



**Online Marketing Opportunities
@ the 2013 Chicago Auto Show**

Overview

ChicagoAutoShow.com

Visitors

- More than 1 million unique visitors each year
- 800,000 unique visitors January 1 through March 31

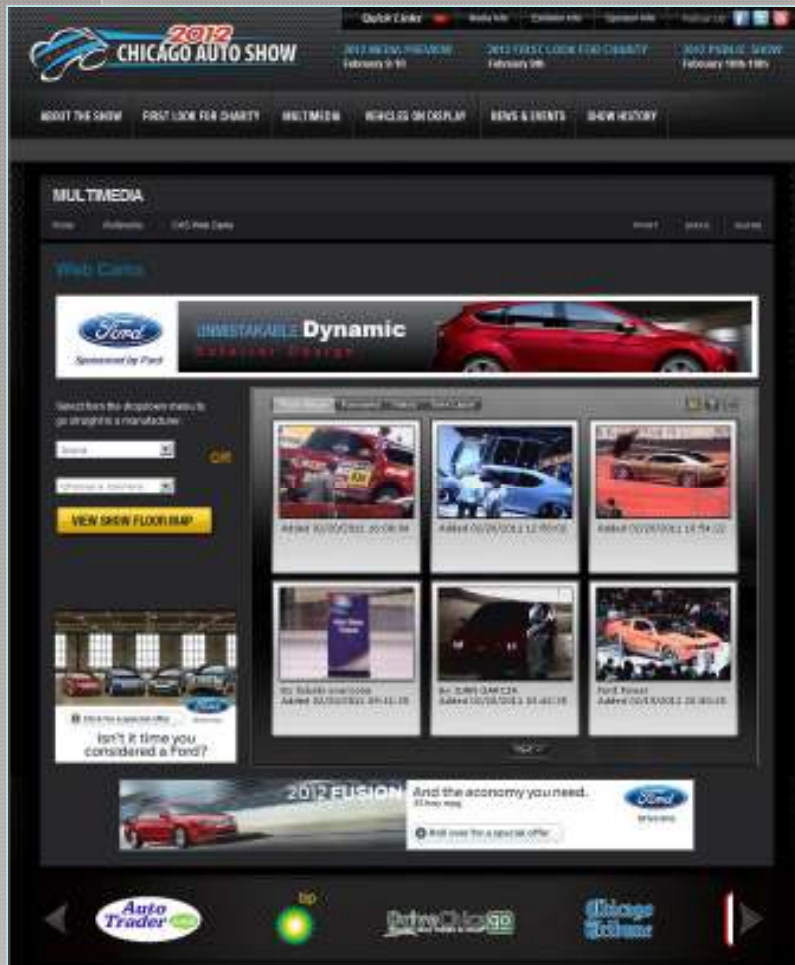
Page Views

- More than 5 million page views each year
- 4.0 million page views January 1 through March 31

The screenshot shows the Chicago Auto Show 2013 website. The header features the event logo and navigation links: ABOUT THE SHOW, FIRST LOOK FOR CHARITY, MULTIMEDIA, VEHICLES ON DISPLAY, NEWS & EVENTS, and SHOW HISTORY. Below the header, there are three event dates: 2013 MEDIA PREVIEW (Feb 7th - 9th), 2013 FIRST LOOK FOR CHARITY (Feb 8th), and SHOW AT THE SHOW (Feb 9th - 10th). The main content area is dominated by a large image of a silver sports car with its door open, accompanied by the text "THE CARS ARE THE STARS". Below this, there's a section for "VEHICLES ON DISPLAY" with a call to action. To the left, there's a Toyota advertisement for "FINAL A LOT OF VERSATILITY FOR LIFE" and "GREAT DEALS". Below the advertisement, there are sections for "NEWS" and "BLOG". The "NEWS" section includes a headline about the Chicago Automobile Trade Association's support for the American Animal Shelter of South Ridge. The "BLOG" section includes a headline about the Chicago Auto Show's plans for communications and marketing. To the right of the main content, there are tabs for "VIDEO", "TOUR", and "PHOTOS". The "VIDEO" tab is active, showing a video titled "The 2013 Chicago Auto Show Preview" with a play button overlay. Below the video, there are social media sections for "FACEBOOK" and "TWITTER".



Webcam Sponsorship



Traffic

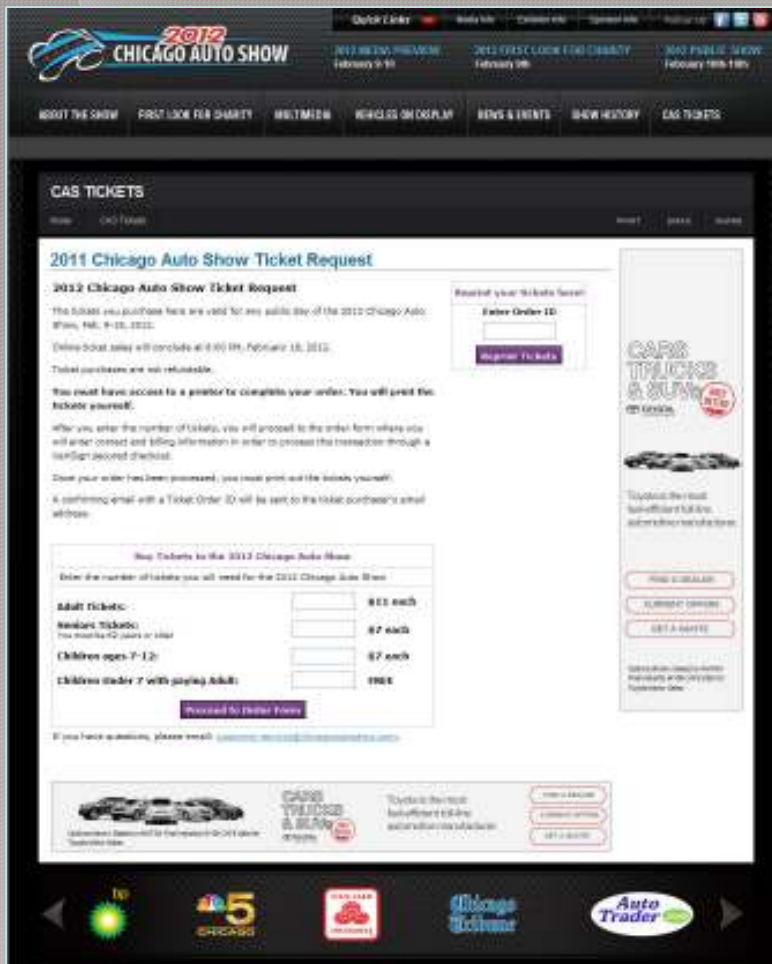
- 50,000 unique visitors
February 1 - 28
- 750,000 page views
February 1 - 28

Features

- 100% share of voice
- Full/Custom wrapper
- Standard-size servable banners
- Default Web Cam set to show your exhibit
- Live Streaming Video from your exhibit
- Branding on E-Cards
- Branding on Webcam window



Online Ticket Sponsorship



Traffic

- 20,000 unique ticket purchases
- 60,000 page views
- More than 50,000 online tickets

Features

- 100% SOV on all online ticketing pages
- Two standard banners on each page (8 impressions each order)
- 100% SOV advertisement on printed tickets
- Create a unique message to drive traffic to your exhibit



Online Ticket Sponsorship

2012 Chicago Auto Show Ticket Request

The tickets you purchase here are valid for any single day of the 2012 Chicago Auto Show, Feb. 11-19, 2012.

Online ticket sales will conclude at 8:00 PM, February 18, 2012.

Ticket purchases are not refundable.

You must have access to a printer to complete your order. You will print the tickets yourself.

After you enter the number of tickets, you will proceed to the order form where you will enter contact and billing information in order to process the transaction through a secure secured checkout.

Once your order has been processed, you must print out the tickets yourself.

A confirming email with a Ticket Order ID will be sent to the ticket purchaser's email address.

Buy Tickets to the 2012 Chicago Auto Show

Enter the number of tickets you will need for the 2012 Chicago Auto Show

Adult tickets:	<input type="text"/>	\$13 each
Senior tickets:	<input type="text"/>	\$7 each
Children ages 7-12:	<input type="text"/>	\$7 each
Children under 7 with paying Adult:	<input type="text"/>	FREE

[Proceed to Order Form](#)

If you have questions, please email: customerservice@chicagoautoshow.com

Logos for sponsors: TOYOTA, CHICAGO 5, HAN COOK, Chicago Auto Show, Auto Trader.

YOUR TICKET

▼ Live ticket area, do not deface ▼

ADMIT ONE ADULT

ACTCNLLDDBLD

▲ Live ticket area, do not deface ▲

2012 CHICAGO AUTO SHOW
FEBRUARY 11-19 - MCCORMICK PLACE

Thank you for ordering tickets to the 2012 Chicago Auto Show. Your order details and Order Reference Number are detailed below.

ORDER PLACED BY: Mark Biele
ORDER REFERENCE NUMBER: ACR0DHV97903
TICKETS ORDERED:
ADULT (5/11): 1
SENIOR (5/7): 0
CHILD 7-12 (5/7): 0
CHILD 6-6 (free): 0
TOTAL: 1 tickets

2012 Silverado 1500

0% APR FOR 60 MONTHS

\$1,000 bonus cash for qualified buyers

SEASON OF DOING

Monthly payment is \$1,687 for every \$1,000 financed. See dealer for details.

online at ChicagoAutoShow.com. If you are experiencing any problems with this system, please call (531) 496-9048 or call us at ChicagoAutoShow.com.

scanning technology at all Chicago Auto Show entrances will void any duplicate bar codes. Once a ticket has been scanned, additional attempts with the same bar code will be disallowed.

TICKET DISCLAIMER: Bar code valid for one admission. A hard stamp, valid only on same day as original admission, required for reentry. Duplicate or falsified tickets is illegal. Chicago Auto Trade Association (CATA) reserves the right to refuse admission. Ticketholder holds CATA harmless for any personal injury or loss of property. Property and grants permission to CATA to use the image, likeness, actions, or statements in any audio, video, or photographic reproduction, in whole or in part for any purpose by or through CATA, without further authorization or compensation.

2012 CHICAGO AUTO SHOW INFORMATION

LOCATION: McCormick Place, 2301 S. Martin Luther King Drive, Chicago, IL 60616

PUBLIC SHOW HOURS: February 11-18: 10AM to 10PM; February 19: 10AM to 8PM

PARKING: McCormick Place lots A, B, & C \$15 per day. McCormick lot B \$14 per day. All McCormick lots \$10 after 6 a.m. Soldier Field lot \$15 per day. Parking fees can be paid by cash or credit card. Parking lots are open throughout event hours. Overnight parking is not available.

Presented by your Chicago-area Toyota Dealers.

WIN A 2011 PRIUS

AT THIS YEAR'S CHICAGO AUTO SHOW!

SIGN ME UP!

**Four banners:
Two online &
two printed**



ChicagoAutoShow.com Mobile



Traffic

- 100,000 unique visitors January 1 – March 31
- Nearly 360,000 page views January 1 – March 31
- 2000+ ticket purchases

Features

- Branding on every page
- 100% SOV
- Exclusive content
- Drive traffic into your display
- Interactive contests and games



ChicagoAutoShow.com Mobile

Content Includes

- Show Information (directions, parking, discounts, etc.)
- Show Floor Map
- Latest News
- Vehicles on Display
- Chicago Auto Show Blog
- Mobile Ticket Purchases
- Virtual Tour Guide
- Mobile Treasure Hunt

Complete Branding

- Branded header and footer
- Manufacturer information on every page
- Links back to sponsor's mobile site.
- Exclusive, no other automaker or sponsor will have branding on mobile site.
- Treasure Hunt concludes in your exhibit



Pricing*

Web Cam Sponsorship

\$35,000 inclusive of creative for wrapper

Online Ticket Sponsorship

\$10,000 not including creative for printed tickets

ChicagoAutoShow.com Mobile

\$25,000 inclusive of development costs for creative elements

**Questions? Want more information? Contact Mark Bilek
at (630) 424-6082 or mbilek@DriveChicago.com.**

*Prices net. Web Cam February 1 – February 28, 2012. Tickets and Mobile January 1, 2012 – December 31, 2012.

