The 2016 Auto Show Committee

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Thomas F. Shirey

2016 Chicago Auto Show Beacon Program

Wednesday, December 02, 2015

Dear Chicago Auto Show Exhibitor,

After a successful pilot program last year, the Chicago Auto Show (CAS) is ready to roll out an attendee beacon and messaging platform to all exhibitors. The program is designed to provide our exhibitors with attendee engagement information as well as the opportunity to electronically message attendees.

CAS is partnering with American Eagle, CAS app developer, and Footmarks, a mobile proximity marketing solution. Bluetooth Low-Energy beacons across the show floor will interact with the official auto show app. The beacons will collect footfall traffic information (including anonymous proximity data, dwell time, return rate and path information) and message attendees.

CAS is offering our exhibitors several participation options. These are designed to allow every exhibitor, large or small, the opportunity to participate in the program.

1. Tier I: $1000. 1 Beacon/Zone within display. Aggregate attendee footfall traffic information.
2. Tier II $2500. 2 Beacons/Zones within display – 2 push notifications per day per attendee within Zones. Aggregate attendee footfall traffic information. Specific booth footfall traffic information.
3. Tier III $5000. Up to 5 Beacons/Zones within display – up to 5 push notifications per day per attendee within Zones. Detailed attendee footfall traffic information for event duration.
4. Dealer Package (pricing varies). 3 month activation. 2 beacons per dealership – 2 push notifications upon arrival. Specific auto show footfall traffic of dealership visitor.

We're happy to provide this program as an additional service to our exhibitors and believe it will become a valuable marketing tool. Please contact Mark Bilek for more information and additional details at mbilek@drivechicago.com or 630-424-6082.

Sincerely,

Dave Sloan
Chicago Auto Show General Manager

Media Preview: Feb. 11-12, 2016
First Look for Charity: Feb. 12, 2016
Public Show: Feb. 13-21, 2016

CHICAGO AUTOMOBILE TRADE ASSOCIATION
18W200 Butterfield Road / Oakbrook Terrace, Illinois 60181-4810
Phone 630.495.CATA (2282) / Fax 630.495.2260 / www.chicagoautoshow.com

2016 Beacon Program FAQ

What type of attendee information will I get? That depends on your level of participation. At Tier I, you will know, in aggregate, how much time people spend at the show and how many manufacturer displays they visited. At Tier II, you will know that information as well as how much time attendees spend in your display. At Tier III you will know all of that data plus you will know how much time the attendee spends in other displays. You will also know if the attendee returned to your display and attendee "journey" information.

Can I place a beacon in a vehicle? Yes, beacon range can be restricted to as small as the inside of a vehicle. It can also be as large as most exhibitors' displays.

Do the beacons require power? No. The beacons are about the size of an Altoids box and do not require power. For maximum range, it's best to place them at 10'-12' off the ground.

What types of messages can I send? You can send text messages with active website links or you can directly trigger a web page. Beacon messaging standards require that OEMs provide messaging only about their brands. No competitive brand mention, directly or indirectly, will be accepted. CAS reserves the right to approve all final Beacon messaging.

What type of messages work best? Calls to action with an offer worked extremely well last year — contest entries and test-drive offers, for example. We saw conversion rates as high as 35% for these types of messages. Messages that just provide additional information generated little interaction.

Does everyone with the show app get my message? No, the attendee must have Bluetooth enabled on their phone and also have a fairly new device. For reference, iPhone 5 and newer and most Android phones produced after 2013. Also, the attendee must be within range of your beacon for at least 2 minutes.

How well did the program work last year? Last year, we had almost 35,000 app downloads. More than 10,000 people participated in the program. 40,000 messages were sent. 5000 messages were opened. Average conversion rate was 12%.

What is expected of the program this year? We expect to double attendee participation in 2016. Attendees will be incentivized to download the show app and the more people use the app at the show, the higher the incentive.

What if I don't want to participate? Participation is not mandatory, and, if you choose not to participate, the Chicago Auto Show will not place any beacons in your display. However, we may place beacons around the perimeter of your display.

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2016 Chicago Auto Show Beacon Agreement

The Chicago Auto Show will provide to _____ a beacon messaging program within its booth at the 2016 Chicago Auto Show at an agreed upon pricing Tier. The beacons will interface both actively and passively with the official Chicago Auto Show App (both Android and iOS). This service will be provided from Feb. 13, 2016, through Feb. 21, 2016.

Please select from the following pricing Tiers:

- o Tier I: $1000. 1 Beacon/Zone within display. Aggregate attendee footfall traffic information.
- o Tier II $2500. 2 Beacons/Zones within display – 2 push notifications per day per attendee within Zones. Aggregate attendee footfall traffic information. Specific booth footfall traffic information.
- o Tier III $5000. Up to 5 Beacons/Zones within display – up to 5 push notifications per day per attendee within Zones. Detailed attendee footfall traffic information for event duration.

Please indicate if you would like more information regarding the Dealer Beacon Package

- o Yes, contact me for more information.
- o No, I am not interested in the Dealer Beacon Package.

Upon receipt of signed agreement, the Chicago Auto Show will indicate next steps regarding the beacon messaging program.

Signed:

NAME: _____ (Mark Bilek)

TITLE: _____ (Dir. of Communications & Technology)

COMPANY: _____ (Chicago Auto Show)

DATE: _____

NAME: _____

TITLE: _____

COMPANY: _____

DATE: _____

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