



HIGHLIGHTS / OPPORTUNITIES

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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 10 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.





PREVIOUS YEAR HIGHLIGHTS

Overview

2019 Highlights

- Increased media placements (10,000+ traditional)
- Third year success of expanded What Drives Her Luncheon & Panel
- Introduction of Friday Night Flights, a craft beer night, to attract a Millennial audience
- Introduction of Sports Team Pride Day

#CAS19

53.8 Million
Hashtag Impressions

20
Brand-New Vehicle
Introductions



4 Indoor Test Tracks

6 Outdoor Ride-and-Drives

EVENT & ATTENDEE DEMOGRAPHICS

- Loyal following with most attendees returning each year
- Average visit of 4 hours
- 50% have a household income of \$100,000+
- 70% are 12-month vehicle intenders
- 41% added a vehicle to their consideration list at the show
- 13% subtracted a vehicle from their 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

92%

Awareness Rate

58%

of Attendees are Age 40 and Younger



55%

Male



45%

Female



CAS MEDIA CAMPAIGN / BILLBOARDS / RADIO / DIGITAL / PRINT

The Chicago Auto Show invests in an integrated marketing program to promote the show annually. Through paid advertisements and a long history of partnerships with Chicago media outlets, consumer awareness of the show is at an industry-leading 92%.

Marketing Plan Includes:

- **Billboards:** 33 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 44.6 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 2.2 million via digital TV, pre-roll, OTT/CTV, social media, Spotify, email, and display marketing
- **Traditional Media:**
 - 22 radio stations ran 3,054 spots generating 51.6 million impressions
 - 13 TV stations ran 1,857 spots generating 34.5 million impressions
 - Print / digital advertising through partners such as the Chicago Tribune, Daily Herald, and Chicago Sun-Times generating more than 61.4 million impressions over four weeks





CHICAGO AUTO SHOW

February 9-18 • McCormick Place

ChicagoAutoShow.com

5
DAYS
LEFT





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



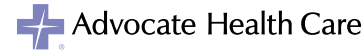
- More than \$53 million raised to date
- Annual black-tie event is held the evening before the show opens to the public
- \$275 / ticket (corporate packages available)
- Chance to win one of two brand-new vehicles
- Fine food & beverages provided by more than 20 local restaurants and 140 chefs
- Live entertainment throughout the show floor



One of Chicago's Most Anticipated Charity Events

2019 Benefiting Organizations

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





GLOBAL MEDIA EXPOSURE

In 2019:

- 10,000+ traditional media placements
- \$43.1 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+ hours of live radio programming
- Overall potential global reach of 4 billion via media placements generated*



*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 1,100 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

- 37,000 social media mentions on public profile pages
- Potential reach of 1.2 billion people during month of February through social media alone
- Custom Snapchat geofilter reached 1.3 million people
- Additional 1,000 social media influencers regularly attend Social Media Preview
- Facebook Live broadcasts of press events & vehicle walk-arounds
- Custom campaigns with OEM, exhibitors and sponsors
- Integration of partners into Chicago Auto Show managed campaigns
- Curated influencer programs to creatively and strategically reach broader audiences



No. 1 Trending Topic
During Media Preview
for 7 Years Running

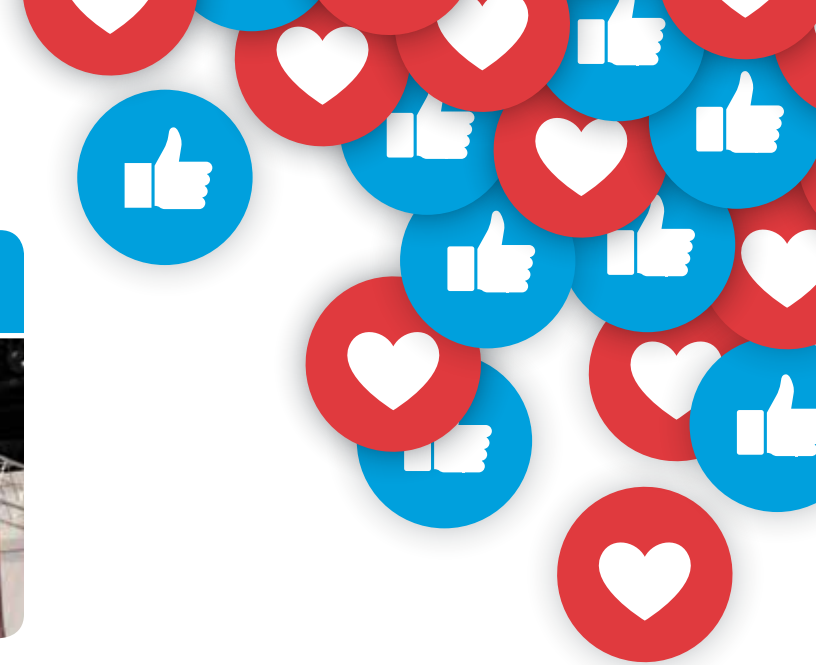


Chicago Auto Show

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)

Sponsorship Opportunity!





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.

- Chicago Auto Show has more indoor test tracks than any other auto show
- First major auto show to feature an indoor test track (Camp Jeep celebrated its 15th anniversary at the 2019 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



- ✓ CHRYSLER
- ✓ FORD
- ✓ MAZDA
- ✓ NISSAN
- ✓ SUBARU
- ✓ VOLKSWAGEN
- ✓ VOLVO

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

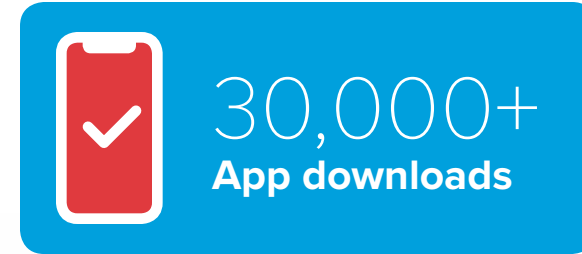
- Purchase tickets
- Map of show floor
- Vehicles on display
- Up-to-date schedule of events
- General information
- Link to DriveChicago.com
- Sponsor recognition

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
- Airs 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

“We consider the Chicago Auto Show a very important exhibition, especially due to its customer base. We know that even after the press days, the halls are filled with excited, potential customers. We want to invest in that.”

– **Hinrich Woebcken**, Former CEO of the North American Region, Volkswagen and President and CEO of Volkswagen Group of America, Inc.



“The spring selling season always starts here in Chicago, and not just for Chicago, but for the entire United States marketplace.”

– **Mark LaNeve**, Vice President, U.S. Marketing, Sales and Service, Ford Motor Company



“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



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 2019!

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 (New in 2019)

- 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 (New in 2019)

- 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



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



Super Car 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 2020)

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 2020)

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 2018 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.





2020 KEY DATES

Wednesday, February 5

Concept & Technology Garage

Thursday, February 6 – Friday, February 7

Media Preview

Friday, February 7

First Look for Charity

Saturday, February 8 – Monday, February 17

Public Show

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

For sponsorship and marketing inquiries,
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