

# 2015 CHICAGO AUTO SHOW

## SPONSORSHIP OPPORTUNITIES





# Chicago Auto Show

at a glance

## 2015 EVENT DATES

MEDIA PREVIEW	SOCIAL MEDIA PREVIEW	FIRST LOOK FOR CHARITY	PUBLIC SHOW
Thursday, Feb 12 Friday, Feb 13	Friday, Feb 13	Friday Evening Feb 13	Saturday, Feb 14 - Sunday, Feb 22

- Chicago Auto Show is the Nation's Largest and best attended auto show.
- The 2015 Chicago Auto Show marks the 107th edition.
- The Chicago Auto Show is the largest public event held at McCormick Place.
- The 2015 Chicago Auto Show will feature major vehicle introductions and news from numerous manufacturers. **BMW, Chevrolet, Honda, Kia, Lincoln, Maserati, Nissan, Subaru, Toyota, Volkswagen and Volvo** lead a line-up of more than 15 world introductions at the 2014 show.

more than half of attendees intend to purchase a vehicle within the next year

#FuelCAS

**Top 3 reasons for attendance** "fun and entertaining" "seeing new vehicles" "the concept cars on display"

Trended over Sochi Olympics from Media Preview through Opening Day

Most attendees visit show every year or every other year

## 2014 MEDIA NOTES

- > 89 million impressions during the show
- 13,500 unique placements
- 3,300 journalists representing 1,347 media outlets
- 21.5 million social media impressions



9,000+ attendees  
18 charities  
\$2.3 million

## 2014 HIGHLIGHTS

- Hyundai wins WOMMA Driving Engagement Award
- NBC, WGN, Telemundo, Univision live television specials
- 200+ hrs live radio programming
- 100 prizes given away through #CASChallenge social media scavenger hunt
- **BEST IN SHOW:** Ford Mustang voted Best All-New Production Vehicle
- Chevrolet voted Best Exhibit



## OFFICIAL CHICAGO AUTO SHOW MOBILE APP

Available in iPhone & Google Play stores  
15,000 downloads, 40,000 sessions

## GENDER BREAKDOWN



Historically, about 60% of attendees are male, 40% are female. Recent trends show even larger representation of female attendees.

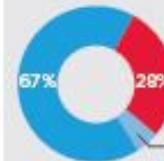
## INCOME

Show attendees Local market



Attendees much more likely to have incomes over \$100k and much less likely to have incomes under \$50k

## EDUCATION



Bachelors or Higher  
Some College/Associates  
High School or Less

## AVERAGE VISIT



About 4 hours

## A LOCAL CROWD












About 80% are from the Chicagoland area



# Premier Partnerships

Packages are individually negotiated and start at \$100,000








-  Exhibit Space On Main Show Floor Alongside Manufacturers
-  Integrated Advertising and Branding Package
-  Category Exclusivity
-  Consumer Promotions
-  Activation Concepts
-  Social Media Messaging
-  Media Preview and Public Relations
  - Press event as part of Media Preview schedule
  - Industry events during Media Preview and/or Public Days
  - Concept Drive
-  First Look For Charity
-  Media Overview





# Official Sponsors

Packages are individually negotiated and start at \$50,000







-  Exhibit Space On Main Show Floor Alongside Manufacturers
-  Opportunity to purchase additional advertising
  - Official Show Guide
  - Exhibit Hall Signage
-  Consumer Promotions
-  Activation Concepts
-  Social Media Messaging
-  Media Preview and Public Relations
  - Press event as part of Media Preview schedule
  - Industry events during Media Preview and/or Public Days
  - Concept Drive
-  First Look For Charity





# Branding Opportunities

Options from \$25,000 - \$50,000

-  Free Public WIFI Presenter \$50,000
-  Economic Club Media Preview Lunch \$35,000
-  Official Show Map Sponsor \$35,000
-  Social Media Wall Sponsor \$35,000
-  Event Stage Festival Partner \$25,000
-  Charging Station Sponsor \$25,000

❖ Branding Opportunities can be included as part of Premier Partner or Official Sponsor package.



# Exhibit Space



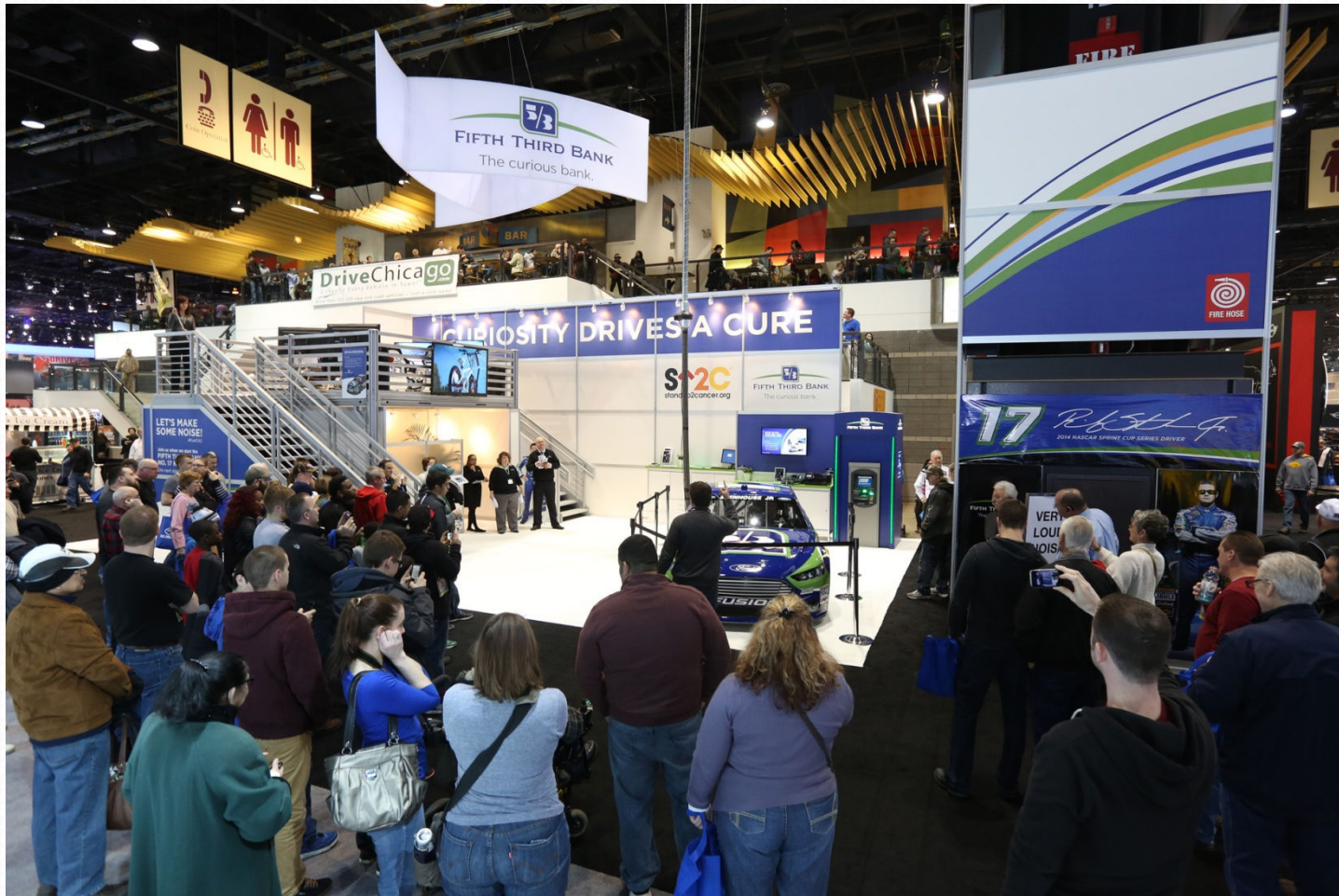


# Exhibit Space



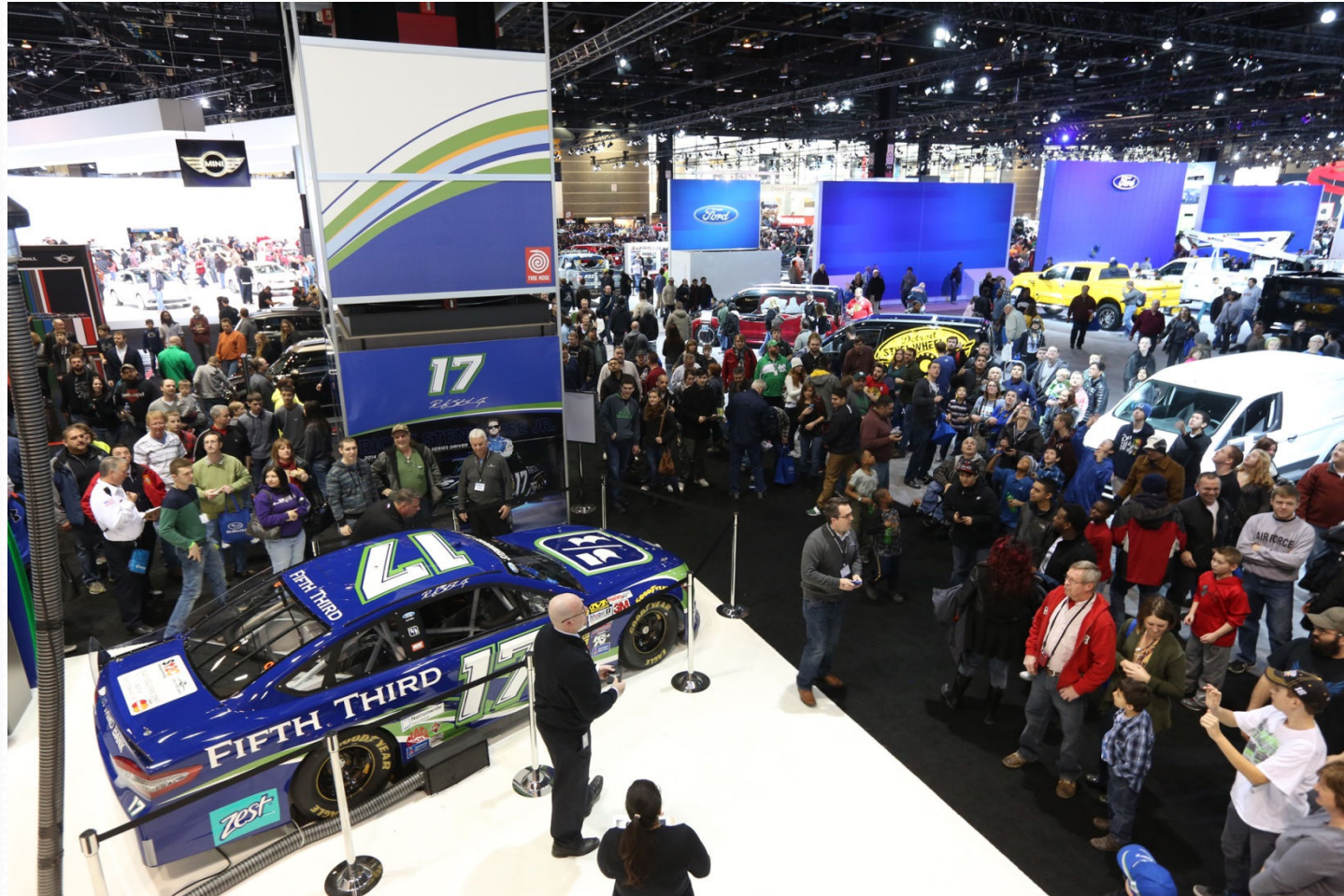


# Exhibit Space





# Exhibit Space





# Exhibit Space





# Exhibit Space





# Exhibit Space





# Exhibit Space





# Exhibit Space





# Advertising and Branding



# Advertising and Branding





# Advertising and Branding



# Advertising and Branding





# Advertising and Branding



# Advertising and Branding






# Advertising and Branding


## Getting Social: Stay Connected and Win!

**By Jennifer Morand**  
Senior Public Relations and Social Media Manager, Chicago Auto Show

With a show floor spanning more than 1 million square feet and thousands of the industry's hottest vehicles on display, we bet you're chomping at the bit to share Chicago Auto Show pictures and videos with your social network. But what if we mentioned you could WIN

**CHICAGO AUTO SHOW**  
2014  
February 8-17



Toyota Highlander  
Toyota Corolla

**Official Show Guide**  
Hall Mustang: Ford's Sixth-Generation Pony Car Hits Home Pg. 10  
Gee Wiz: Top Automotive Tech for 2014 Pg. 18  
Hitting a Home Run: Five Great Vehicles @ \$20,000 Pg. 25

Download the Official Chicago Auto Show App • Get Social: #FuelCA

**Auto Show Map Page 16**

Auto Show on Social Media!  
Follow: #FuelCAS  
Wenger Hunt: #CASChallenge

Facebook: [facebook.com/ChicagoAutoShow](#)  
Twitter: [twitter.com/ChiAutoShow](#)  
LinkedIn: [linkedin.com/company/thechicagoautoshow](#)  
YouTube: [youtube.com/ChicagoAutoShow](#)  
Instagram: [instagram.com/ChicagoAutoShow](#)  
Vine: [vine.com/ChiAutoShow](#)

**HOW TO ENTER:**  
1. Follow Chicago Auto Show on Facebook & Twitter for each challenge.  
2. Complete the challenge, upload media channels using hashtag #FuelCAS.  
3. Media may be uploaded to YouTube, Vine (as long as the video is under 60 seconds), Instagram and Instagram Live.  
4. Winner announced within one hour of challenge was distributed.  
5. Winner to claim prize at the show to claim your prize.

Get A Click Away... DriveChicago.com



*good state*



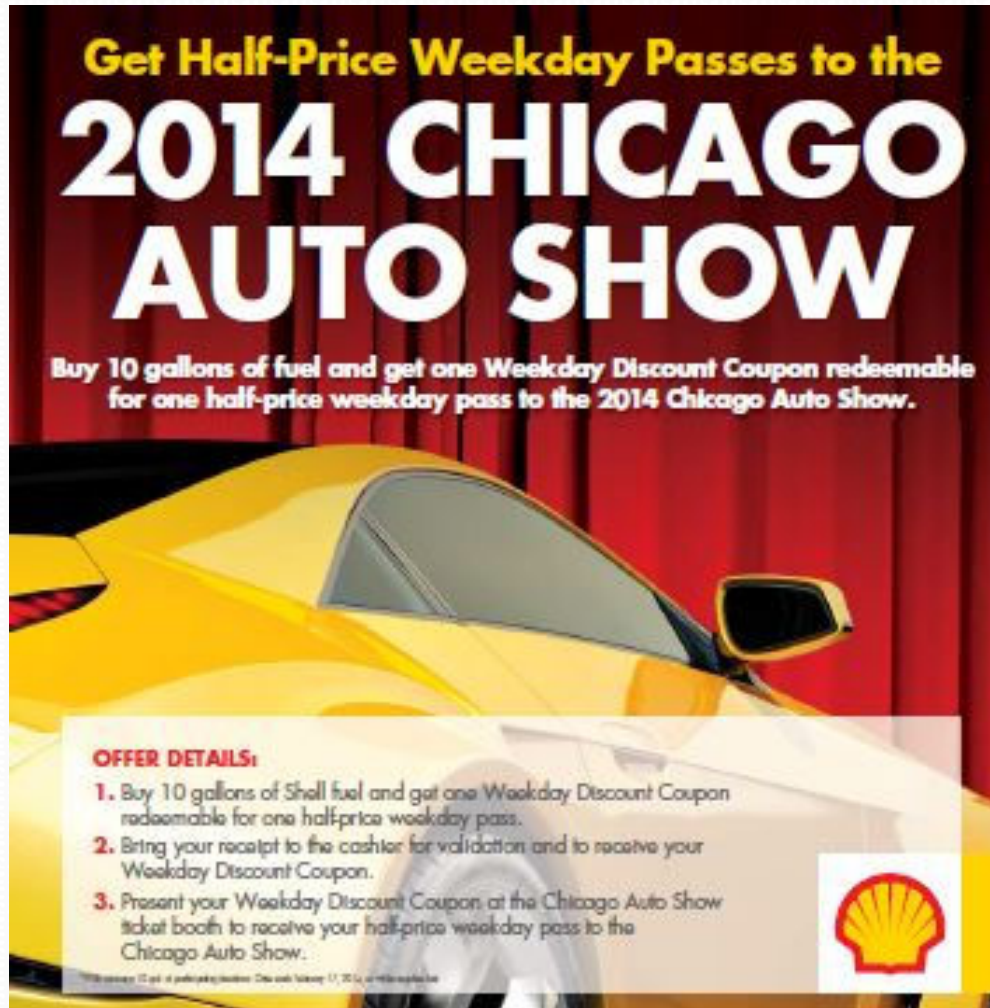
*better state*

Real savings should fold, not jingle. Make sure you get all the discounts you deserve. Talk to a State Farm® agent about a FREE Discount Double Check®, or go to [statefarm.com](#) today and keep your savings crisp.

**Get to a better State®. Get State Farm.**




# Consumer Promotions




**Get Half-Price Weekday Passes to the**  
**2014 CHICAGO**  
**AUTO SHOW**

Buy 10 gallons of fuel and get one Weekday Discount Coupon redeemable for one half-price weekday pass to the 2014 Chicago Auto Show.

**OFFER DETAILS:**

1. Buy 10 gallons of Shell fuel and get one Weekday Discount Coupon redeemable for one half-price weekday pass.
2. Bring your receipt to the cashier for validation and to receive your Weekday Discount Coupon.
3. Present your Weekday Discount Coupon at the Chicago Auto Show ticket booth to receive your half-price weekday pass to the Chicago Auto Show.





# Consumer Promotions

**WEEKDAY DISCOUNT COUPON**



**CHICAGO AUTO SHOW**  
2014  
McCORMICK PLACE

**PRESENT THIS COUPON AT THE SHOW'S BOX OFFICE TO RECEIVE \$6 OFF THE REGULAR \$12 ADMISSION**

**Eligible dates:**  
**February 10 thru 14 and February 17, 2014**  
**NOT VALID SATURDAYS OR SUNDAYS**



Courtesy of



Each ticket's bar code is valid for one admission. A hand stamp, valid only on same day as original admission, required for reentry. Duplication of tickets is illegal. Chicago Auto Trade Association (CATA) reserves the right to refuse admission. Ticket holder holds CATA harmless for any personal injury or loss or damage to property and grants permission to CATA to use their image, likeness, actions, or statements in any audio, video, or photographic reproduction made for any purpose by or through CATA without further authorization or compensation.



# Consumer Promotions

**Chicago Auto Show**  
2014  
at McCormick Place

**FEBRUARY 8-17**

**¡DISFRUTE DE LA ADMISIÓN AL SHOW POR SOLO \$6 CADA DÍA ENTRE SEMANA!**

**¡VEA EL SHOW A MITAD DE PRECIO ENTRE SEMANA!**

**SEE THE SHOW FOR HALF PRICE ON WEEKDAYS!**

**ENJOY \$6 ADMISSION EVERY WEEKDAY OF THE SHOW!**

**DISCOUNT TICKET COUPONS\* AVAILABLE AT PARTICIPATING:**

**CUPONES PARA DESCUENTO DE BOLETOS\* DISPONIBLES EN LOS ESTABLECIMIENTOS PARTICIPANTES:**

**FIFTH THIRD BANK**  
The curious bank.

**Chicagoland**  
NEW CAR DEALERS

**Shell**

\*Debe presentar el cupón en la Taquilla del Chicago Auto Show para recibir el descuento.

**#FuelCAS** **chicagoautoshow.com**





# Activation Concepts



# Activation Concepts



[Home](#) > [About the Show](#) > [Frequently Asked Questions](#)

## FAQ Categories

### General

- [What are 2014 Chicago Auto Show's dates and hours?](#)
- [I see there is a discount if you bring in canned food on particular days. What is the discount?](#)
- [Is photography/videography permitted on the show floor?](#)
- [When is the ribbon-cutting ceremony that signifies the show's opening?](#)
- [Which days are typically the least crowded?](#)
- [Will there be coat or luggage checks available?](#)
- [Will the Chicago Auto Show still offer discounts to those who bring in canned foods?](#)
- [Are there designated smoking areas at the show?](#)
- [Are the restrooms at McCormick Place equipped with baby changing stations?](#)
- [This is our first Chicago Auto Show. Am I able to sit inside the vehicles?](#)
- [I heard there's a DMV location at the show for purchasing replacement driver's licenses. Is this true?](#)
- [Are backpacks permitted into the Chicago Auto Show?](#)
- [What is the Chicago Auto Show's average attendance?](#)
- [Are the only discounts during the week, are for the canned foods? What if I bring in 6 cans is the admission free? thx](#)
- [Is there a "Lost and Found" area at the Chicago Auto Show?](#)
- [Are cars on display at the Chicago Auto Show available for purchase?](#)
- [In what year did the Chicago Automobile Trade Association start producing the Auto Show?](#)





# Social Media



Chicago Auto Show @ChiAutoShow

2/17/14

On Family Day, fuel up at @Shell's #FuelRewards booth & learn how you & your family can save on Shell Fuel! #FuelCAS

← ↻ 1 ★ 1



- arroyo\_jesus, lilez02, vegaxlii, jake\_22guy, fuelrewardsnetwork, smileyjustice
- thechicagoautoshow The @shell display at the #ChicagoAutoShow! Showgoers are spinning the wheel for cents off their price per gallon! @fuelrewardsnetwork #FuelCAS



# #CASCHALLENGE

## Contest Results:

- 4.2 million hashtag impressions
- 733 Tweets with hashtag
- 10,232 clicked “shared” links





# #CASCHALLENGE

 **Chicago Auto Show**  
@ChiAutoShow

#CASChallenge: Snap a pic by the #17 @Fifththird @Ford Fusion NASCAR & tag it w/ #CASChallenge 2 win!

2/17/14, 1:45 PM

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 **The Chicago Auto Show**  
February 11 at 12:30 PM

Here's your next challenge: Snap a photo of you in the ticket lobby holding your half price discount coupon you received from a Fifth Third Bank location! Upload the photo to Twitter using hashtag #CASChallenge to be entered to win!

1,506 people saw this post [Boost Post](#)

👍 Like    💬 Comment

 **Yoli Flores** @YoliRealtor 2/15/14  
@ChiAutoShow I want this as is! #CASchallenge #FuelCAS  
[pic.twitter.com/eBQ1QQCsFQ](http://pic.twitter.com/eBQ1QQCsFQ)  
↩️ ↻️ ★

 **Mary Wang** @maryk\_wang 2/14/14  
Dream car #2! OBSESSED WITH THE GAUGES ❤️ #CASchallenge  
#CAS #ChicagoAutoShow #Hyundai #Genesis @... [instagram.com/p/kaUE-4oPm0/](http://instagram.com/p/kaUE-4oPm0/)  
↩️ ↻️ ★

 **UrbanGearWorks** @UrbanGearWorks 2/13/14  
@ChiAutoShow @carsdotcom #caschallenge the @driveSRT display is my favorite spot! [pic.twitter.com/vbB1gG8eSn](http://pic.twitter.com/vbB1gG8eSn)  
↩️ ↻️ ★

 **Lisa Spoelstra** @lissapoelstra 2/12/14  
So happy that the @ChiAutoShow is doing this food drive! Feeding so many families in need. :) #CASChallenge [pic.twitter.com/hv3PI5ATqa](http://pic.twitter.com/hv3PI5ATqa)  
↩️ ↻️ ★

 **Chris Hernandez** @Ariella\_Lexi 2/10/14  
@ChiAutoShow @FifthThird my 1st car was a 1981 VW Gulf  
#CASChallenge [pic.twitter.com/i8FdLMBqf4](http://pic.twitter.com/i8FdLMBqf4)  
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# Public Relations




## Premier Partners Highlight Impressive Sponsor Lineup

The Chicago Auto Show is proud to announce State Farm, Fifth Third Bank and Shell as Premier Partners for the 2014 Chicago Auto Show. In addition to their primary exhibit spaces and promotional activation plans, Premier Partners enjoy category exclusivity and receive additional exposure to show attendees through the Premier Partners benefits package.

 **State Farm** State Farm (Exclusive Insurance Industry Sponsor) will debut the Chicago Auto Show Better State Help Desk in the Grand Concourse, where representatives will be on hand throughout the public show to assist guests with questions, problems or just help point them in the right direction. The popular State Farm Garage will return to the South Hall along with a display featuring the new Illinois Tollway Safety Patrol Vehicle and the Better State Crew will once again welcome guests entering through the West Transportation Lobby on weekend mornings with a complimentary coffee or hot chocolate while supplies last.

 **FIFTH THIRD BANK**  
The curious bank.  
Fifth Third Bank (Exclusive Bank) will once again be the go to source for consumers looking to get discounted tickets to the show. In addition to distributing weekday half-price discount coupons at more than 200 Chicago and northwest Indiana banking centers, Fifth Third will help turn the key on the 2014 CAS by presenting an exclusive Groupon offer good for the opening weekend of the show. The #17 Fifth Third Bank Ford Fusion NASCAR is sure to draw a crowd, and race fans of all ages will be able to test their skills on custom racing simulators in the Fifth Third exhibit. Showgoers also will be able to refuel their wallets at one of the Fifth Third Bank ATM's located throughout the show floor.

 Shell (Exclusive Petroleum Products Company) will help fuel excitement for the show by offering weekday discount coupons at more than 300 Chicagoland locations. On the show floor, attendees will be able to sign up for the Fuel Rewards Network and can win up to 25 cents per gallon off their next gas purchase by testing their luck at the Shell themed spin-the-wheel game. Shell will also be providing prizes for the #FuelCAS Social Media Scavenger Hunt.

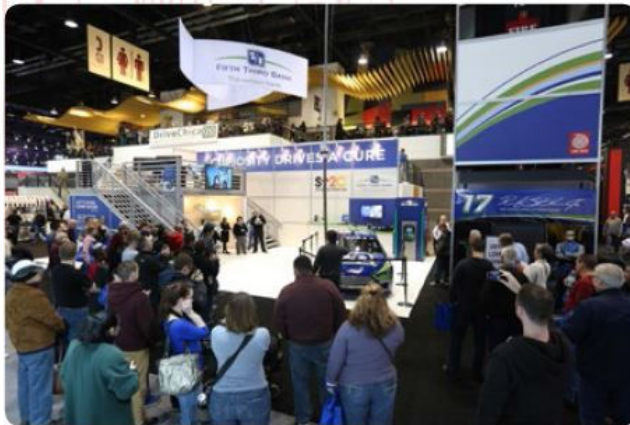
Several official sponsors including DriveChicago.com, Cars.com, Chicago Tribune, Nissan, AutoTrader.com/Kelley Blue Book, Turtle Wax, Cook County and Comcast Business Class are currently finalizing plans and expected to return for the 2014 show.





# Public Relations

## Premier Partners and Official Sponsors Add Excitement, Get Results at 2014 Show



Chicago Auto Show Premier Partners State Farm, Fifth Third Bank and Shell each brought their own elements of fun and entertainment to the 2014 show. Offering fans the opportunity to participate in interactive experiences and the chance to win prizes proved to be a winning formula as each of the Premier Partners were able to engage attendees in record numbers.

One of the more popular additions to the 2014 Chicago Auto Show was the State Farm Better State Help Center in the Grand Concourse. State Farm representatives were on hand throughout the entire public show to field thousands of questions from attendees and help get them pointed in the right direction. The ever popular State Farm Garage attracted crowds in record numbers to the South Hall where fans lined up to take part in

MARCH 18, 2014 | UPDATE FOUR | 4






# First Look for Charity





# Traditional Media Overview

-  Garnered more than **89 million** impressions during show period\*
-  Received more than **13,500** unique media placements
-  Attracted 3,300 journalists representing 1347 media outlets – a 12% increase over 2013. Comprised of international, national and local outlets

*\*During 6-month period*







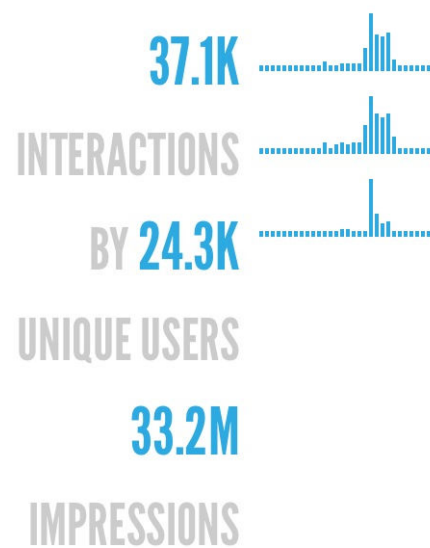
# Social Media Snapshot



-  **Garnered 21.5 million impressions from CAS Channels**
-  **Grew Twitter fan base by 76 percent**
-  **Grew Facebook fan base by 81 percent**

## GROUP STATS General stats across your Chicago Auto Show group.

Incoming Messages	35.8k	
Sent Messages	1.8k	
New Twitter Followers	2.5k	
New Facebook Fans	5.7k	

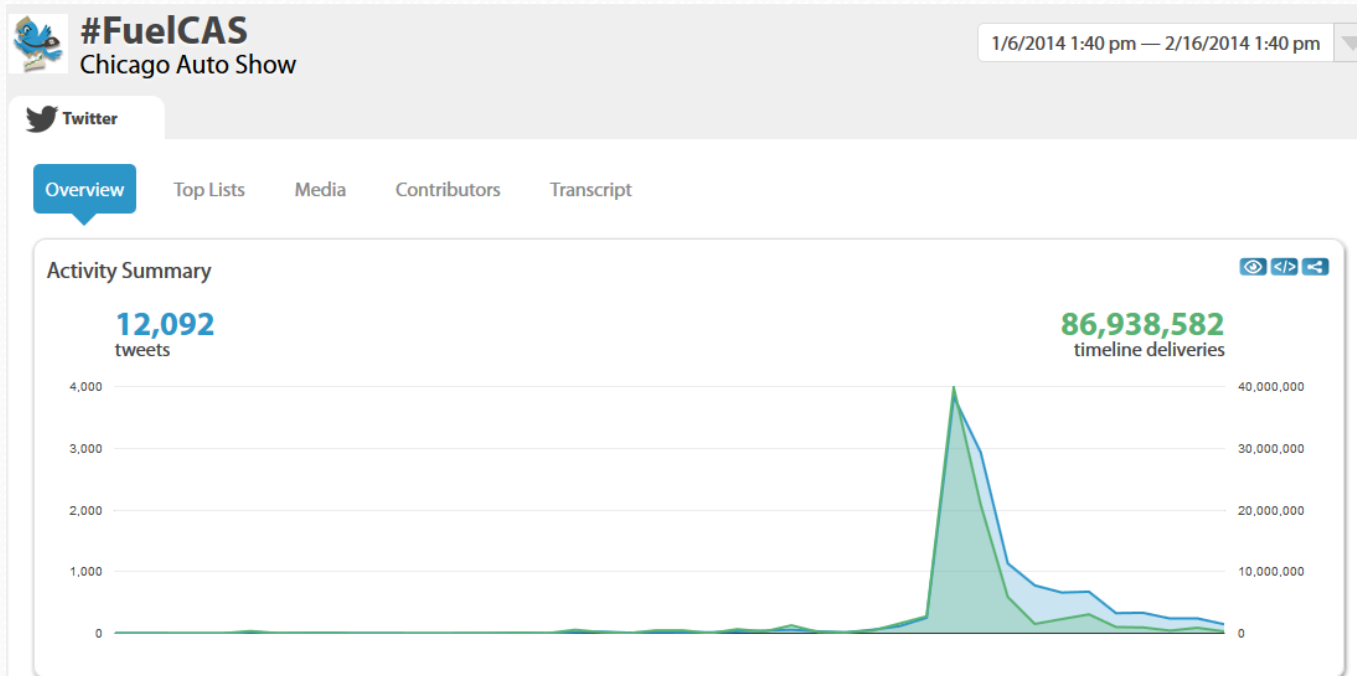




# Social Media Snapshot



Reached nearly **87 million** impressions from #FuelCAS use



# Contact Information

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)

