



# 2010 Chicago Auto Show Press Kit



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# Welcome to the 102<sup>nd</sup> Chicago Auto Show

Dear Media Member:

The nation's largest auto show is fast approaching and we want to make sure you have the information you need to cover it properly. Media preview is Wednesday and Thursday, February 10-11. First Look for Charity will be held on Thursday, February 11 from 6:30 – 10: 30 p.m. Gates open for the public show at 10 a.m., Friday, February 12 and close at 8 p.m. on Sunday, February 21.

This online press kit will be updated regularly and contains Chicago Auto Show information, fast facts, news articles, story ideas, images, and graphics. Continuous updates will be available for download in the Media Info section of the Chicago Auto Show Web site (<http://www.chicagoautoshow.com/mediaaccess/index.asp>).

This year we are making it easier than ever to report on the Chicago Auto Show. After each press conference, we'll post an "information capsule" that contains video, still photography, manufacturer press release, CAS press release, and CAS capsule release. Information capsules will reside in the online newsroom, which can be found in the Media Info section of the Chicago Auto Show Web site.

As usual, the team will be in the Media Center, which is located in room N426 of McCormick Place to answer any questions you might have or to arrange for executive interviews with auto show chairman John Phelan, CATA Chairman Kevin Mize, CATA President Dave Sloan, or Co-General Manager Jerry Cizek III.

Thank you for your interest in the 2010 Chicago Auto Show. Please don't hesitate to ask for any additional information.

Best Regards,

Paul Brian  
Director of Communications  
PaulBrian@drivechicago.com

At the show starting Feb. 5<sup>th</sup>  
312-791-6606  
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## Show Quick Reference

<b>Event:</b>	The 2010 Chicago Auto Show, the 102 <sup>nd</sup> Chicago Auto Show
<b>Producer:</b>	The Chicago Automobile Trade Association
<b>Dates:</b>	Media Preview: Wednesday - Thursday, February 10-11 First Look for Charity: Thursday, February 11, 6:30-10:30 p.m. Black tie. Tickets \$225 benefiting 18 Chicago area charities Public Show: Friday, February 12 - Sunday, February 21
<b>Where:</b>	McCormick Place, Lake Shore Drive at 23 <sup>rd</sup> Street
<b>Hours:</b>	10 a.m. to 10 p.m. February 12-20; 10 a.m. to 8 p.m. February 21
<b>Web site:</b>	<a href="http://www.ChicagoAutoShow.com">www.ChicagoAutoShow.com</a>
<b>Admission:</b>	\$11 for adults; \$7 for children 7-12, children 6 and under free when they accompany a paying parent; senior citizens age 62 and older, \$7. Advance ticket sales available online at <a href="http://www.DriveChicago.com">www.DriveChicago.com</a> . Weekday discount tickets (\$4 off the regular adult admission) available at area new-car dealers and from participating banks. Weekday group discounts are available.
<b>Exhibits:</b>	The nation's largest auto show, the 2010 show spans over one million sq. ft. of the McCormick Place complex. Multiple world and North American introductions and a complete range of domestic and imported passenger cars and trucks; sport utility vehicles, experimental and concept cars. In addition to the vehicles on display, show patrons will find numerous aftermarket, accessories and auto-related exhibits, competition vehicles, antique and collector cars
<b>Women's Day:</b>	Tuesday, February 16. Admission price is \$7 for all women. Manufacturers will present special women-oriented programs on vehicle purchasing, leasing, maintenance, upkeep and sports activities.
<b>Chicago Auto Show Food Drive:</b>	Wednesday, February 17 - Friday, February 19. Show patrons who bring three cans of food, donated to the Chicago Christian Industrial League, will be admitted for \$7.
<b>Hispanic Day</b>	Friday, February 19, sponsored by Telemundo. For more information, visit <a href="http://www.telemundochicago.com/index.html">http://www.telemundochicago.com/index.html</a>
<b>Appearances:</b>	As scheduled appearances by sports, radio, TV and screen personalities. Please check Web site for daily times and locations.
<b>Background:</b>	First staged in 1901, the Chicago Auto Show is the largest auto show in North America and has been staged more times than any other auto exposition. 2010 marks the show's 102 <sup>nd</sup> edition.
<b>Accessibility:</b>	Easily reached by car or public transportation. Extensive shuttle bus service operates from many area parking lots to-and-from McCormick Place. <u>Weekend only</u> shuttle service operates from the Millennium Park underground garage.

*Special Days and events are subject to change. Please check the Web site, [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)*

**NOTE: OVERALL RELEASE**

## **Scratching Your Automotive Itch!** ***102nd Chicago Auto Show Set for Feb. 12-21 Run***

Feeling the need more excitement in your life? Has your automotive relationship become boring, without the fire and sparks you had at the beginning? Do you crave the passion of the convertible, but feel constrained to keep the relationship with your 4-door sedan? Is the reliability and devotion to frugality from your econobox in constant competition with the siren song of something racy, curvy and utterly frivolous?

Well, pssst—Here's a secret. As they say everywhere from eHarmony to Match.com: "It's OK to look!" But how do you know what's right? Where do you turn? It's simple. The Chicago Auto Show, Feb. 12-21, is poised to give show goers the ability to test their compatibility on at least 29 different levels.

In a time when everything appears to be going virtual, the auto show remains a tool that is valued far beyond its electronic counterparts. The visual, tactile and social components of massive displays that assault the senses will again delight and motivate huge crowds who visit McCormick Place for this year's edition of the Chicago Auto Show, Feb. 12-21.

"There's no single element or event considered to be the most effective sales tool in the automotive purchasing process," says John Phelan, chairman of the 2010 edition of the nation's biggest automotive exposition. "But the concept of the auto show has proven itself to be one of the best--and nowhere else is that concept executed better than right here in Chicago."

The Windy City's expansive lakefront exposition center will feature the industry's latest range of vehicles during the show's 10-day run and include cars, trucks, concepts, sport utility, crossover and competition vehicles, all available for side-by-side comparison for those in the market or simply to drool over by those seeking a diversion from the winter doldrums.

"The other critical component is the simple enjoyment of going to a family-oriented event," says auto show co-chairman Kevin Mize, who also is the current chairman of the Chicago Automobile Trade Association. "It's a terrific value for a family to visit the show, and in times like these, value is always a consideration. Additionally, we never lose sight of the fact that the second word in 'auto show' is 'show'! A family can have a great time together and enjoy it on a variety of interest levels."

Phelan concurred with Mize, saying: "You'd expect to see families at our show, but one of the really fun parts for us is the generational aspect. I can remember coming to the show as a boy with my father and now I look forward to my children and grandchildren visiting. This is a wonderful Chicago tradition. Two generations of the same family coming to the show is commonplace, with three not unusual at all, as well. We enjoy a history and tradition in Chicago that dates back to 1901."

The show's expansive displays will allow patrons to comparison shop with a short walk rather than having to drive from dealership to dealership. Additionally, information gathered by many prospective buyers on the Internet can be augmented by talking to product specialists and sales people who populate the displays. Inquisitive show visitors might find it interesting to discover that the people from one manufacturer also know a great deal about the competition in order to help the decision process move down the line.

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## **Admission**

Tickets for the auto show are \$11 for adults; \$7 for children 7-12, children 6 and under free when they accompany a paying parent; senior citizens age 62 and older, \$7. Advance ticket sales available online at [www.DriveChicago.com](http://www.DriveChicago.com). Weekday discount tickets (\$4 off the regular adult admission) available at area new-car dealers and from participating banks. Weekday group discounts are available.

## **Special Days**

While always a great value for the price, the 2010 Chicago Auto Show will again offer special weekday price reductions for a reduced rate, such as Women's Day, Tuesday, February 16. Admission price is \$7 for all women. Manufacturers will present special women-oriented programs on vehicle purchasing, leasing, maintenance, upkeep and sports activities.

Chicago Auto Show Food Drive will be held Wednesday, February 17 - Friday, February 19, Show patrons who bring three cans of food, donated to the Chicago Christian Industrial League, will be admitted for \$7.

Additionally, the Chicago Auto Show has partnered with local organizations to offer Weekday Discount coupons to the 2010 Chicago Auto Show that can be redeemed for \$4 off a full-price adult admission to the Chicago Auto Show on Friday, February 12 and Monday, February 15 through Friday, February 19.

Show patrons can obtain coupons at the following participating locations:

- CATA Member New-Car Dealers (while supplies last)
- Chicagoland State Farm Insurance Offices (while supplies last)
- Chicagoland Shell Gas Stations, with \$15 purchase. (while supplies last)

Patrons can also use specially marked Pepsi cans to obtain the Weekday Discount. The Pepsi can showing the promotion must be brought to the Chicago Auto Show at McCormick Place to be redeemed. Special redemption desks will be located adjacent to the two ticket box office locations where the can will be redeemed for a coupon good for one \$4 discount off the regular adult admission ticket.

**Web Site:** [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

The auto show's extensive Web site is a landslide of information for anyone heading to the show or in need of information about it. Everything from ticket prices to parking; from live Web cams to Chicago Transit Authority routes and schedules; from our history to detailed maps of the show floor, it's all there on [www.ChicagoAutoShow.com/](http://www.ChicagoAutoShow.com/)

"Our site provides a wealth of options for anyone heading to McCormick Place for the show," said Jerry Cizek, co-general manager of event. "Not only is it a great resource for information, but it's convenient, too. We even make it simple to avoid box office lines by offering tickets online, too. Patrons can print them at home as you would an airline boarding pass and make your auto show experience almost effortless."

Tickets purchased online are valid for any public day of the 2010 Chicago Auto Show, Feb. 12-21. Online ticket sales will conclude at 6:00 p.m., February 21, 2010 and are not refundable.

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## ***102 Editions and Still Running Strong***

Why is the auto show such a success? What keeps people returning year after year?

“It’s a combination of factors,” concluded show chairman Phelan. “But mainly I think it’s because it’s a fun day with the family at an affordable price. We connect with our audiences on so many levels. Whether it’s searching for that new vehicle, enjoying the fantasy of the exotic cars, the spectacle of incredible exhibits—some even where you can take a ride on an off-trail track—with astounding graphics, colors and sounds, it’s just plain fun. Family memories are made and renewed on our show floor every year.”

Co-chairman Kevin Mize added: “When making the decision for what many consider to be their second biggest investment, the Internet is clearly a useful tool, but there’s nothing that compares to the ‘laying on of hands’—and eyes—to pique the interest of consumers and turn potential buyers into happy new-car owners. That’s the magic that’s made the Chicago Auto Show a hit with Chicagoans for more than a century and for many years to come.”

-end-

## Chicago Auto Show Tickets Available Online

The Chicago Auto Show was a pioneer in its field when ticket sales were made available to the public online. The response from consumers has been phenomenal. Tickets may be purchased using Visa, MasterCard, or American Express at <http://www.ChicagoAutoShow.com>.

“Online ticket purchasers will have the convenience of immediate entry to the show in three convenient locations and won’t have to wait in ticket lines with their cash or credit cards,” said Chicago Auto Show Co-General Manager Jerry Cizek. “Soon it may be possible to transmit bar codes for show admission directly to cell phones and PDAs.”

Patrons of the annual automotive expo will again be able to purchase and print out their tickets to the show from the comfort of their own home by simply navigating their browser to the DriveChicago.com Web site. Each credit card purchase will generate a unique bar code that attendees can print out at home and present at any entrance at the show.

All entrances will be equipped with scanner technology to read the bar codes and admit patrons. The scanner will receive information real-time and deactivate codes once they’re used to protect against fraud.

“Part of our mission is to attempt every means possible to make the auto show experience a good one for each of our patrons,” said Cizek. “I think this program fulfills that goal for many.”

The 2010 Chicago Auto Show will open to the public February 12 and run through February 21. Show hours are 10 a.m. to 10 p.m. (February 12-20) and 10 a.m. to 8 p.m. (February 21).

## Chicago Automobile Trade Association Quick Facts

- Founded in 1904, the Chicago Automobile Trade Association (CATA) is the nation’s oldest and largest metropolitan dealer organization.
- The CATA is comprised of more than 425 franchised new-car dealers and an additional 150 allied members. The group’s dealer members employ approximately 19,000 people in the metropolitan area.
- CATA dealerships contribute to the state, county and city tax base with gross receipts of approximately \$5.6 billion in new car sales alone; \$9.6 billion in new, used, parts and service. The extended impact of tax base contribution through CATA dealership employees make this group one of the largest tax constituencies in the city and state.
- The CATA’s mission is to promote and maintain honesty and dependability; employ truth and accuracy in dealer advertising; strive to constantly improve business methods and ethics; and maintain fair competition to serve both dealer and customer.
- While the Chicago Auto Show was first staged in 1901, the CATA has produced the world famous Chicago Auto Show since 1935.
- The 2010 Chicago Auto Show is the 102<sup>nd</sup> edition.
- Manufacturers from around the world consider the Chicago Auto Show as North America’s most significant consumer exposition.
- The auto show’s annual First Look for Charity black-tie preview raises about \$2 million annually for 18 area charities, making it one of the city’s largest single-day fundraising events.

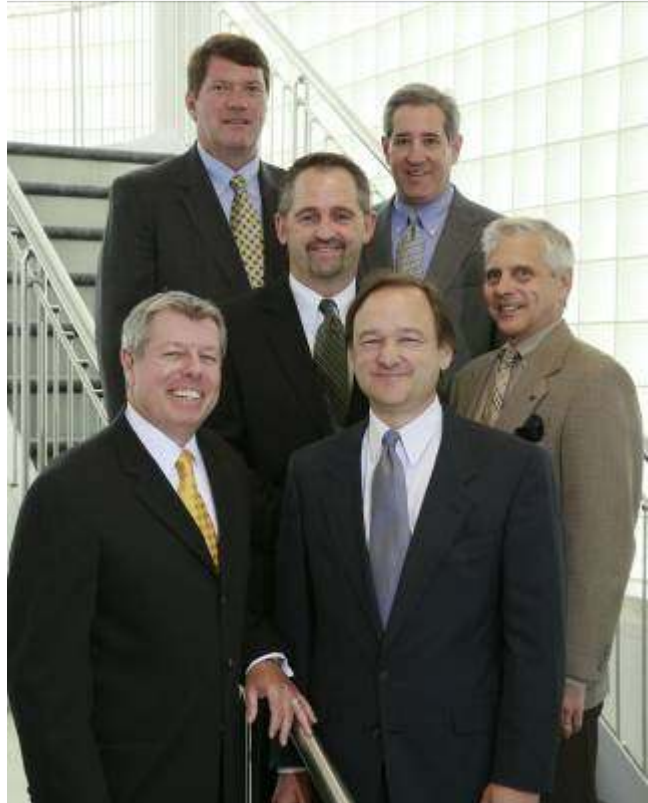
## CATA Officers

The Chicago Auto Show has been produced by the Chicago Automobile Trade Association (CATA) since 1935.

CATA Officers for the 2009-2010 fiscal year include:

- **Kevin Mize** of O'Hare Honda and O'Hare Hyundai in Des Plaines, Ill., **Chairman**
- **Steve Foley, Jr.** of Steve Foley Cadillac, Bentley, Rolls-Royce in Northbrook, Ill., **Vice Chairman**
- **Mike Ettleson** of Ettleson Cadillac-Buick-GMC in Hodgkins, Ill. and Ettleson Hyundai in Countryside, Ill., **Treasurer**
- **Kurt Schiele** of Elmhurst BMW, Jaguar of Elmhurst, and Elmhurst Toyota-Scion in Elmhurst, Ill, **Secretary**
- **John Phelan** of Jack Phelan Chevrolet in Lyons, Ill. and Jack Phelan Dodge-Suzuki in Countryside, Ill., **Chicago Auto Show, Show Chairman**

Founded in 1904, the CATA includes nearly 425 franchised new-car dealers and an additional 150 allied members in the Chicago and northwest Indiana metropolitan area. The organization's dealerships employ approximately 19,000 people.



Front row: 2010 Chicago Auto Show Chairman John Phelan, Jack Phelan Chevrolet, Lyons, Ill. and Jack Phelan Dodge-Suzuki, Countryside, Ill.; CATA Chairman Kevin Mize, O'Hare Honda and O'Hare Hyundai, Des Plaines, Ill.; Second row: Kurt Schiele, Elmhurst BMW, Jaguar of Elmhurst, and Elmhurst Toyota-Scion, Elmhurst, Ill., secretary; and Jerry H. Cizek III, co-general manager, Chicago Auto Show; Back row: Steve Foley Jr., Steve Foley Cadillac-Bentley and Rolls-Royce, Northbrook, Ill., vice chairman; and Mike Ettleson, treasurer, Ettleson Cadillac-Buick-GMC, and Ettleson Hyundai, Hodgkins, Ill. **NOTE:** This photo is available in high resolution jpg format in our stock images library online.

## Key Staff Contact List

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## Celebrating 37 Years of Excellence *Cizek's CATA Legacy*

Retiring after a 37-year tenure with the group, Jerry H. Cizek III has served as president of the Chicago Automobile Trade Association (CATA) and Chicago Auto Show general manager since 1988. As one of only six general managers in the 109-year history of the Chicago Auto Show, Jerry has been a driving force behind the show's growth and success, and has left an indelible mark of excellence on the association of new-car dealers in Chicagoland.

Even before he could drive, Jerry chased parts in the service department of his grandfather's Chrysler dealership. After graduating from Bradley University's business school, he returned to dealership work until he was offered a field representative position with the Chicago Automobile Trade Association. Jerry's job at the time was to visit dealers in the area, getting in face time and answering questions, usually with his catchphrase "I don't know, but I know where to find out."



Jerry's achievement as the CATA President and Auto Show general manager is apparent in the way the show has progressed over the years. Since his installment in 1988, the operation has grown by leaps and bounds. In fact, much of the show's great reputation with consumers and exhibitors alike is linked to his philosophy of, "making the show the best product possible in the best venue anywhere."

Under Jerry's guidance, the show moved from what is now known as the Lakeside Center (East Building) to the new 840,000 sq. ft. South Building in 1997. Then in 2005, the show boldly added the North Building, as well. When manufacturer budgets were especially tight in 2009, Chicago pioneered the shared media stage arrangement, making news events more affordable for automakers.

Concurrent with the successes of the auto show, the CATA grew more active than ever as an advocate and year-round asset for its members. Cizek was instrumental in the formation of the Secretary of State's Advisory Board and a similar group convened to address dealer and consumer issues such as advertising regulations with the Illinois Attorney General's office.

The association moved to its new Oakbrook Terrace headquarters in 1997, giving the group its first permanent home. The building provides ample room for members, manufacturers and media associations to hold seminars, training sessions and meetings year-round.

***Editor's note:*** We extend our thanks and congratulations to Jerry for his three-and-a-half decades of service and leadership. We wish him all the best as he retires, and hope to see him at the Chicago Auto Show for many years to come.

## **Fun Facts**

### ***Chicago Auto Show by the Numbers***

10,340,000	Total pounds of freight (est.)
8,340,000	Pounds of freight unloaded & spotted the first night (16 hours)
2,184	Number of semi-trucks to fill McCormick Place
1,700	Dedicated professional carpenters, decorators, teamsters, riggers, electricians, cleaners, porters, crate handlers, stage hands and official contractor personnel
1,300	Hoist motors for lighting trusses
1,097	Tractor trailers total
866	Number of Starbucks that could fit into McCormick Place
400	Semi Tractor Trucks unloaded in the first 16 hours of the targeted freight move-in
158	Total number of forklifts
68	Three-man crews to handle freight the first night
50	Boom lifts
40	Scissors lifts
25	Willis (Sears) Towers on the floor! (By footprint, not height.)
7	Days to set up the entire show
6	Number of exhibits worked around the clock for 3 days to be set for the first day of the show's media preview
4	Hours taken to remove the cars from the show floor when it closes
2	Days to completely clear the McCormick Place show floor upon closing
1	Ranking of Chicago as North America's biggest auto show

## First Look for Charity Overview

Eighteen Chicago area charities will benefit from more than \$2 million expected to be raised by a black-tie gala held in conjunction with the 2010 Chicago Auto Show. Now in its 19th year, First Look for Charity is held the evening before the auto show opens to the public.

The coming "First Look" event, on Feb. 11, gives benefactors the chance to see nearly 1,000 new vehicles on display amid an elegance not present when the multitude converge on McCormick Place during the auto show's 10-day consumer run, Feb. 12-21.

Benefactors in attendance also have the chance to win a 2010 Chevrolet Equinox.

Nearly 10,000 ticket holders at the charity gala will be treated to hors d'oeuvres; champagne, wine, beer and soft drinks; and special entertainment presented by the automakers in their displays. First Look has become one of the special events on the winter schedules of Chicago socialites and car buffs.



Chicago Auto Show's First Look for Charity

The 18 organizations participating in this year's First Look for Charity represent a wide variety of causes. Some operate on a global level; others, locally. The charities receive all the proceeds from the event, and all those proceeds are used in their efforts in the Chicago area.

Benefiting charities involved in this year's First Look for Charity are: Advocate Hope Children's Hospital; Autism Speaks; Boys & Girls Clubs of Chicago; Campagna Academy; Cancer Health Alliance of Metropolitan Chicago; Catholic Charities of the Archdiocese of Chicago; Catholic Charities, Diocese of Joliet; Children's Memorial Hospital; Clearbrook; and the Evans Scholars Foundation.

Also, Franciscan Community Benefit Services; the Ray Graham Association for People with Disabilities; Misericordia Heart of Mercy; National Multiple Sclerosis Society; the Respiratory Health Association of Metropolitan Chicago; Spina Bifida Association of Illinois; St. Coletta's Foundation of Illinois; St. James Hospital and Health Centers; and the Jesse White Tumbling Team.

Tickets to the event are \$225 each and can be ordered by telephone at 708-237-6444 or online at [www.chicagoautoshow.com](http://www.chicagoautoshow.com). Benefactors may indicate which charity or charities they want their donation to benefit. Of each ticket, \$165 is tax-deductible as a charitable expense.

## Getting to the Show

Whether visitors choose to arrive by bus, train or car, all roads lead to the Chicago Auto Show.

### ***By Car***

- FROM INDIANA Via the SKYWAY: Take the Indiana Tollway, I-90 West, to the Chicago Skyway, to the local traffic lanes of the Dan Ryan Expressway, I-94 West to the Stevenson Expressway, I-55, North to Lake Shore Drive South, and follow the signs to McCormick Place.
- FROM INDIANA Via I-80/I-94: Exit I-80/I-94 on the Bishop Ford Expressway and proceed to the Dan Ryan Expressway, I-94 West to the Stevenson Expressway, I-55, North to Lake Shore Drive South, and follow the signs to McCormick Place.
- FROM the NORTH, NORTHWEST or O'HARE AIRPORT: Take the Edens Expressway, I-94, East to the Kennedy Expressway, I-90, East to the Dan Ryan Expressway, I-94 East. Continue east on the Dan Ryan, keeping to the right, exit North on the Stevenson Expressway, I-55, to Lake Shore Drive South and follow the signs to McCormick Place.
- FROM the NORTHWEST or O'HARE AIRPORT: Take the Northwest Tollway, I-90, East to the Kennedy/Dan Ryan, I-94, East to the Stevenson Expressway, North, I-55, to Lake Shore Drive South and follow the signs to McCormick Place.
- FROM the WEST: Take the Eisenhower Expressway, I-290, East to the Dan Ryan, I-94, East. Keep to the right and exit on the Stevenson Expressway, I-55 North. Proceed to Lake Shore Drive South and follow the signs to McCormick Place.
- FROM the SOUTH: Take the local traffic lanes on I-94 West, the Bishop Ford Expressway, to the Dan Ryan, I-94, West to the Stevenson Expressway, I-55 North to Lake Shore Drive South and follow signs to McCormick Place.
- FROM the SOUTHWEST or MIDWAY AIRPORT: Take the Stevenson, I-55, North to Lake Shore Drive South and follow the signs to McCormick Place.  
CTA Bus - Chicago Transit Authority bus routes will provide service to the 2010 Chicago Auto Show at McCormick Place from Friday, February 12 through Sunday, February 21 during all open show hours.

### ***Public Transportation***

Two existing CTA bus routes - #3 King Drive and #21 Cermak - provide direct service to McCormick Place daily. #3 buses serve North Michigan Avenue and the South Side every seven to 15 minutes. #21 buses serve the West Side from North Riverside Park Mall every 10 to 15 minutes, and 20 minutes later evenings. Red Line customers can transfer to #21 buses at the Cermak-Chinatown station.

For bus customers who use CTA fare media, cash fares are \$2.25. Transfers are not available for customers paying fares in cash. For customers who use CTA's Chicago Card or Chicago Card Plus, the bus fare is \$2.00 and the rail fare is \$2.25. For CTA Chicago Card/Chicago Card Plus customers, the first transfer is an additional 25 cents and the second transfer is free. The fare for bus customers who use a magnetic strip transit card is \$2.00.

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The fare for rail customers with a transit card is \$2.25. Customers paying with cash must have exact fare. Dollar bills may be used and larger bills (such as \$5 or \$10) may be used when

paying for more than one person but operators do not make change. CTA fares are separate from Metra. For further information about CTA service, call 1-888-YOUR-CTA or visit the CTA web site at <http://www.transitchicago.com>.

METRA Train - Metra service from the north, west and southwest suburbs connects to McCormick Place via CTA bus (see above).

Metra Electric Line service from the Loop and southern suburbs and South Shore service from northeast Indiana stops on the lower level of McCormick Place. Parking at Metra and South Shore stations is best in the evenings and on weekends. Metra offers a \$5.00 round-trip pass on weekends.

For all schedule and fare information call RTA Travel Information at 836-7000 (all local area codes) or visit <http://www.rtachicago.com/>.

PACE Bus - Pace will provide service to the 2009 Chicago Auto Show at McCormick Place from Friday, February 12 through Sunday, February 21 during all open show hours.

For Pace customers, fares are \$1.75 for adults and free for children of seven years and younger. Seniors of age 65 and older also receive free fares with an RTA card. Transfers are an additional 25 cents. For all schedule and fare information call Pace Travel Information at 847-364-7223 or visit <http://www.rtachicago.com/>.

## Handicapped Accessibility

McCormick Place offers many services to Chicago Auto Show visitors with disabilities. Handicapped parking is available in all McCormick Place parking garages and lots. McCormick Place Lot A is a parking garage with an adjacent surface lot that offers many handicapped spaces.

In addition to handicap parking spaces, Valet parking is available at the Hyatt Hotel lot adjacent to McCormick Place.

All outside entrances to the Chicago Auto Show have push-button doors and ramps for show patrons with wheelchairs. Once inside McCormick Place, the entire show floor is accessible by elevators.

Scooter and wheelchair rentals are available by contacting Scootaround's toll-free hotline at 1-888-441 7575. Visitors may also submit a rental inquiry online via [www.scootaround.com](http://www.scootaround.com) or by fax at (204) 478-1172. Scooter rentals are \$40.00 a day and wheelchair rentals are \$15.00 a day. Scootaround is happy to accept VISA or MasterCard.

Scootaround is located at Gate 4 of McCormick Place (west end of the Grand Concourse). While Scootaround will make every effort to accommodate visitors' needs, advanced reservation is encouraged.

## Parking

The 2010 Chicago Auto Show will be held at McCormick Place, which is located at Lake Shore Drive at 23rd St., Chicago, IL 60616. Navigation system users will want to use the following street address: 2301 South Martin Luther King Drive, Chicago, Illinois, 60616.

There is extensive shuttle bus service from all area parking lots to and from McCormick Place. Weekend-only shuttle service is available from the Millennium Park underground lot. Shuttles stop in 10-15 minute intervals near Columbus/Lower Randolph and at Gate 3 at McCormick Place. Parking facilities are not operated by the Chicago Auto Show.

### ***Parking Lot Shuttles***

Extensive shuttle bus service is offered from all area parking lots to and from McCormick Place at 10-15 minute intervals. Weekend-only shuttle service is offered from the Millennium Park underground lot.

#### **Millennium Park Lot:**

- Shuttles on weekends only (Feb. 13-14, 20-21)
- 10 a.m. – 11 p.m.
- Pick up: Front entrance of Millennium Park Lot, Lower Randolph/Express Lane
- Drop off/Return: McCormick Place South Building, Gate #2

#### **Soldier Field Lot:**

- Shuttles available Feb. 12-21
- 10 a.m. – 11 p.m.
- Pick up: Soldier Field, Center Aisle, 18th St.
- Drop off/Return: Gate #27, Grand Concourse, Lower Level

#### **31st St. Lot:**

- Shuttles available Feb. 12-21
- 10 a.m. – 10:30 p.m.
- Drop off/Return: Gate # 26 (Lower Grand Concourse)

#### **Exhibitor Hotel Shuttle (Credential required):**

- Shuttles available Feb. 10-11, 12-21
- 7 a.m. – 7 p.m. on Feb. 10
- 7 a.m. – midnight on Feb. 11
- 8 a.m. – 11 a.m. & 7:30 p.m. – 10:30 p.m.\* on Feb. 12-21. (7:00 p.m. – 9:00 p.m. on Feb 21)
- Pick up: Sheraton Chicago Hotel & Towers (Convention entrance)
- Drop off/Return: McCormick Place South Building, Gate #3

## Parking Map

A detailed layout of McCormick Place parking is available at <http://mccormickplace.com/pdf/TransportationGates-07-07-001.pdf>

## TV Specials from Show Floor

While many will be riveted to their TVs for the 2010 Winter Olympics, they'll be able to take a break from the breakneck speeds of the Giant Slalom to those who are taking a similar slalom through the aisles of McCormick Place during the auto show. This year's NBC5 Chicago Auto Show special will enjoy a huge lead-in audience of those watching the games from Calgary with even more Olympic coverage on the back end of the special.

"The Olympic Games positioning on NBC5 is terrific for us and those who love cars," said show chairman John Phelan. "And it's a great way to give everyone a heads up about what's going on for the full public run of the show. We're all about bringing people into McCormick Place to view what our industry has built and is selling. What better way to tempt them than to give them a High Definition view of one of the city's great events?"

NBC5's Brant Miller, LeeAnn Trotter, Ginger Zee, Paula Faris, Matt Rodewald and Charlie Wojciechowski will cover the show wall-to-wall in "gold medal" fashion.

Look for the NBC5 team to cover the hottest car exhibits, family fun at the auto show, hybrids and car buying tips. Throughout the special, the multiple Emmy award winning team will follow new car buyers as they cruise the floor of the nation's biggest auto show. Again this year, viewers at home will have a chance to win prizes as they watch the live show on NBC5! The Chicago Auto Show special will also be streamed live on [www.nbcchicago.com](http://www.nbcchicago.com)

The hour-long special, live from McCormick Place and in HD, will air Saturday, Feb.13 at 6 p.m. with an encore telecast at noon on Sunday, Feb.14.

Plans are also underway for Telemundo Chicago's Auto Show special and presentation of the 4th annual Telemundo Hispanic Day. The special will air and encore opening weekend of this year's show and will be followed by Hispanic Day planned for Friday, February 19. Look for the return of hosts Oscar Guzman and Nelly Carreño to again take Spanish language viewers to all that is new at the 2010 Chicago Auto Show. The entire Telemundo Chicago team is looking forward to the 2010 Chicago Auto Show!

-end-

## Frequently Asked Questions

### ***What are the hours of the Chicago Auto Show?***

The Chicago Auto Show runs 10 days, Feb. 12-21. Show hours are 10 a.m.-10 p.m. Feb. 12-20, and 10 a.m.-8 p.m. on the final day, Feb. 21.

### ***How do I purchase tickets?***

Tickets can be purchased at the box office of McCormick Place or online at <http://www.ChicagoAutoShow.com>.

### ***If I purchase tickets online, is my credit card information secure?***

Yes, all credit card information is secured by VeriSign. After submitting your credit card information on the Web page, it will no longer be accessible by another individual or computer.

### ***How do I print my tickets?***

Each printed ticket will possess a unique bar code to be scanned upon entering the show. Before purchasing your tickets on-line, make sure that you have full access to a working printer. Once your transaction is complete, the tickets must be printed from the current screen. You will be able to reprint your tickets, but each barcode is good for only one admission.

### ***Will I need to bring these tickets to the show?***

Yes, you will need to bring your printed tickets to the show. If you forget to bring your tickets, you must go to the Chicago Auto Show office in Room S401. Once a replacement ticket is issued, the original ticket is no longer valid for entry.

### ***What entrance will accept these tickets?***

All entrances will accept tickets. Those entrances are:

- Level 1, West Lobby South Building (adjacent to Gate 2)
- Level 3, Grand Concourse
- Level 2, North Building

### ***How do I purchase group packages?***

Group packages can be purchased online under Group Tickets, or using the online form available at <http://www.chicagoautoshow.com/school/groupsales.asp>. Ticket orders can also be placed through Donna Young, at 630-495-CATA (2282)

### ***Are group tickets good for any day admission?***

No, Group tickets may be purchased for weekday admission only.

### ***Can I get tickets from my local auto dealer?***

No, tickets for the auto show cannot be purchased from your local dealer. All ticket purchases must be made at the box office or online. However, you might want to check with your local dealer for complimentary or weekday discount tickets. There is no guarantee that they will be available, but limited quantities are available (as supplies last) from some dealers.

## **Media Advisory**

### ***Official Hotel***

It's not over the river and through the woods, but it is just across the river from where we've been staying in the past. We're pleased to announce our 2010 Chicago Auto Show Official Hotel will be the Chicago Sheraton Hotel and Towers at the Chicago River (North side of the river, guess they're Cub fans there).

The Sheraton Chicago is conveniently located for easy access to McCormick Place, the Grand Ave./Illinois St. corridor, and the busy Michigan Ave. "Magnificent Mile". The recently renovated Sheraton Chicago is offering Chicago Auto Show media, exhibitors, and attendees a fabulous rate and wonderful add-ons.

For \$115 guests receive a traditional room, complimentary in-room Internet access, complimentary health club and pool access, complimentary local paper, use of the complimentary McCormick Place Shuttle and Double Starwood Preferred Guest points. Room rates are subject to availability, shuttle service is based on pre-set schedule. For more information, visit

<http://www.sheratonchicago.com/downloads/factsheet.pdf>

Sheraton Chicago Hotel and Towers

301 East North Water St.

Chicago, IL 60611

312-464-1000 (mention booking code AUTO.)

<http://www.starwoodmeeting.com/Book/chicagoautoshow2010>



# Floorplan

Once finalized, floorplans will be available for download in the 2010 Chicago Auto Show image gallery. <http://www.chicagoautoshow.com/media/onlinenewsroom/index.asp>

# Stock Images

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## 2010 Chicago Auto Show Photography:

The following images are located in the “Logos, Personalities & McCormick Place.”



2010 Chicago Auto Show Logo



2010 Chicago Auto Show Logo



Chicago Automobile Trade Association Logo



DriveChicago Logo



OICA Logo



Dave Sloan, CATA President & Chicago Auto Show co-general manager



Jerry Cizek III, Chicago Auto Show co-general manager



John Phelan, Chicago Auto Show Chairman



Kevin Mize, CATA Chairman



Co-General Manager Jerry Cizek III and Show Chairman John Phelan



CATA Officers (see pg. 5 for photo caption ID)



McCormick Place (©Chicago Convention & Tourism Bureau)



McCormick Place (©Chicago Convention & Tourism Bureau)



McCormick Place (©Chicago Convention & Tourism Bureau)



McCormick Place (©Chicago Convention & Tourism Bureau)



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***The following images are located in "First Look for Charity – Media."***



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity

***The following images are located under "Historic Images."***



1901 Chicago Auto Show



1901 Chicago Auto Show



1903 Chicago Auto Show



1938 Chicago Auto Show



1941 Chicago Auto Show



1953 Chicago Auto Show



1971 Chicago Auto Show



2007 Chicago Auto Show

The following images are located under "Show Floor."



# Get Better Auto Show Photos!

## Professional Photography Advice

### Interview with Mark Elias, Photojournalist / Writer, Mark Elias Media Services

Mark Elias began his career as a photographer for The Associated Press from 1983-1994. In 1994, Elias moved to Florida where he freelanced in the auto business. His work has been published in *AutoWeek*, *Car and Driver*, *Road & Track*, *Palm Beach Post* and *Bloomberg News*, among others. Self-described as “a photographer who writes,” Elias is currently the lead new car editor for LeftLaneNews.com.

**Put on Auto White Balance.** When taking photos with a digital camera, turn on the auto white balance to eliminate funky color shifts.

**Use the Flash.** If you have a flash on your camera, use it. If you have an advanced camera, use the balanced fill flash (or, “drag the shutter”), which will provide ambient light for more visible displays in the background.

**Capture Interesting Details.** Look for interesting details on cars (i.e. logos, certain touches, headlights) to capture the essence of the vehicle.

**Put Yourself in Your Friends’ Shoes.** When you show your friends pictures from the show, you want them to be a collage of unique attractions—not repetitious photos. For instance, the collage should encompass all aspects of a car including the wheels, logos, headlights, etc. as well as the entire body of the car. Try to capture the fundamental nature of the entire car. Remember: nobody likes to look at someone’s summer vacation photos because they all look the same. Get creative.



**Use a Monopod.** Leave your tripod at home; it will just get in everyone’s way. Instead, bring a monopod if you have one. The monopod will help steady the shot.

**Seek out Vibrant Colors.** White or silver cars will reflect any object that sits beside it. Try to capture cars with vibrant colors.



**Use the Polarizing Filter.** To cut down on reflections, adjust your camera to the polarizing filter. You may need to increase your ISO from 400 to 800 or 1600 to compensate for darkness.

**Think Outside the Realm of Cars.** Capture other interesting attractions at the show besides just cars. When people view the photos, they’ll then grasp the essence of the show. If the guy from the ShamWow commercial is at the show, be sure to capture him on film—he’s hilarious!

## **Interview with Brenda Priddy, Photographer / Company Owner, Brenda Priddy & Company**

Brenda Priddy has earned a reputation as one of the world's top automotive "spy" photographers. Her undercover exclusives are a regular feature of LeftLaneNews.com, Auto123.com and other popular Web sites. Her client list also includes publications such as *AutoWeek*, *Car and Driver*, *Road & Track*, *USA Today* and *The New York Times*. Priddy's business has been highlighted in *Newsweek*, *Motor Trend*, *Sports Car International*, along with various domestic and international newspapers, and her pictures have appeared in various books -- from automotive interests to textbooks and even encyclopedias.

**Nix the Flash.** Unless shooting the interior of the car, don't use the camera's electronic flash.

**Increase the Film Speed.** Set the camera's ISO to about 800 to compensate for the indoor lighting. At a higher setting, grain and "noise" may be noticeable.

**Use a Tripod.** The tripod will help to steady the shot when shooting long or time exposures. Try adjusting the camera to a slow shutter speed; this will create a stationary car with people in motion. If you don't have a tripod, you can still use the slow shutter speed effect; use a shutter speed of 1/30 or 1/60 of a second.

**Be Patient.** Patience is essential when taking photos at a large event. People may walk in front of your camera numerous times, ruining what could've been the perfect picture -- so wait it out. Your patience will pay off once you see the final product.

**Reduce Glare.** Reducing glare also takes patience. You may look through the camera's viewfinder and see unwanted glare and disturbing reflections caused by spotlights illuminating the cars. If you see glare or hot spots while looking through your camera, simply move a few inches and recompose your shot. You'll be glad you did!

**Get Low.** Instead of shooting a car from eye-level, get lower (or higher) than the car for a different perspective.

**Change it up.** The traditional (and always successful) way to take a photo is by taking "3/4" views: capturing the front (or back) of the car, along with the side, all in the same photo. While these will turn out to be great photos, try tilting the camera slightly sideways for a different and distinctive angle.

**Capture the Essence.** While cars are the obvious main focus of the show, try taking photos of McCormick Place, interesting banners, unique lighting (while getting the car in the background), or even unique signs at exhibits. Capture the essence of the show and make a collage of the unique photos.

**Digital "Film" is Cheap:** Don't worry about taking too many pictures. Many times it's the very last one that's the best.

**Don't Forget Yourself.** Make sure to get into your favorite car and have someone else take the picture!

