



2012 Update 2



Media Preview February 8-9
First Look for Charity February 9
Public Show February 10-19
www.ChicagoAutoShow.com

2012
DATES

“The Chicago Auto Show is widely known as our industry’s ‘consumer show.’”

“That’s not just our name. It’s our philosophy,” according to Steve Foley Jr. chairman of the 2012 CAS. “And with the explosion of social media, it makes our auto show even more effective and attractive—not just for the media preview, but throughout the run of the show. Social media helps to transform and expand the promotion of an event as exciting as an auto show.

“If there’s a better place to create more buzz than an auto show, I can’t think of one,” contends Foley. “And social media amps up that buzz like a 12-year-old with a can of Red Bull.”

The Chicago show is being as proactive as it can be to help its exhibitors execute their plans better and extend the reach of the show beyond what has been available in the past.

Most manufacturers have deployed teams to address social media and plan on expanding them in the future. For instance, the General Motors social media team said that they have embraced the power of social media to not only enhance marketing campaigns, but to stand alone as a component of any vehicle launch plan. While they enjoy working with established bloggers with strong followings, their philosophy—which is in line with the organizers of the Chicago show—is that everyone is an influencer.

It was that philosophy that launched the Chicago Auto Show’s first full-on “experimental day” of social media during last February’s media preview. It was the first time a full day’s activities were produced by manufacturers so that both social

media and traditional media were given equal access to the show floor to see what was “behind the curtain” of a media preview.

Likewise, Suzuki has chosen to involve itself not only on



Facebook and Twitter, but has also created an iPhone and iPad app called the “Kizashi Ring of Fire” racing game, which debuted as a top 20 download following launch. The app detailed a trip from Tokyo to LA in a Kizashi sedan, Equator pickup and a V-Strom dual sport bike with the editorial staff from MotorTrend, Truck Trend and Motorcyclist magazines.”

Chicago Auto Show officials contend that no matter how “electronic” the communication and exposure of a show becomes, there’s no better way to kick that experience up than at an auto show—and they see growing evidence of it every year.

“No matter how many posts and tweets go out,” said show Chairman Foley, “being at the show addresses a visual, almost visceral connection with the industry and the vehicles we produce. Only at a show can visitors walk up to, watch, ogle, touch and ‘drink in’ the full intention of the designers, engineers and marketers who created it.”

Chrysler’s electronic communications chief, Ed Garsten, is also a huge booster. He said: “Over the past six years social media has evolved from esoteric personal electronic diaries to a sophisticated and mandatory marketing and communications

tool. Any company not aggressively involved with social media has positioned itself to lose ground to competitors who are.”

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“At Chrysler,” Garsten continued, “we’re all-in with multiple blogs, Facebook, Twitter and YouTube handles. We webcast live—and make available on-demand replays—of every auto show reveal.”

As an example, Jaguar recently hired Carrot Creative as its U.S. social media agency of record, and has since launched Facebook, Twitter and YouTube for Jaguar North America in support of the current 2012 model year campaign. Land Rover launched its social media initiative in 2010 with Facebook, Twitter and YouTube. Ford Motor Co. hired social guru Scott Monty to bolster and lead its already active social media activities.

These examples of how our industry’s use of social media are but a few of a widespread phenomenon that translates to better communication with all of a company’s—or auto show’s—constituencies.

At last February’s show, Chicago embraced social media to extend the reach of the show and how it was promoted and “pushed out” to the public. This year show organizers are planning to fire a full salvo of social initiatives to help shore up its long-standing position as the nation’s most significant consumer show.

“We’re already reaching out to the thousands who are already subscribed to our Chicago Auto Show fan pages and Twitter feeds,” says Auto Show General Manager Dave Sloan. “But from this point on, we’re also looking to cultivate new—and perhaps non-traditional—followers from arenas that people might consider to be normal interest groups.

“When you think of all of the different arenas that are involved in a show of this magnitude, you can expand the show’s reach into fresh, new areas that will result in an avalanche of keeping the Chicago show’s buzz rolling for the entire time we’re occupying McCormick Place. Then after we close, people seek out dealerships in which to vote for their favorites with the most important votes of all: Their own money.”

I think capturing that electricity will be a challenge to convey in just 140 characters. Thank goodness they can come to Chicago and post ‘til they have no more thumbprints, as each turn of a corner will generate yet another reason to show you were in the heart of the auto world.”

No, ® is not the brand from our cattle ranch

It doesn’t take a long-range look over our automotive industry shoulders to realize how important trademarking a business—or parts of it—can be. You may remember just a few years back when a well-known car company was bringing a “halo car” back after a 40-year absence. It was to be named it as it was originally christened in the mid-sixties. But hold on a minute! They weren’t able to because another company had registered the name they sought, and there was little to be done other than giving the car a similar, but not exact new name.

After more than a century of history for The Chicago Automobile Trade Association (CATA) and the Chicago Auto Show, the CATA board of directors instructed its attorneys to seek and execute the proper steps to ensure that the prestigious registration was assigned to its proper owners.

“There’s a certain cachet that goes with the ability to acquire a trademark—and it’s not easy to attain,” said Michael Ettleson, chairman of the CATA. “The trademark says that we are an organization and event that are steeped in history, tradition and long-term ownership. It’s right that we properly and legally lay claim to and formalize a status not everyone can achieve. This

process isn’t simply a few court filings and paid fees to accomplish. This is a process that takes time, resources and the right components.”



According to attorney Gavin O’Keefe, who spearheaded the project: “While the CATA has long held trademark rights in the marks CHICAGO AUTO SHOW and CHICAGO AUTOMOBILE TRADE ASSOCIATION in connection with trade association and trade show related services, those rights have now been formally recognized and further expanded by the United States Patent and Trademark Office through its issuance of corresponding Trademark Registration Nos. 4,037,451 and 4,037,452. Among other things, these registrations create a legal presumption of CATA’s exclusive right to use these marks throughout the United States in connection with the recited services.”

After proper legal due diligence over the past seven months, the steps were taken by Mr. O’Keefe to research, post and legally claim the names that by usage for more than a century as our legally owned intellectual property. Therefore, be it now known far and wide—and officially—that The Chicago Automobile Trade Association® and The Chicago Auto Show® are registered trademarks of the Chicago Automobile Trade Association.

Chicago's 2011 Social Media Day Experiment Spawns a Next Edition for '12

"After a 'traditional' first day of media preview in 2011," said show Chairman Steve Foley, "we fashioned a second day as an experiment to include social media in mixture with the regular motor press corps. The results were positive enough that we've decided to come back in 2012 with a second helping of that formula—but then extending it for the remainder of the show's 10-day public run."

Five years ago, bloggers and other unestablished media outlets might have had trouble securing a credential to see the media preview of a major auto show. But with the way that Facebook, Twitter, blogs and other social outlets have grown, the Chicago show is ready to not only embrace them and welcome them to the show, but to view their presence as a means of starting a snowball effect of ongoing social coverage of our show.

Manufacturers who participated in the program at last year's show found that they could effectively address and influence their various constituencies directly and in a cost-effective manner.

"Our objective is to extend the reach and effectiveness of our media preview well into the public days of the show," continued Foley.

"Anyone who saw the 250 percent increase in 'Cyber Monday' sales numbers can see the change in attitude about how people get information and use their smart phones," said Michael Ettleson, the show's co-chairman. "For sure, they're not just using them as a means of making phone calls. They're becoming increasingly comfortable with doing research, buying goods, and posting up their interests. Anyone with a smart phone in their pocket is now a content conduit."

"We're not afraid of trying new things in Chicago to connect our exhibitors with the public or media," continued Ettleson. "Last year we took the first step to show that the traditional media and social media can share the nation's biggest automotive. So let's not get in their way, but rather bring them together again and let our industry benefit from it."

"Our exhibitors will be able to invite up to 300 guests to events or presentations they might like to do on the show floor that might not require a full-on news conference setup," said Ettleson.

The methodology for exhibitors is simple: Show officials will set up separate URLs to each participating manufacturer allowing them to identify and "self-credential" their specific

influencers, hand-raisers, club members, fans, brand-bloggers, and others the PR and marketing arms of each company found valuable.

Among the events held on Social Media Day at the 2011 show were:

- Breakfast with (then) Dodge President Ralph Gilles, now the SRT Boss
- Porsche welcomed fans for a meet, greet and chat time with IMSA legend driver Price Cobb (arguably the only guy in the house who ever drove a 962!)
- Audi flying in a group of social media who were instrumental in influencing the company to bring the TT RS model to the states
- VW's demos of its new Fender audio systems to the music community
- Test Tracks. Test Tracks. Test Tracks!



Auto Show General Manager Dave Sloan said: "If we can find better ways to connect our exhibitors with the public, we're going to give it a shot. We did that last year and discovered that we had a good concept that was resonating. So now we're on to our next version for 2012's show. We invite our exhibitors and media to help us spread the word about a wave that's making an undeniable positive effect on the industry."



NBC5 EMMY® Award

Nearly 11 months after the doors closed on the 2011 Chicago Auto Show, it's still winning awards. NBC 5 Chicago was presented with the EMMY® award for "Outstanding Achievement for Special Event Coverage Live" for its program covering the 2011 Chicago Auto Show.

'NBC 5 Presents the 2011 Chicago Auto Show' was honored with the EMMY® award at the 53rd Chicago/Midwest EMMY® Awards held on Nov. 6th in Chicago. The team worked in partnership with the CATA, the board of directors and the 2011 show chairman, Kevin Mize.

"Obviously, we're thrilled to provide the visual components that NBC5 uses to paint the prettiest auto show and vehicles in America," said show General Manager Dave Sloan. "Our relationship with NBC 5 has yielded a couple of fistfuls of these prestigious awards. We're lucky to have such a talented crew helping to bring our show into the living rooms of so many families, and apparently, doing so in an exemplary manner as judged by their peers."

According to NBC 5's President & General Manager Larry

Wert: "This 2011 honor is a tribute to the hard work and team work of all involved. It is truly a privilege to be recognized by the TV Academy and our industry peers. We look forward to our continued association with the CATA in 2012 and beyond."



The Chicago Automobile Trade Association, producer of the Chicago Auto Show, and its board of directors have worked closely with NBC 5 Chicago and also with sister-station Telemundo Chicago to produce the special, which aired on Saturday, Feb. 12, 2011. Both show organizers and NBC 5 executives alike are confident it won't be the last.

Kudos to NBC 5 Chicago personnel Carol Cooling, Matt Piacente, Geoff Glick, Edward Mann, Producers; Brant Miller, Ginger Zee, Charlie Wojciechowski, Paula Faris, LeeAnn Trotter, Matt Rodewald, Co-Producers/Hosts; Tony Vitale, Patrick Lake, Trisha Hockings, Jan Golden, Mary Hynes, Alison Ebert and Jessica Brannon Kelly.

The Chicago Auto Show team is again working with NBC 5 Chicago for the 2012 edition of auto show, scheduled for air at 6 p.m. on Feb. 11 with repeat broadcasts following the 10 p.m. news on Feb. 12.

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 Michael 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.



NEW Website *cont'd from pg 4*

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? Do 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 power train.



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

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, 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!



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