



# 2015 Quick Reference

Media Preview February 12-13 2015 Public Show February 14-22  
First Look for Charity February 13 DATES www.ChicagoAutoShow.com

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| <b>Event</b>                  | The 107 <sup>th</sup> Chicago Auto Show.  | <b>Producer</b>  | The Chicago Automobile Trade Association |
| <b>Background</b>             | First staged in 1901, the Chicago Auto Show is the largest auto show in North America and has been presented more times than any other auto exposition in the world. The CATA has produced the Chicago Auto Show since 1935.  |  |  |
| <b>Location</b>               | McCormick Place, 2301 S. Lake Shore Dr., Chicago, IL 60616  |  |  |
| <b>Show Dates</b>             | <b>Media Preview:</b> Thursday, Feb. 12 – Friday, Feb. 13<br><b>First Look for Charity:</b> Friday, Feb. 13<br><b>Public Show:</b> Saturday, Feb. 14 – Sunday, Feb. 22  |  |  |
| <b>Public Show Hours</b>      | <b>Saturday, Feb. 14 – Saturday, Feb. 21:</b> 9 a.m. – 10 p.m., <b>Sunday, Feb. 22:</b> 9 a.m. – 8 p.m.   |  |  |
| <b>Admission</b>              | <b>\$12</b> for adults, <b>\$6</b> for seniors age 62 and older and children ages 7 – 12, <b>Free</b> for children age 0 – 6<br><i>Tickets available at show box office at McCormick Place and on <a href="http://Drivechicago.com">Drivechicago.com</a>. Weekday discount vouchers (\$6 off regular adult admission) available at area new-car dealers. <a href="#">Weekday group &amp; school</a> discounts available.</i>  |  |  |
| <b>Exhibits</b>               | North America's largest auto show, the 2015 Chicago Auto Show spans more than 1 million square feet of floor space of the McCormick Place complex and displays multiple world and North American introductions and a complete range of domestic and imported passenger cars, trucks, sport-utility vehicles, minivans and concept cars. In all, hundreds of different vehicles will be on display, plus hundreds of interactive, aftermarket, accessories and auto-related exhibits, competition vehicles, antique and collector cars. The Chicago Auto Show also features several indoor test tracks and outdoor ride-and-drive opportunities. More info at <a href="http://www.chicagoautoshow.com">www.chicagoautoshow.com</a> . |  |  |
| <b>Media Preview</b>          | Two-Day Media Preview covered by approximately 3,000 registered media and an additional 1,500 invited influencers, shouters and followers.<br>Nissan-sponsored national and international media travel program for key auto journalists, bloggers and influencers.<br>Social Media Preview, branded #SMP15, featuring structured events including WOMMA Social Media Award.<br>Multiple national and regional television specials including ABC, WGN, Telemundo and Univision.  |  |  |
| <b>First Look for Charity</b> | First Look for Charity stands as one of Chicago's greatest one-day fundraisers, regularly generating more than \$2 million for 18 area nonprofits. Held at McCormick Place the evening before the Chicago Auto Show opens its public run, the benevolent event is anticipated by socialites and car buffs alike. Guests are treated to champagne, wine, soft drinks, elegant hors d'oeuvres and desserts -- all while being the first to explore this year's edition of the nation's largest auto show. More info at <a href="http://www.firstlookforcharity.org">www.firstlookforcharity.org</a> .   |  |  |
| <b>Social Media</b>           | <b>Official hashtag:</b> #CAS15<br><b>Twitter:</b> <a href="http://www.twitter.com/chiautoshow">www.twitter.com/chiautoshow</a><br><b>Pintrest:</b> <a href="http://www.pinterest.com/chiautoshow/">http://www.pinterest.com/chiautoshow/</a>   | <b>Facebook:</b> <a href="http://www.facebook.com/chicagoautoshow">www.facebook.com/chicagoautoshow</a><br><b>YouTube:</b> <a href="http://www.youtube.com/chicagoautoshow">www.youtube.com/chicagoautoshow</a><br><b>Instagram:</b> <a href="http://instagram.com/thechicagoautoshow">http://instagram.com/thechicagoautoshow</a> |  |



The 2015 Chicago Auto Show is officially sanctioned by the **International Organization of Motor Vehicle Manufacturers**. Founded in Paris in 1919, it is known as the *Organisation Internationale des Constructeurs d'Automobiles*.