



Welcome to the Chicago Auto Show

THE NATION'S LARGEST AUTO SHOW

CHICAGO AUTO SHOW

CHICAGO AUTO

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1 SOUTH

1 SOUTH








2017 Chicago Auto Show
Sponsorship Opportunities








2016 Show Highlights

-  Continues tradition as the Nation's largest and best attended consumer show by maintaining attendance totals despite one fewer public day over past two years. Show returns to 10 day format in 2017.
-  Media Preview features more than 20 global debuts including the Kia Niro, Ram Power Wagon, Nissan Armada, Toyota Tacoma TRD Pro, Chevrolet Trax, Hyundai Santa Fe and Infiniti Q50 among others.
-  The future on display - manufacturers display a dazzling array of 17 concept vehicles.
-  3,200 unique registered media representing 1,200 outlets.
-  16,500 media placements generated.
-  More than 9,100 attendees generate more than \$2.6 million for 18 participating charities at Chicago Auto Show's First Look for Charity.

2016 Show Highlights

-  #CAS16 once again a top trending hashtag directly reaching 40 million people and tallying 25,000 tweets during show period.
-  27,000 mobile app downloads.
-  Beacon program tracks attendees, measures dwell times and delivers more than 100,000 messages from 15 active exhibitors.
-  ABC, NBC, CBS, WGN, Telemundo television specials, 200+ hours of live radio programming, numerous local, national and international news reports, highlight coverage produced from show floor.
-  Attendees select Lexus LC 500 as Best All-New Production Vehicle, Buick Avista as Best Concept Vehicle, Chevrolet Volt as Best Green Vehicle and Chevrolet also grabs Best Exhibit honors in Best of Show Voting.

2016 Show Research Findings

-  65% of attendees surveyed intend to purchase a vehicle within the next year.
-  Show attendees are more influential, better educated and significantly more affluent than the local market overall.
-  Top reasons cited for attendance were “it’s fun and entertaining”, “seeing the new vehicles just coming out”, “compare and shop before visiting dealer” and checking out “concept cars on display”.
-  Attendance continues to be heavily influenced by media partnerships and special offers.
-  Trend of increasing female attendance continues registering 55% male to 45% female over last 5 shows.
-  Loyal following with most attendees visiting every year or every other year.
-  Average experience lasted more than 4 hours.

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

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
 -  Official Show Map Sponsor \$50,000
 -  Economic Club Media Preview Lunch \$35,000
 -  Social Media Wall Sponsor \$35,000
 -  Event Stage Festival Partner \$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



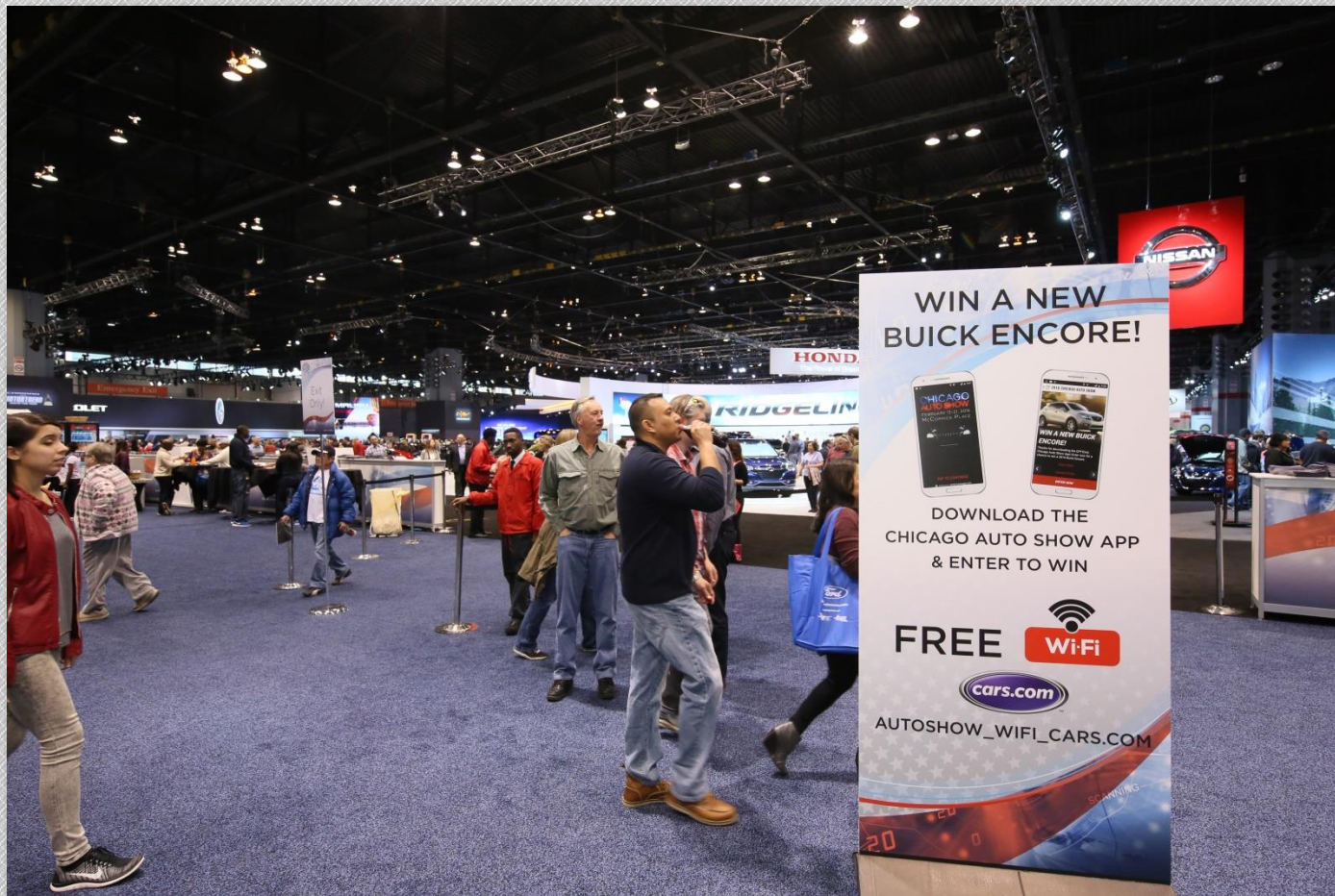
Advertising and Branding



Advertising and Branding



Advertising and Branding



Advertising and Branding

**YOU'RE NOW
CONNECTED,
COURTESY OF**



Like what you see on the show floor?

START SHOPPING!



Advertising and Branding

Auto Show Map
Page 16
Presented by
RAND McNALLY

CHICAGO AUTO SHOW 2016
February 13-21

Lincoln MKX
Jeep Renegade

Official Show Guide
AMERICANS THINK SMALL - A Crossover Revolution Pg. 10
GAME CHANGERS - 5 All-New Vehicles That Impress Pg. 12
THE FUTURE IS NOW - Today's autonomous cars Pg. 28

Download the show app for a chance to win a 2016 Buick Encore! - SEE PAGE 27 FOR DETAILS

OverDryve™
Shift your car into OverDryve™

Visit Rand McNally in the **South Hall**

South Hall

North Hall

Grand Concourse

Parking Lot A
Parking Lot B & C

Test Track Elevator Escalator \$ S/B ATM N+
Aftermarket & Accessories Restrooms Food Service

CHICAGO AUTO SHOW 2016 CHICAGO AUTO SHOW 2016

Consumer Promotions

Get \$5 OFF Weekday Passes*

on a regularly-priced adult admission to the 2016 CHICAGO AUTO SHOW
with minimum 10 gallon fuel purchase.

February 15–19, 2016

HOW TO GET YOUR WEEKDAY COUPON:

1. Buy 10 gallons of fuel and get one \$5 coupon on a Chicago Auto Show Weekday Pass.
2. Coupon available inside with a valid fuel receipt.
3. Present your coupon at the Chicago Auto Show ticket office.

Redeemable February 15–19, 2016. Offer ends February 19, 2016, or while supplies last.



*Offer available only at participating locations. Resale or duplication of the coupon is prohibited. \$5 discount applies to the \$12 regular priced weekday adult admission only.

Consumer Promotions

WEEKDAY
DISCOUNT
COUPON



McCORMICK PLACE

Michael P. M... with
CHAIRMAN OF THE BOARD

C. N...
AUTO SHOW CHAIRMAN

PRESENT THIS COUPON AT THE SHOW'S
BOX OFFICE TO RECEIVE \$5 OFF THE
REGULAR \$12 ADMISSION

Eligible dates:

February 15 thru February 19, 2016

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**

FEBRUARY 13-21 | McCORMICK PLACE

The Nation's Largest Auto Show

ADULTS \$12 KIDS 7-12 & SENIORS 62+ \$7
KIDS 6 and under FREE with paying adult

OPENING WEEKEND COUPONS
\$3 off full-price adult admission
February 13-14


FIFTH THIRD BANK
The curious bank.SM
Visit participating locations for details.

WEEKDAY DISCOUNT COUPONS
\$5 off full-price adult admission
February 15-19


ChicagoLand
NEW CAR DEALERS


Visit participating locations for details.

#CAS16
Get Tickets at the Box Office or
ChicagoAutoShow.com



Consumer Promotions

Get Discount Coupons!*

\$3 Off opening weekend coupons and \$5 Off weekday coupons are available at any Chicagoland or Northern Indiana Fifth Third Banking Center.

Stop in today. Supplies are limited!



**FIND YOUR NEAREST
FIFTH THIRD BANK LOCATION**



*Offers apply to regular \$12 adult admission only. Not valid with any other discount. Eligible dates: \$3 off opening weekend coupon valid only for February 13 & 14, 2016. \$5 off weekday coupons valid February 15 through 19, 2016. Fifth Third Bank, Member FDIC.

Exclusive bank of the 2016 Chicago Auto Show

Activation Concepts



Activation Concepts

XFINITY CONCEPTS

XFINITY FUTURE OF AWESOME CONCEPT VEHICLES AT THE 2016 CHICAGO AUTO SHOW

Concept cars are truly the Future of Awesome and are always some of the most popular attractions on the show floor. XFINITY wants to make sure you don't miss any of these amazing vehicles by offering two great ways to check out the latest concepts and even have the chance to go home with a prize. Snap a photo featuring your favorite concept and share using #XFINITYTour. Present your post at the XFINITY display for a chance to win. If you want to check out all of the great concepts make sure to take part in the XFINITY Future of Awesome Concepts Tour available on the Chicago Auto Show App. Show your screen shot indicating you have completed the tour and you can receive a commemorative XFINITY 2016 Chicago Auto Show hat, while supplies last.

xfinity[®]

Concept cars first appeared at auto shows in 1938 with the Buick Y-Job. A concept car is a prototype made to showcase an idea, test a new styling direction, or highlight advanced technologies. This year's show is sure to feature more than a dozen concept vehicles.



Manufacturers take consumers' wants and needs into consideration when developing concept models. The trend to provide environmentally sound vehicles has been a theme throughout these designs. Many of these vehicles feature hybrid powertrains or are electric vehicles. Others highlight the use of renewable materials or energy-saving technology.

Design and fashion trends are also evident in the interior design and exterior colors of the concept cars. Seats are becoming sleek, and white is being used with darker colors to create a stark contrast in the interior.



The Chicago Auto Show

February 16 · 🌐

Snap a picture of any concept car at #CAS16 and share it via social media with #XFINITYTour. Then head to the XFINITY Lounge and show your post for a chance to win prizes!



#XFINITYTour

👍 Like

💬 Comment

➦ Share

Social Media

 **The Chicago Auto Show**
February 21 · 🌐

#CAS16 fans can stay connected with FREE WiFi, thanks to Cars.com.



#CAS16

 FREE WiFi: AUTOSHOW_WIFI_CARS.COM

Like Comment Share

 **The Chicago Auto Show**
February 17 · 🌐

#CASbuzzteam spreads extra love, with #CASswag giveaways to #XFINITYtour winners on #RandomActsOfKindnessDay!



Like Comment Share

Chicago Auto Show @ChiAutoShow · Feb 19

Vote for your favorite classic car at #CAS16 & you could win a Shell gas gift card! bit.ly/1QheM2c



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Public Relations



Sponsors Line Up to Reach Consumers

Based on sheer size and attendance, there's little doubt that Chicago is the nation's consumer auto show. In fact, every mainstream automaker will be on display this coming February at McCormick Place. Because of that, consumer-facing sponsors are lining up to participate in the Chicago Auto Show. The roster of sponsors includes State Farm, Fifth Third Bank, Shell, Cars.com, Chicago Tribune and new sponsors, Rand McNally and Comcast Xfinity.

"More important than their financial impact on the show's bottom line is the activation each sponsor brings to the show and the fact that the sponsors improve the experience for show attendees," said Tim McBride, director of sponsorship and marketing for the Chicago Auto Show. The show's three premier partners lead the way with both on-site and in-market show-focused campaigns. Longtime sponsor State Farm returns with its attendee-favorite Garage experience, Better State help center and adds to the lineup a customer lounge for 2016.

"Fifth Third Bank will again enjoy sponsorship and activation at the 2016 Chicago Auto Show," said Robert A. Sullivan, CEO & regional president, Fifth Third Bank (Chicago). "Our partnership with the Chicago Auto Show has provided us with an exceptional way to promote both our brand and our commitment to serving Chicagoland consumers and communities, as well as enjoy new, significant consumer and auto dealer business acquisition." Fifth Third Bank enjoys status as exclusive bank of the show, along with lead sponsorship position as a Grand Benefactor of the opening night, First Look for Charity, and an interactive exhibit space where bankers and promotional team members enjoy connection with show guests. Fifth Third Bank helps drive excitement for the show with special opening weekend discount campaigns and an interactive exhibit, while also serving as a Grand Benefactor of the First Look for Charity preview night.

Shell continues as the retail partner of the popular market-wide Weekday Discount Coupons program and engages attendees at the show where consumers can win prizes and earn discounts at Shell Fuel Rewards Network-themed displays. Over the last several years State Farm has had enormous success at the Chicago Auto Show and we have increased our consumer engagement activities within our space as a result. We try to create an environment that compliments all of the show's experiences so that consumers see State Farm as the solution for all their insurance needs," said Tamara Harvell, State Farm Sponsorship senior project lead.

First Look for Charity



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:

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Chicago Automobile Trade Association

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