



# 2014 Quick Reference

Media Preview February 6-7 2014 DATES Public Show February 8-17  
First Look for Charity February 7 [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

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| <b>Event</b>      | The 106th Chicago Auto Show.   |
| <b>Background</b> | First staged in 1901, the Chicago Auto Show is the largest auto show in North America and had been staged more times than any other auto exposition in the world.  |
| <b>Producer</b>   | The Chicago Automobile Trade Association   |
| <b>Dates</b>      | <b>Media Preview:</b> Thursday, Feb. 6 -- Friday, Feb. 7<br><b>First Look for Charity:</b> Friday, Feb. 7<br><b>Public Show:</b> Saturday, Feb. 8 – Monday, Feb. 17  |
| <b>Show Hours</b> | <b>Saturday, Feb. 8 – Sunday, Feb. 16:</b> 10 a.m. – 10 p.m.<br><b>Monday, Feb. 17:</b> 10 a.m. – 8 p.m.   |
| <b>Where</b>      | McCormick Place, 2301 S. Lake Shore Dr., Chicago, IL 60616   |
| <b>Admission</b>  | - \$12 for adults<br>- \$6 for seniors and children ages 7 – 12<br>- Free for children age 0 – 6<br><i>Advance ticket sales available at <a href="http://Drivechicago.com">Drivechicago.com</a>. Weekday discount vouchers (\$6 off regular adult admission) available at area new-car dealers and participating banks. Weekday group discounts available.</i>   |
| <b>Exhibits</b>   | North America's largest auto show, the 2014 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, nearly 1,000 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. |

## Connected World Conference®

Presented concurrently within the 2014 Chicago Auto Show, the Connected World Conference is the global expo for connected technologies that are transforming our lives. The only expo that provides access to the players and the products in front of and behind the Internet of Things: discover not only what the devices are, but what makes them tick.

Don't miss this special expo at the Chicago Auto Show in a 20,000-sq.ft. pavilion, designed to create awareness around connected devices within transportation, health/fitness, energy, and home.

For info, [www.connectedworldmag.com](http://www.connectedworldmag.com).

## Media Preview

- Two-Day Media Preview covered by approximately 3,000 registered media and an additional 1,500 invited influencers, shouters and followers.
- MAMA Breakfast Keynote: Bob Carter, senior vice president of automotive operations for Toyota Motor Sales, U.S.A.
- Economic Club of Chicago Luncheon Keynote: Joe Hinrichs, executive vice president and president of the Americas for Ford Motor Co.
- Nissan-sponsored national and international media travel program for key auto journalists, bloggers and influencers.
- Social Media Preview, branded #SMP14, featuring structured events including WOMMA Social Media Award.
- Multiple national and regional television specials.

More info at [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com) and [www.FirstLookforCharity.org](http://www.FirstLookforCharity.org).