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public show - february 10 -19
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A Healthy Auto Show Season Benefits Everyone

Next week automotive media and industry execs alike will be off to Los Angeles to start yet another great round of American auto shows--and that's a good thing. For years Chicago Auto Show officials have been beating a drum that says strong auto shows everywhere are good for the industry. While there's a component of competition between shows, that competition benefits media, manufacturers and consumers alike. The basic competitive nature of the automotive industry--or any industry, for that matter--results in bigger, brighter, more innovative, interactive displays of what our industry has to offer its customers. Show producers and staff are often asked by friends, "What do you do the rest of the year when you're not at the auto show?" which those who are a part of the process find mildly amusing. The Chicago Auto Show, like any global event, is a year-round process.



"Long before I became chairman of the event, there was planning in place for the show I would have the honor of leading," said Steve Foley Jr, who has the helm for Chicago's upcoming event. "Not only do we draw on more than a century of experience, we do a close examination of the immediate past show to discover how we can better serve each of the component groups with whom we work. We try to visit with many of our manufacturers as we can in their headquarters to determine their needs for the future for display design, news event planning and making their next Chicago experience more productive."

"From the consumer side, we are also constantly on the lookout for how we can improve their experience and ultimately help motivate them to visit their local dealers," continued Foley. "From where and how we sell tickets to entertainment, attractions and making their show experience more customer-friendly, it's all part of our ongoing search to help them leave the show with a smile--and some motivation.."

"There's a lot that's going to be new for the upcoming Chicago Auto Show," added co-chairman Mike Ettleson. "Even the way we 'look' will be different with our new logo, updated and redesigned website, and even more surprises that are yet-to-be-announced.. What do we mean by 'surprises'? Our advice is to stay tuned."

Work Rules Help Chicago Auto Show Continue Growth

Organizers of the Chicago Auto Show are applauding the recent settlement at McCormick Place that secures lower prices for its exhibitors and foresees more growth for the city's biggest public show. More flexible work rules, expanded straight-time windows and lower prices for labor, food concessions and even parking will lead to bigger and better displays from auto manufacturers and a better experience for attendees, according to the show producer.



Chicago Mayor Rahm Emanuel

"The reforms announced will be extremely beneficial to our exhibitors," said Dave Sloan, general manager of the auto show and president of the Chicago Auto Trade Association. "In the two auto shows where we've benefited from these rules--the 2011 show and the upcoming edition in February--our show has grown more than 100,000 square feet in exhibit space. Our manufacturers have been able to bring more of their world-class exhibits to the show for the same amount of money. And like any other business over the past four years watching every dime, that's significant. We hope that this stabilization of labor rates and other costs will help us grow even more in the future and serve as a model for others."

The Metropolitan Pier and Exposition Authority (MPEA) which manages the nation's biggest convention center has reached agreements with labor unions that solidify the reforms that were implemented in a May 2010 legislative package. Those work rule changes align the center's operations with its major competitors in the convention and trade show industries, and make McCormick Place the most customer-friendly convention and tradeshow destination in the country.

"With the electrical rates reduced by approximately 17 percent, our exhibitors really win," continued Sloan. "Remember, we hang almost six miles of truss lighting in the building to make our show sparkle like no other."

Among the benefits of the rules, exhibitors will find:

- Key Expanded Straight-time (Monday - Friday) is restored and additionally provisions roll back double-time pay for certain holidays, including Martin Luther King, Jr., Day and President's Day which can occur in the window of when the auto show is produced; and a more flexible schedule on Saturdays which reduces double-time.
- Electrical Provider flexibility where now show organizers will have the flexibility to select an electrical provider of their choice (from an approved vendor list), thereby enabling cost-savings through competitive pricing.
- Crew Size Reductions will immediately allow work at McCormick Place to be done by two-person crews rather than the three-person crews required prior to the reforms.
- Reduced parking rates in surface parking lots, as well as free Wi-Fi access throughout the facility.
- The Exhibitors' Bill of Rights that allows show managers and exhibitors to perform their own work in any size booth, using their own ladders or hand tools, cordless tools, power tools and other tools designated by the Authority.

The settlement with the unions was achieved through the intervention of Chicago Mayor Rahm Emanuel and Illinois Governor Pat Quinn--both of whom recognize the importance of the convention and trade show industry to Chicago's and Illinois' economy.

"For more than a century, the auto show has been a cornerstone of our convention and exhibition industry," said Governor Quinn. "These reforms will help keep it the nation's biggest and most cost-effective show of its kind. With manufacturing plants in Bloomington, Belvidere and on the South side of the city, the auto industry is important to our state's economy. Hands down, McCormick Place is the country's best venue to stage an auto show."

"All parties now share the commitment to ensuring that Chicago's McCormick Place is the number one destination for trade shows and conventions," said David Causton, general manager of McCormick Place. "It is a new day in Chicago and we look forward to sharing that good news with all our present and prospective customers."

Chicago Auto Show Launches New Logo and Website

When you go about changing almost anything that involves a more-than-century-old tradition, you don't take it lightly. Such was the case when the directors of the Chicago Automobile Trade Association (CATA), producer of the famed Chicago Auto Show, asked for a freshening of the exposition's logo.



"First, we wanted the new logo to reflect our city and its heritage," said Steve Foley Jr, chairman of the 2012 auto show, produced by the CATA since 1935. "As we looked through icons that have displayed longevity, they certainly reflected the times in which they were created. It was because of that longevity that the artists were directed to embrace a Chicago icon that contained visual references to truly important events in our city's past. What could better exemplify that than by embracing the unmistakable flag of the City of Chicago?"

"Each of the stars on the flag of Chicago stands for a particular event," noted Foley, "and while we certainly think the auto show might warrant a fifth star, we'll take our moment of 'sparkle' every February when McCormick Place fills on a daily basis to present the best auto show anywhere."

The show's new logo embraces both the city and the auto show. It's futuristic, yet demonstrates the movement that is shared by both the city and the show. But most of all, the new logo easily and instantly identifies itself as automotive and a part of Chicago.

"Chicago is well-known as the nation's most influential consumer auto show," commented Dave Sloan, the show's general manager and president of the CATA. "We feel like this new look puts the proper artistic touch on a show that consumers from around Chicagoland--and around the world--will instantly embrace."

New Website Launched

In anticipation of the 2012 show and the new logo's first public exposure, the Chicago Auto Show launched a completely redesigned and updated website. The new ChicagoAutoShow.com site offers visitors an interactive look at the nation's largest auto show and provides an unequalled virtual auto show experience.

"The nation's largest show deserves a website that's also best-in-class. I am proud that the 2012 Chicago Auto Show website brings the auto-show experience to life for virtual visitors," said Mike Ettleson, co-chairman



of the 2012 event and current chairman of the CATA. "Now, people around the globe will experience interactive features and seamless social media integration that help make us not only the nation's biggest, but also the most effective auto show."

In addition to providing staple information such as directions, show times, online tickets and show-floor maps, www.ChicagoAutoShow.com raises the ante by adding daily image galleries, a complete listing of vehicles on display and integrated content from Facebook, YouTube and Twitter. Together, these elements engage consumers on a year-round basis.

"We're most proud of our Chicago Auto Show History and Vehicles on Display sections," said Ettleson. "There's no other show in North America that has recorded its history like Chicago. Web visitors can take a 'virtual tour' through our history from 1901 to the present and get information and photos about any car on the show floor."

Visitors to the 2012 Chicago Auto Show site are treated to daily polls, informative blog posts, the latest news and an extensive multimedia section. Of course, those looking forward to the 2012 show can also purchase tickets online and plan travel routes, all on the newly updated site.

Features of ChicagoAutoShow.com include:

- About the Show - Including directions, show dates and times, interactive displays, appearances, and more.
- First Look for Charity - Online home for the show's signature charity fundraiser, visitors can find out more about the event, purchase tickets and even find discounts on tuxedo rentals.
- Multimedia - For the Web junkie, we offer Web walks, photo galleries, videos, webcams and a lively and sometimes irreverent blog.
- Vehicles on Display - The most comprehensive listing of the new 2012 and 2013 models, concept cars and new-product reveals anywhere.
- Show History - The Chicago Auto Show from 1901 to the present in fun and informative picture and caption format.
- First Look for Charity, Media, Sponsor and Exhibitor Microsites - Specific mini-websites for visitors to our exclusive First Look for Charity preview event and members of the media, potential sponsors and exhibitors at the 2012 Chicago Auto Show.

Smartphone users will appreciate the ongoing development of the Chicago Auto Show's mobile website, ChicagoAutoShow.com/mobile. Using any Web-enabled phone, attendees can purchase tickets, get directions, keep track of events and appearances and read news, blog and vehicle postings. New on the mobile site for 2012 is a virtual guided tour that helps visitors identify the key elements of each exhibit.

ChicagoAutoShow.com continues its long relationship with Chicago-based Web developer AmericanEagle.com.

"We are proud to contribute to the success of the Chicago Auto Show site throughout the years," said Americaneagle.com President Michael Svanascini. "Visitors to the new ChicagoAutoShow.com can expect a refreshed and modernized design as well as dynamic features that make exploring the site easier and more engaging."

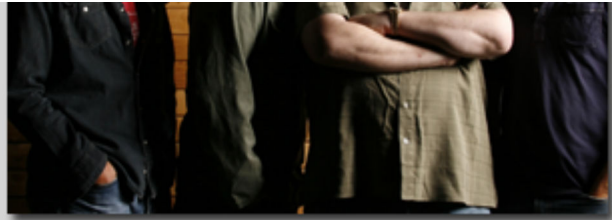
All Dressed Up and No Where to Go?... We have the place for you

Name another event that mixes superlative food and drink and the elegance of formal dress . . . and a harmonica virtuoso? You'll get all that plus the inaugural viewing of the 2012 Chicago Auto Show at the benevolent gala, First Look for Charity.

Rock band Blues Traveler will enliven a show floor brimming with 1,000 new vehicles, some on display for



the first time anywhere. Singer/harmonicist John Popper leads the quintet known for its extended jamming style in live performances. The band's best-known single, "Run-Around," was the longest-charting radio single ever in *Billboard* magazine.



A coordinated feast of food and drink tied to culinary celebrations adds to an evening that benefits 18 notable Chicago-area charities. And to top it all off, two attendees will win the keys to a 2012 Cadillac Escalade and a 2012 Cadillac SRX.

An icon among luxury SUVs, the Cadillac Escalade seats up to eight, with generous cargo room available when the third-row seat is removed. It is powered by a 6.2L V-8 engine rated at 403 horsepower. The Cadillac SRX, a fast-rising favorite among midsize luxury crossovers, is wrapped in the dramatic and signature Cadillac style that has pushed the brand back to the top of the world's luxury manufacturer ranks. The 2012 model features a new, more powerful 3.6L V-6 powertrain.

Eighteen vital Chicago area charities will benefit from the more than \$2 million expected to be raised by First Look for Charity. You can direct the proceeds from your ticket purchase to any or all of them. The charities include the following: 100 Club of Chicago, Boys and Girls Clubs of Chicago, Catholic Charities of the Archdiocese of Chicago, Catholic Charities, Diocese of Joliet, Children's Memorial Hospital, Clearbrook, The Cradle Foundation, Cystic Fibrosis Foundation, Franciscan Community Benefit Services, Franciscan St. James Health, Ray Graham Association for People with Disabilities, Juvenile Diabetes Research Foundation, March of Dimes, Misericordia Heart of Mercy, Respiratory Health Association of Metropolitan Chicago, Special Olympics Illinois, Spina Bifida Association of Illinois and Jesse White Tumbling Team.



Now in its 21st year, First Look for Charity appears prominently on the calendars of both socialites and car buffs. Abundant hors d'oeuvres, champagne, wine, soft drinks and desserts await at the nation's largest auto show.

To attend, visit <http://firstlookforcharity.org> or call (630) 495-2282. Escalade compliments of Cadillac. SRX compliments of Your Chicagoland Cadillac Dealers. Vehicle winners must be present at time of drawings.

Luxurious Accommodations

Sheraton Chicago Hotel and Towers

Thanks to great feedback from previous years, we are happy to announce that the Sheraton Chicago Hotel and Towers will again be an official hotel of the 2012 Chicago Auto Show. The Sheraton Chicago is offering show media, exhibitors, and attendees an exclusive rate of \$115 a night, and a peaceful home-away-from-home in the heart of a vibrant Chicago.

Guests registering with the 2012 Chicago Auto Show will be treated to more than a luxurious stay. Conveniently located on the north side of the Chicago River at Columbus Drive, the Sheraton Chicago offers easy access to Lake Shore Drive, the "Magnificent Mile" on Michigan Avenue, and Navy Pier. After all, nothing shows off the city like the great food and entertainment of Streeterville, River North, and the Loop.



Along with a great location, guests registering with the 2012 Chicago Auto Show will also be treated to a number of the Sheraton Chicago perks not usually included with standard room rates. For example, guests with the show will also receive complimentary in-room internet access, health club and pool access, local newspaper and USA Today, use of the McCormick Place Shuttle*, and Double Starwood Preferred Guest points.

To make a reservation at the special Auto Show rate, please visit <http://www.starwoodmeeting.com/book/chicagoautoshow> or call (800) 325-3535 and mention booking code **AUTO**.

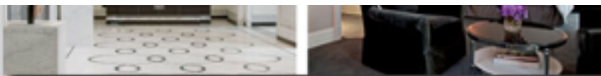
Elysian Hotel Chicago

The Chicago Auto Show is pleased to introduce its newest hotel, the 5-star Elysian Hotel Chicago. The Elysian was recently honored by *Conde Naste Traveler Magazine* as America's Top Hotel. (<http://www.wlsam.com/Article.asp?id=2314114&spid=>)

The Elysian will offer show media, exhibitors and attendees an exclusive rate of \$225 for a classic king in the heart of the chic Gold Coast neighborhood.



Exclusive shopping, dining, and nightlife in Chicago are readily available because of the Elysian Hotel Chicago's prime location.



This remarkable experience comes complete with spacious guest rooms which average 890 feet, advanced in-room technology; LCD high-definition televisions, touch screen Voice-Over-IP telephone with complimentary national calling and wireless internet, international channeling and integrated Bowers & Wilkins speaker system. If that's not enough, concierge and guest ambassadors, laundry and dry cleaning services, and complimentary access to the Elysian Spa & Health Club are also included.

To make reservations at the special Auto Show rate, please call (312) 646-1300 and mention booking code **2840**. If you have any further questions please contact the hotel at communicationcenter@elysianhotels.com.

Show Registration Opens December 1

If you were already accepted for the **Media Credentials** in 2011, we'll send you an email with a link that has all the information from last year on it. All you have to do is double check your information and you are all set!

If you didn't register last year or did not receive the "Welcome" email, starting December 1, please register at <http://chicagoautoshow.com/media/> and click on the Media Credentials Request link. By registering online, you can avoid the long lines when you arrive at the show and get right down to business.

Exhibitors can also register for credentials. Primary contacts for each organization should visit <http://www.chicagoautoshow.com/exhibitors> and click the Credential Registration/Tracking link. A password will be sent to those shown on our current exhibitor list. If you do not receive one it can be requested from the same link.



We want to see you at our show this year and you definitely won't want to miss it so make sure to let us know if you'll be attending!

Key Contacts



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