



**Partnership Opportunities  
2014**

# about the show

The Chicago Auto Show is the iconic Chicago winter social and entertainment event. Each February, the show:

- ❖ Invades McCormick Place.
- ❖ Dominates local media.
- ❖ Generates unparalleled excitement and buzz throughout Chicagoland.

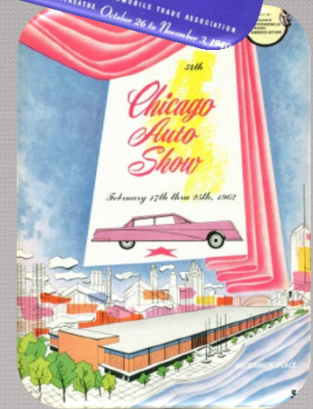
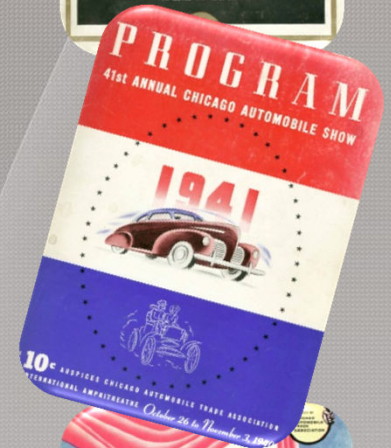
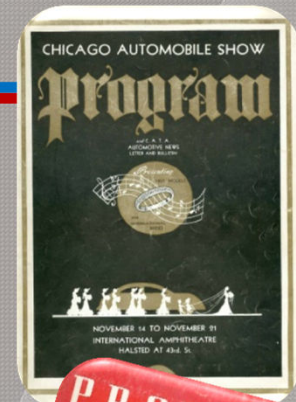


# about the show

First staged in 1901, the Chicago Auto Show has been held more times than any auto exposition in North America.

The 2014 show marks the 106th edition.

Spectacular engaging exhibits from more than 40 manufacturers and numerous event sponsors feature nearly 1,000 vehicles on display and 3 indoor/6 outdoor Ride & Drive experiences.



# 2013 Show Highlights

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- ❖ Chicago Auto Show continues tradition as the nation's largest and best attended consumer auto show.
- ❖ Media Preview features debuts/unveilings from Toyota, Kia, Nissan, Volkswagen, Chevrolet and RAM.
- ❖ Over 9000 attendees generate more than \$2.2 million for 18 participating charities at Chicago Auto Show's First Look for Charity.
- ❖ Honda captures inaugural "Driving Engagement Award" presented by Word of Mouth Marketing Association for best social media campaign of 2012.
- ❖ Date switch to include Presidents Day pays off with big holiday crowd.



# 2013 Show Highlights

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- ❖ **#CAS13** hashtag was the **#1** trend nationwide during Media Preview.
- ❖ NBC, WGN, Telemundo television specials, 200+ hours of live radio programming, numerous local, national and international news reports, including 2:30 feature airing nationally on NBC's Today Show, highlight broadcast coverage produced from show floor.
- ❖ Official Chicago Auto Show Mobile App debuts in iPhone and Google Play stores surpassing 16,000 downloads and 45,000 sessions.
- ❖ Attendees select Chevrolet Corvette Stingray as Best All-New Production Vehicle and Jeep grabs Best Exhibit honors in Best of Show Voting.



# about the show



# about the 2014 Chicago Auto Show

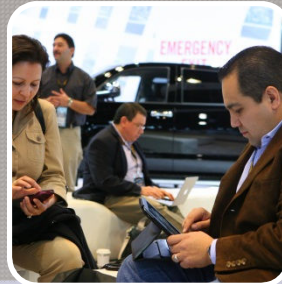


## Media Preview

Thursday  
February 6

-

Friday  
February 7



## Social Media Preview

Friday  
February 7



## First Look For Charity

Friday Night  
February 7



## Public Show

Saturday  
February 8

-

Monday  
February 17



# media preview

thursday, february 6 – friday, february 7

Two days of manufacturer debuts, press conferences and industry panels provides inside access to the latest trends and developments in the automotive world to a throng of nearly 3,000 registered automotive journalists and online influencers from around the globe.

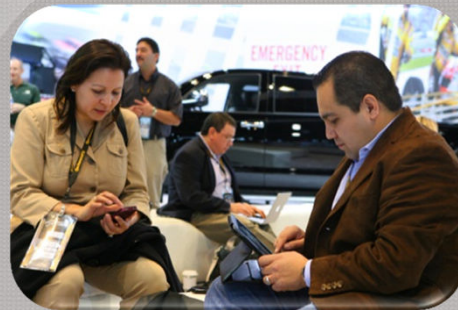




# social media preview

friday, february 8

Focused on developing opportunities to connect with global audiences and engaging followers in real time, this evolving experience is catered to meet the needs of an ever-expanding contingent of bloggers and interactive web content generators.



# First Look for Charity

friday night, february 7

First Look for Charity stands as one of Chicago's greatest one-day fundraisers, regularly generating about \$2 million for 18 area nonprofit organizations.

Held at McCormick Place the evening before the Chicago Auto Show opens to the public, the benevolent event is anticipated by socialites and car buffs alike.

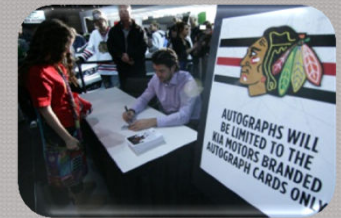
Guests are treated to champagne, wine, soft drinks, themed savory stations and desserts-all while being the first to explore the latest edition of the nation's largest auto show.



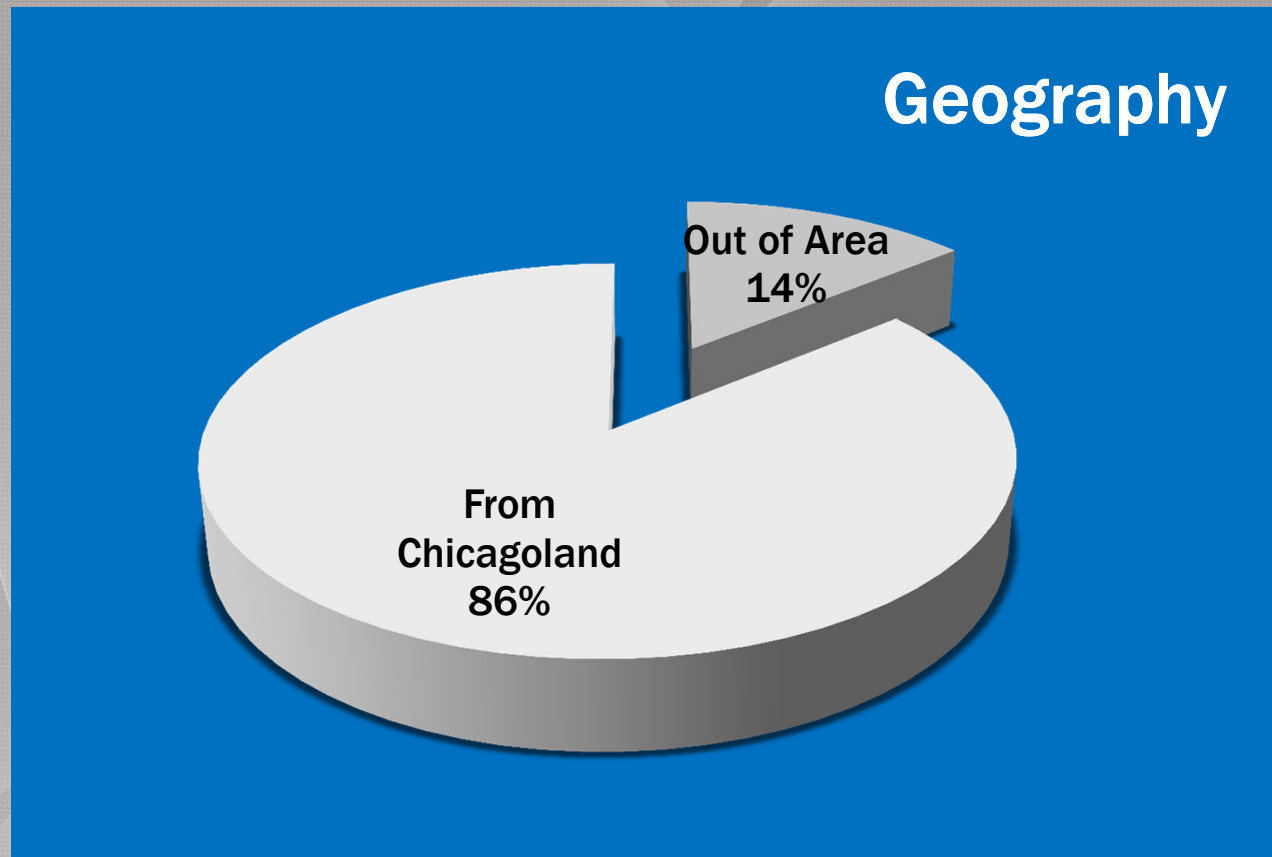
# public show

saturday, february 8 – monday, february 17

The 2013 Public Show spans 10 days including two weekends plus President's Day—118 hours of engagement.



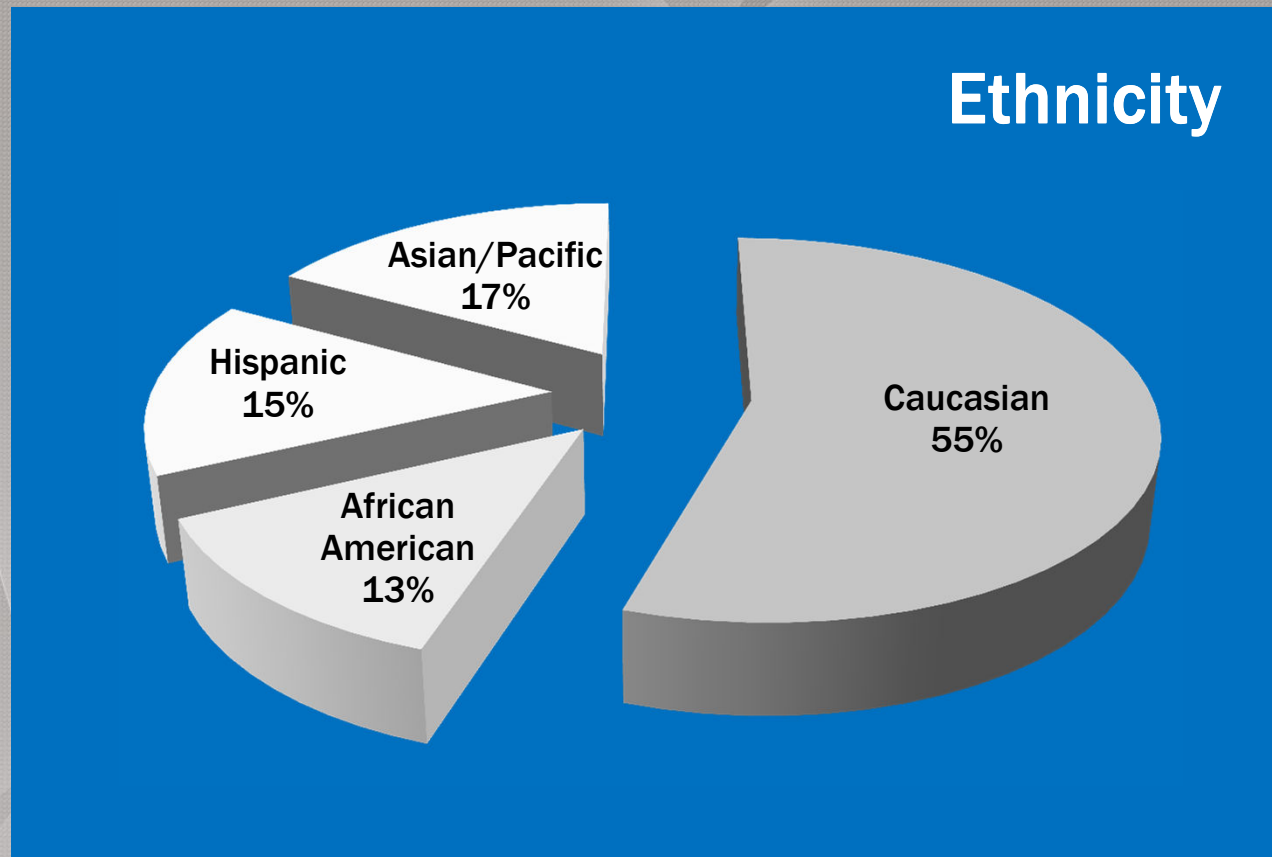
# about our audience



Source: Foresight Research 2013 CAS Local Area Attendees Report



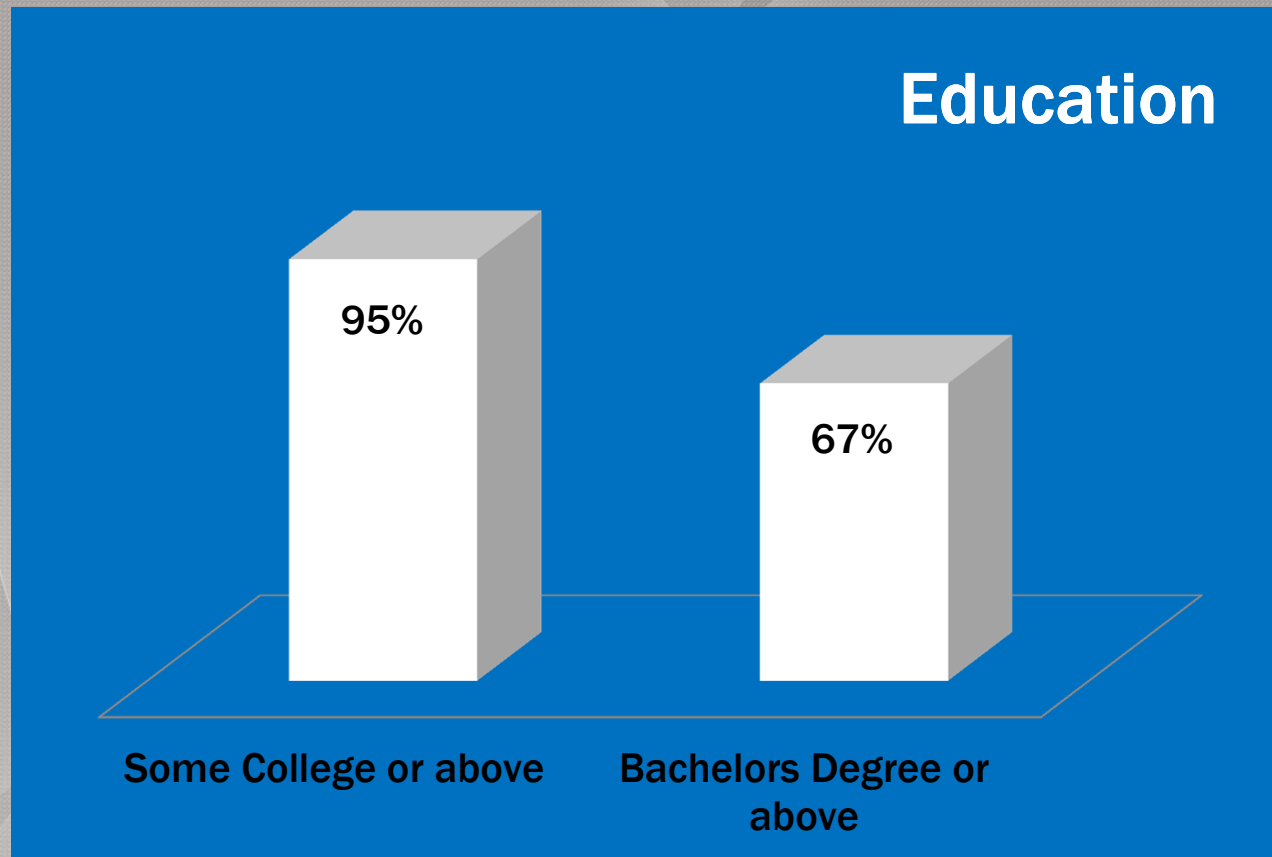
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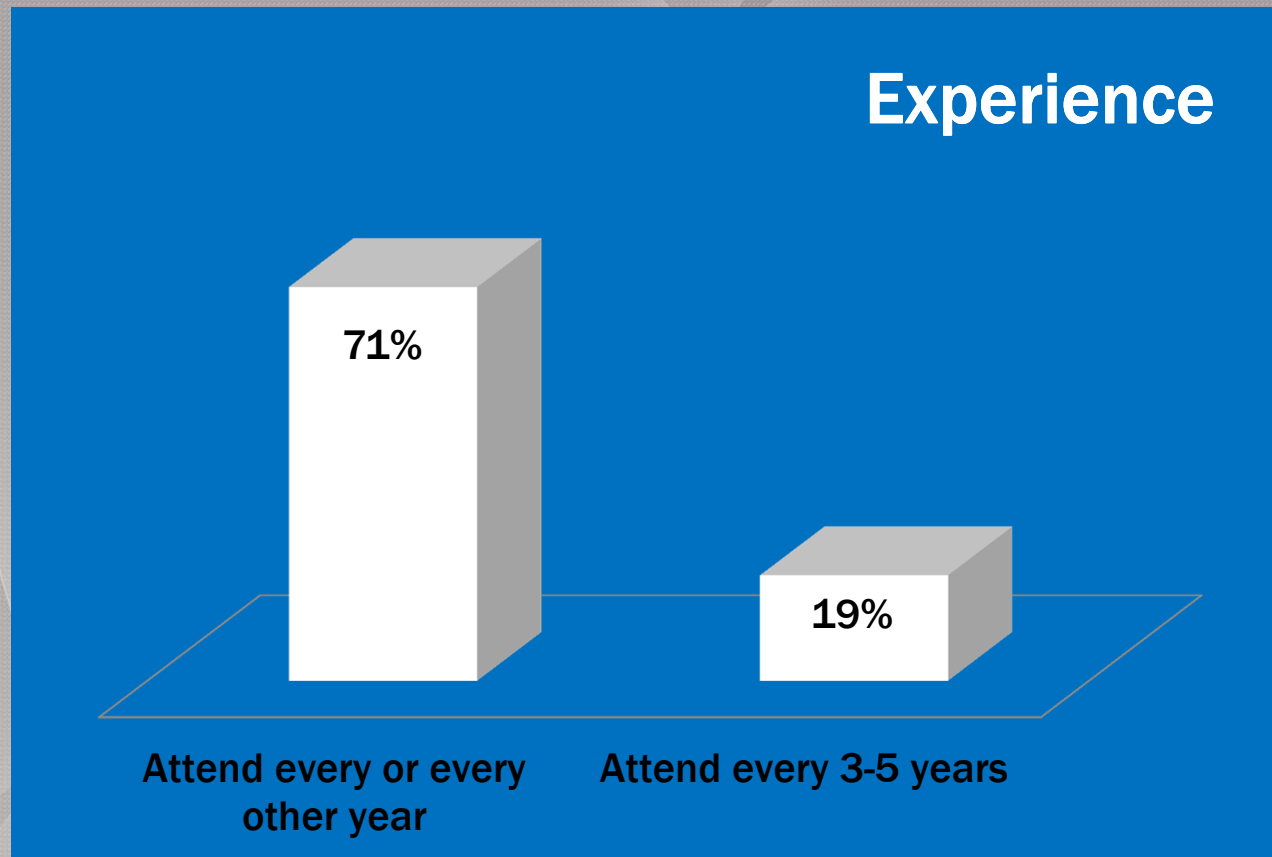
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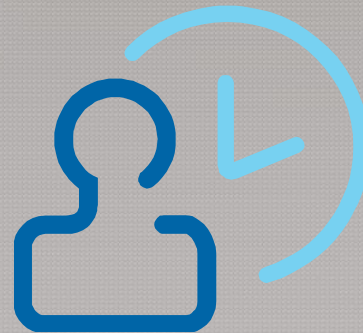
# about our audience



Source: Foresight Research 2013 CAS Local Area Attendees Report



# about our audience



**Spend about 3 hours 45 minutes at the show**

Source: Foresight Research 2013 CAS Local Area Attendees Report





# partnership elements

## Exhibit Space

Known throughout the industry as “the consumer show,” the Chicago Auto Show presents the ultimate experiential marketing platform.

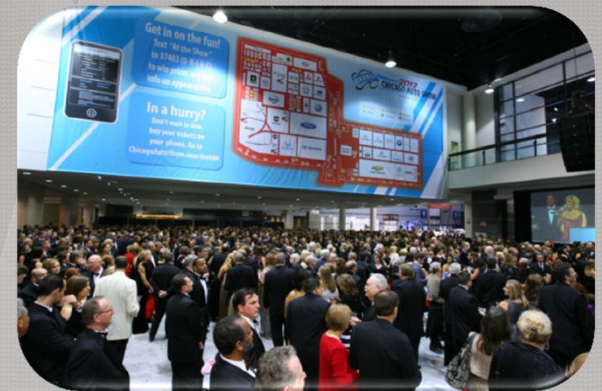
Premium exhibit space offers your company the opportunity to engage consumers positioned alongside some of the most powerful brands in the world.



# partnership elements

## Exhibit Hall Signage

An array display options penetrate high traffic common areas at McCormick Place offering advertisers unique opportunities to connect with show goers.



# partnership elements

## Official Show Guide Full-Page Advertisement

Full-sized, four color guide with feature articles, vital show information and centerfold show floor map.

Provided at no cost to attendees upon entrance.

Electronic version can be downloaded by attendees and non-attendees alike.



# partnership elements



**ChicagoAutoShow.com**

Nearly **1 million** unique visitors each year.

More than **4 million** page views.

**750,000** unique visitors between January 1 and March 31.

**3.5 million** page views during Q1.



# partnership elements

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## **Additional partnership opportunities include:**

- ❖ **Official Mobile App**
- ❖ **Ticket Promotions**
- ❖ **Virtual Tour**
- ❖ **Public Relations and Press Events**
- ❖ **Social Media Engagement Campaigns**
- ❖ **Premium Item Distribution**
- ❖ **Special Events**



## contact info

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Thank you for your interest in exploring partnership opportunities with the Chicago Auto Show. We look forward to working with you to create a custom package designed to achieve your objectives. For more detailed information please contact:

**Tim McBride**  
**Director of Marketing**  
**Chicago Automobile Trade Association**

**Phone: 630-424-6085**  
**E-mail: [tmcbride@drivechicago.com](mailto:tmcbride@drivechicago.com)**

