highlight auto show sales incentives, showcase a new model or drive traffic to your exhibit.

- :30 second video (with audio) on the 18' x 32' Ticket Lobby projection screen
- Maximum of 4 manufacturers & 2 sponsors
- Minimum run of 2,600x
- Opportunity to change video and feature multiple videos
- SOLD OUT in 2020!

## Ticket Lobby Banners

- Heart of the show where consumers purchase tickets and transition from North Hall to South Hall
- Eight 20' x 20' banners
- One 70' x 26' banner

## Grand Concourse Banners

- Capture the attention of consumers from the moment they walk in the doors with staircase branding, escalator branding, banners and more
- Varying sizes and positions throughout the Grand Concourse entrance hall and pedestrian walkways



## Official Show Guide

- 300,000 full-color copies distributed at no-cost to attendees
- Content includes: show map, informative automotive articles, reviews, show history and more!

## Types of Branding Available:

- Hanging banners
- Wall banners
- Upright stands
- Digital video
- Escalator graphics
- Stairway graphics

## Prices Range from \$5,000 – \$50,000 per Unit

\*Package deals available!



# SPECIAL EVENTS / OPPORTUNITIES



## Women's Day

- The full-day of events is designed to honor, celebrate and connect women and inspire them to utilize their social networks to empower and engage one another
- Special programming geared towards the female demographic

## Family Day

- The Chicago Auto Show offers activities and fun for kids of all ages in partnership with locally owned newspaper, The Daily Herald
- Held on Presidents Day, featuring a full day of programs, activities and events geared towards the whole family

## Sports Team Pride Day

- Chicago Sports teams join forces to create a sports themed atmosphere by offering special appearances/incentives
- Guests wearing sports apparel receive discounted admission
- OEMs are encouraged to leverage sports partnerships to provide athlete appearances or other incentives in their exhibits

## Hispanic Heritage

- In partnership with Telemundo Chicago, a diverse lineup of events and programs that honor and celebrate Hispanic culture and history take place throughout the day
- Showcasing a variety of Latino musical and cultural performances



## Friday Night Flights Craft Beer Event

- In partnership with Choose Chicago, this event is an extension of a summer series that attracts a new audience of auto show attendees looking for an evening out
- An evening event featuring 16+ local breweries offers tasting passes (sold in advance and at the door) to attendees

## Miles Per Hour (NEW in 2020)

- A unique indoor run that guides participants on a 2.4-mile loop through the nation's largest auto show
- Participants cover as much distance as possible within a one-hour timeframe
- Coordinated in partnership with the Chicago Area Runners Association
- Held prior to the public arrives on the final weekend of the show, participants gain early access to the show floor

# SPONSORSHIP PACKAGES

Customizable Packages to Meet Your Objectives

## Premier Sponsorship Package (Exclusive Rights to your Business Category)

- Exhibit space on the show floor ranging from 1,500 to 4,000 sq. ft.
- Branding opportunities
- Activation within First Look for Charity
- Presence / activation during Media Preview
- Inclusion in press releases identifying premier sponsors
- Inclusion on website, mobile app and various printed materials
- Social media integration
- Opportunity to sell or distribute promotional merchandise
- Opportunity to host a press conference during Media Preview (with content approval)
- Engage directly with consumers and businesses
- Identification on show map
- Minimum investment of \$100,000

All packages are custom built to suit client needs and objectives.

## Official Sponsorship Package

- Exhibit space on the show floor typically ranges from 800 to 2,000 sq. ft.
- Branding opportunities
- Activation within First Look for Charity
- Presence / activation during Media Preview
- Inclusion on website, mobile app and various printed materials
- Social media integration
- Opportunity to sell or distribute promotional merchandise
- Opportunity to host a press conference during Media Preview (with content approval)
- Engage directly with consumers and businesses
- Opportunity to buy additional banners / signage
- Minimum investment of \$50,000

All packages are custom built to suit client needs and objectives.





# MISCELLANEOUS SPONSORSHIP OPPORTUNITIES



## Supercar Gallery

Exclusive exhibit featuring high-end automobiles such as Bugatti, Lamborghini, Rolls-Royce, McLaren and more...the exhibit is walled in glass and attendees must be granted access

- Naming rights to the highly popular exhibit
- Branding within the exhibit
- Custom contesting to provide attendees exclusive access

## Family Zone (New for 2021)

Keeping the future automobile customers entertained

- Official Family Zone sponsor with a customizable concept
- Ideas for activation:
  - Space at the show where kids can play / burn energy while the parents sit (similar to play areas at a mall)
- Branded vehicles on display for kids to climb in
- Sample / sell product / coupon distribution

## Official Show Map

Own the map attendees rely on to navigate the show

- Exclusive title sponsor with logo inclusion on every map
- Onsite large scale (digital) map in grand concourse
- Logo inclusion on maps located on the show floor, grand concourse, official show guide, website, mobile app and social media



## Social Media BuzzHub

Onsite hub of the Chicago Auto Show media and social activations

- Exclusive BuzzHub powered by sponsor with branding elements throughout the BuzzHub area
- Interactive social media wall highlighting CAS produced videos, schedule of events and trending social media
- Photo opportunities with Instaframe structure and oversized #CAS letters
- Custom social media contest integration throughout the show including onsite CAS Social Squad giveaways
- Facebook LIVE! Stage area integration



## First Aid Station (New for 2021)

Official first aid sponsor of CAS

- Option to have multiple locations (North & South Halls)
- Option for wellness checks or screenings



## Media Center

Presence in front of nearly 3,000 media outlets

- Title sponsorship with inclusion in all applicable show-related media releases
- Branding in the media center “war room” throughout the Media Preview and public show for 14 Days
- Prominent billing in the “media” and “public” sections of the show’s website
- Opportunity to host an event for up to 100 invited guests during the Social Media Preview





## EVENT & SPEAKING OPPORTUNITIES (B2B)

Connecting Business with Industry, Media and Other Businesses

### Available Opportunities

- Media Preview Opportunities:
  - Media Center Sponsorships
  - Concept & Technology Garage
  - Media Event Stage
- Economic Club of Chicago Luncheon
- Midwest Automotive Media Association (MAMA) Breakfast
- What Drives Her Luncheon and Panel
- Digital Dealer (Dealer Lounge)

### ECC Luncheon

Cornerstone event comprised of leaders at the top of their profession hosted by the Economic Club of Chicago. The annual luncheon connects leaders across industries and attracts 1,000 attendees.

- Presenting sponsor opportunity

### MAMA Breakfast

Midwest Automotive Media Association’s annual opening breakfast and award ceremony attracting more than 400 media and industry attendees.

- Keynote opportunity available
- Presenting sponsor opportunity

### What Drives Her

- Moderated discussion celebrating and honoring females with leadership roles in the automotive industry. #WhatDrivesHerCAS garnered 13.6 million impressions and trended nationally on Twitter.
- Approximately 200 attendees
  - Automakers, media members, dealership owners, social media influencers, etc.
- Opportunity to nominate a panelist from your company to be considered for 2021 or future shows
- Presenting & support sponsor opportunities available

### Association of National Advertisers Breakfast

- “Driving Influence” Award ceremony and mini conference hosted by the ANA the morning of the Social Media Preview.
- 100–150 business marketers in attendance
- Various speaking & sponsorship opportunities available

### Facebook Live!

Ranging from moderated discussions or hosted by influencers, a minimum of 5 live streams will take place on the show floor.

# ADDITIONAL EXHIBITOR OPPORTUNITIES

If you're looking for an opportunity that includes floor space only, various options are available. Based on the type of vendor, rates per square foot include crate storage and no hundred-weight charge for show site material handling. Discounted rates may apply for footprints larger than 1,000 sq. ft.

## Car Clubs

Space is offered to car clubs each year to add to the variety of vehicles on display. Interested clubs must provide staffing for the duration of the show and comply with all show rules to participate.

## Aftermarket & Accessories

Automotive vendors can apply for exhibit space in the Automotive Marketplace & Accessories area of the show. Participants vary from suppliers, car care products and automotive-themed merchandise.

## Public Services

Only at the Chicago Auto Show can you shop for cars, update your drivers license and donate blood. Vendors such as the U.S. Army, blood donation centers, the police department, local newspapers and more can purchase exhibit space and activate at the show.





## 2021 KEY DATES

**Wednesday, February 10**

Concept & Technology Garage

**Thursday, February 11 – Friday, February 12**

Media Preview

**Friday, February 12**

First Look for Charity

**Saturday, February 13 – Sunday, February 21**

Public Show

## 2021 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

**Bill Haggerty**, 2021 Show Chairman

**Kevin Keefe**, 2021 Co-Chairman

For sponsorship and marketing inquiries,  
contact [jobrill@drivechicago.com](mailto:jobrill@drivechicago.com).

[www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

**Chicago Automobile Trade Association**

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ChicagoAutoShow.com

