



Manufacturer Opportunities @ the 2014 Chicago Auto Show



About the Show



The Chicago Auto Show celebrates its 106th Edition in 2014. Held more times than any other auto show in the world, the Chicago Auto Show is **the nation's largest** covering more than 1 million square feet.

Widely known as the most important **"consumer auto show"** in North America, Chicago is the place where the auto industry goes to see how its products will play with its most important constituency—the customer!



About the Show

The Chicago Auto Show has **three distinctive components**:

- ❖ the **Media Preview**
- ❖ the **First Look for Charity**
- ❖ the **Public Show**

Each of these components is a show in itself and plays a vital role in making the Chicago Auto Show a success.



Media Preview

- ❖ The Media Preview is a snapshot of what's right around the corner in concept, style, and luxury in the auto industry.
- ❖ Over the past century, automakers have chosen the Chicago Auto Show to debut hundreds of new vehicles and concept cars.
- ❖ Nearly 3000 of the most-influential automotive journalists attend the Chicago Auto Show Media Preview.



First Look for Charity

- ❖ First Look for Charity is among Chicago's biggest single-day charity events, raising more than \$36 million over 20 years.
- ❖ The black-tie affair attracts socialites and car buffs for the chance to behold the nation's largest auto show in grandeur, with abundant hors d'oeuvres, champagne, wine and soft drinks.
- ❖ Special performances include Al Jarreau, Blues Traveler, Cyndi Lauper, Cheap Trick, BoDeans, Kevin Bacon and KC and the Sunshine Band.



Public Show



- ❖ The Public Show spans 10 days including two weekends—118 hours of interaction with the latest automotive offerings, allied exhibits and sponsors.
- ❖ The consumers attending the show comprise the very segments of Chicagoland's population that are highly targeted by automakers.
- ❖ The Chicago Auto Show has become an annual tradition for many families as well as a mecca for car shoppers and auto enthusiasts.

Why Chicago?

McCormick Place North & South Halls

- ❖ One contiguous level of class “A” exhibit space
- ❖ More than 1 million square feet, 93,000 square meters
- ❖ Historic reforms in 2010 reduce crew sizes and labor costs, resulting in large savings over other exhibit halls and shows



Why Chicago?

Chicago . . .

- ❖ Hosts the nation's biggest and longest-running auto show.
- ❖ Is home to the nation's largest convention center, hosting more than 100 events annually.
- ❖ Enjoys more than 30,000 Class A hotel rooms and 15,000 restaurants in the metro area.



Why Chicago?

The Chicago Auto Show has . . .

- ❖ 40 OEM passenger car and commercial vehicle displays from 9 countries
- ❖ 16 domestic brand and 24 international brand exhibits
- ❖ 4 special bodywork/coach builder exhibits
- ❖ 7 tuner/race/vintage vehicle exhibits
- ❖ 11 public service displays representing city/county/state and federal agencies
- ❖ 50 accessory and supplier exhibits



Audience

The Chicago Auto Show performs exit surveys to determine consumer intentions and define demographics.

- ❖ Gender: 74% Male
- ❖ Education: 76% college or above
- ❖ Age: 75% are 18 to 54
- ❖ Income: 65% greater than 50k
- ❖ Race: 60% Caucasian



Rates

Rates (per square foot)

- ❖ Manufacturer Rate: \$8.50 per square foot

Rates Include:

- ❖ Crate storage
- ❖ No hundred-weight charge for show site material handling



Important Dates



Move-In

Lighting: January 26

Freight: January 30

Media Preview

February 6 & 7

First Look for Charity

February 7

Public Show

February 8 – 17

Move-Out

February 18-20



Key Contacts



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