

# 2009 Update 2

**DATES**

**Media Preview February 11-12**  
**First Look for Charity February 12**  
**Public Show February 13-22**  
[www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)



## Chicago Eager to Open

"We wish it were February already," said Show Chairman Mark Scarpelli. "We are chomping at the bit to give dealers and manufacturers the best opportunity possible to move some iron.

"We're always excited to open the doors of our show, but this year we wish we could open up tomorrow and just stay open 'til March. It's what we do. It's who we are. So let's get it rolling," he continued.

"Dealers I talk to are so sick of 'bailout this' and 'rescue that.' Let's just get customers back in love with the automobile—and there's no better place to do that than more than a million square feet of McCormick Place."

### **Tough Times Call for Creative Alternatives**

The current economic climate and how it has affected our industry have caused some manufacturers to rethink how they will share their news in a cost-effective manner. We've learned that a part of being perceived well is being prudent with our resources. The spotlight on our industry, after all, is different these days.

Having said that, we know two things remain a constant: Manufacturers still need to get their messages out and auto shows are a critically important marketing tool to sell cars and trucks.

We want to offer manufacturers the opportunity use the Chicago Auto Show to present news they need to convey, but whose resources are being shaved thinner than deli ham. So here's what we propose:

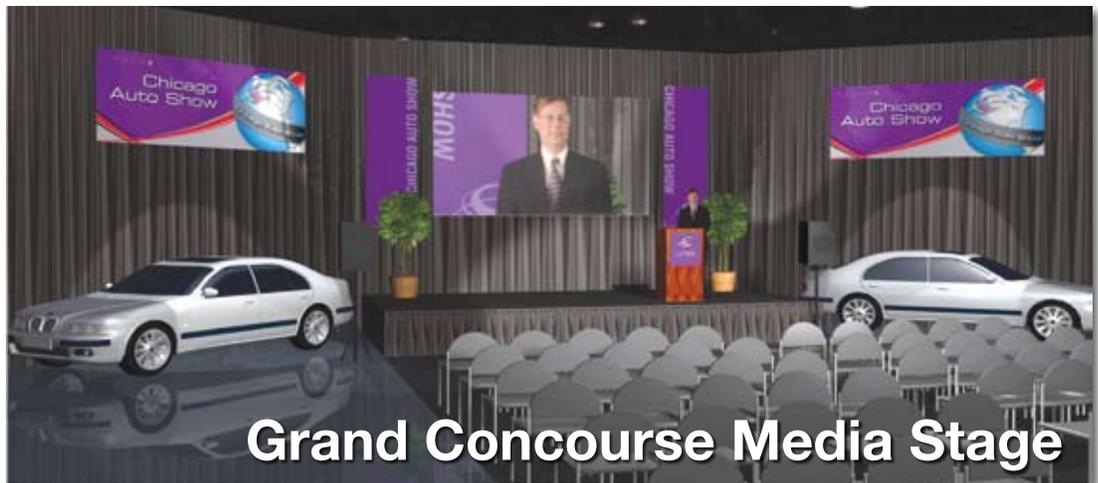
- The Chicago Auto Show will construct a news conference set in its beautiful Grand Concourse area. We will make this set available to any of our manufacturer exhibitors at no charge.
- The show will provide a brand-neutral Chicago Auto Show backdropped stage; professional lighting for up to two vehicles; presenter podium with sound and teleprompter; large screens for video projection; plus media seating and camera platforms—basically everything a manufacturer needs to do a first-rate, yet not ostentatious presentation of new product or

business news from executives.

- While the show understands there are many manufacturers who prefer to conduct their news conferences in their floor displays—and we in no way wish to discourage that—this alternative is designed for those whose current budgets might prevent having a media preview presence.

- The Chicago Auto Show will continue its fly-in "A List" media program, for which we are most thankful to our long-term program sponsors at Bridgestone. The triple-digit list is compiled from input given to the show by our exhibiting manufacturers.

We want to encourage our exhibitors to use the Chicago Auto Show for product reveals, executive availability, business news and giving our industry its best opportunity to refocus public attention on the incredible breadth of new products and technology our industry offer the customer.



**Grand Concourse Media Stage**

### **Nissan and Infiniti to Exhibit in Chicago**

Last week, Nissan and Infiniti announced their withdrawal from the Chicago and Detroit auto shows. But after further review—and with input and cooperation from their Chicago area dealers—the company announced its intention to exhibit at the 2009 Chicago Auto Show.

According to Nissan Corporate Communications V.P. Alan Buddendeck: "Given the extraordinary economic and industry climate, all well-managed companies have a fiduciary responsibility to review strategies and tactics for going to market. As everyone knows, the automotive industry is facing severe and prolonged headwinds in North America and around

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## Chicago Eager continued from Page 1

the world. It's a climate that demands decisions that are often difficult and even controversial.

"At the national level, Nissan North America decided to withdraw from both the Chicago and Detroit shows. After a careful review of this decision with our North Central Region management and our Chicago dealers, we have found a way to maintain a presence at the Chicago show through our dealers, while still demonstrating the fiscal responsibility required by these challenging times. The decision outlined for Chicago does not affect our decision to withdraw from the 2009 North American International Auto Show."

The Chicago Auto Show, joined by an outstanding group of local Nissan and Infiniti dealers, is pleased that hundreds

of thousands of potential customers will be able to view the company's hottest new products including the sub-\$10,000 Nissan Versa, the Nissan Cube, and the all-new 370Z sports car on the floor of McCormick Place.

### **Action, not platitudes, will bring change— "And we want to help."**

Chicago Auto Show Co-Chairman John Phelan summed it up by saying: "To be sure, talking about our current economic conditions isn't going to turn our industry around. But showing and talking about great new products, technology and breaking automotive news will help turn it around—and we want to help."



*The Camaro is compliments of the Chevrolet Motor Division and the Chicagoland & Northwest Indiana Chevy dealers.*

2009. The gala has raised more than \$2.5 million each of the past four years and more than \$26 million since its 1992 debut.

Socialites and car buffs alike will be encouraged to roam the show floor to receive an exclusive "first look" at the world's finest vehicles.

This year, two lucky attendees will win either a 2010 Chevrolet Camaro or a 2009 Kia Borrego. Since sales of the Camaro begin in the first quarter of 2009, the production version of the famous car will be new to attendees. The highly anticipated homage to the muscle car era has drawn rave reviews during its gestation and is sure to wow everyone. In a more family-oriented category, the all-new, seven-passenger Kia Borrego will also be awarded to a patron whose lucky number is called. Borrego embodies the qualities

*The Kia Borrego is compliments of the Chicagoland and Northwest Indiana Kia retailers.*



## First Look for Charity

When you think about the annual First Look for Charity event, the Chicago Auto Show's black-tie preview, the words "benevolent elegance" jump to mind. Each year the highly anticipated event encompasses all aspects of the Chicago Auto Show with the combination of one part new, never-before-seen cars; a dash of 18 charities; a splash of free car giveaways; and a pinch of black-tie *savoir faire*. This event really gives a reason to toast—shaken, not stirred—of course.

Traditionally held the evening before the Chicago Auto Show opens to the public, this year's event will be held on Feb. 12,



of a midsize crossover with a best-in-class 337 horsepower and delivers a class-leading towing of 7,500 pounds, all wrapped up in a package that turns heads with its strikingly smart design.

The event will provide an abundance of hors d'oeuvres, champagne, wine and soft drinks for those receiving their first look at the more than 1,000 vehicles that are present during the Chicago Auto Show. This black-tie affair is more than shiny cars, glittery gowns, tuxedos and champagne; it's a unique opportunity to sample the show floor with a comparatively small group. What better event is there for socialites and car buffs alike? Let us answer that for you: None.

# Chicago To Conduct First Study of its Kind

For the first time ever—at any auto show anywhere in the world—the Chicago Auto Show is undertaking an ongoing project that will help advance how auto shows are staged and how manufacturers can better benefit from the experience.

“The Chicago Auto Show is pleased to announce a partnership with Ethnometrics, a leading consulting firm focused on the retail and exhibition industries,” said Jerry Cizek, the show’s general manager and president of the Chicago Automobile Trade Association. “Working with Ethnometrics, we will be able to provide our exhibitors with an independent, data-driven approach to measuring their return on investment that will transfer to shows across the country.”

Documenting where and why consumers migrate on the show floor will be monitored by more than 30 cameras mounted high above the McCormick Place show floor. Realizing the value of Ethnometrics’ measurement tools, McCormick Place installed cameras throughout its facility to allow shows and exhibitors more cost-effective use of the technology. It is the only facility in North America to have such cameras permanently installed. This technology also has the capability to track individuals, both patrons and exhibit personnel, by RFID devices embedded in credentials and badges.

“This is groundbreaking turf for our segment of the industry,” continued Cizek. “Never before has this technology been used. The information we’ll derive from it will be made available to exhibitors. With budgets under tighter scrutiny than ever for every aspect of our industry, the Chicago Auto Show will now be able to deliver information that will not only assist exhibitors in how they stage their display in Chicago, but every other venue in which they display. As you can imagine, that’s valuable information that will be welcomed by every manufacturer and a further reason to be a part of this incredible event.”

Ethnometrics uses Six Sigma measurement techniques to arrive at facts based on:

- Traffic Measurement—How many attendees are on the show floor during the event and exactly where they go.
- Timing Analysis—How much time attendees spend at the show, how they use their time there and when the booth traffic is heavy or light.
- Tracking Analysis—Where specific demographic groups of attendees go and how they “consume” the event.
- Efficiency Analysis—How well an exhibit attracts consumers into the sales environment; how consumers receive the company’s marketing message; and how well exhibitors’ sales teams interact with potential buyers.

Ethnometrics will provide show management and exhibitors a post-show report detailing each of the above measures and analyses. In addition, Ethnometrics will conduct two pre-show training webinars as well as a live training session at the show for all automotive exhibitors.

“We’ll also make custom data from Ethnometrics available on our automotive exhibitors derived from within each specific exhibit,” commented Cizek. “Details of this proposal will be provided by Ethnometrics in the very near future.”



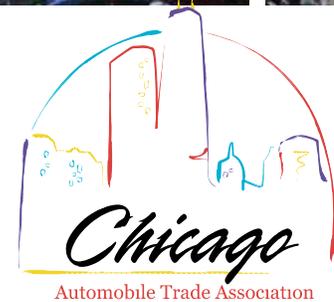
# Media and Exhibitor Credentials

Media and exhibitor credential applications are now available and may be completed online at [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com). Upon completion of the online form, applicants will be given a tracking number to follow the approval process and mailing of credentials in late January 2009.

Please note that **media credentials** are intended for working members of the media who cover the Chicago Auto Show. Anyone who is not a working member of the media but claims to be will be discovered and denied access. We know how to ferret you out. Trust us when we say that we can detect *faux* media (aka BS press) members from miles away. **Exhibitor credentials** are intended for corporate executives, public relations personnel, exhibitors and those they hire.

Media credentials are valid for the media preview (Feb. 11-12) and throughout the public show (Feb. 13-22). Media credentials are not valid for the First Look for Charity event. Although you may request credentials at the XM Media Center during the media preview, long, laborious, monotonous and—most importantly—avoidable lines are expected. We strongly suggest requesting credentials beforehand.

If you have any questions regarding credentials, please feel free to contact Jennifer Ferm, Chicago Auto Show Communications Intern (630.424.6016) or Paul Brian, Chicago Auto Show Director of Communications (630.424.6069).



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## Official Hotels

Finding first-rate accommodations combined with affordable luxury is not at all difficult for industry personnel and accredited media in Chicago. With three official hotels, guests will be conveniently located within quick drive or shuttle ride (that's free!) from McCormick Place and will have easy access to the busy Michigan Avenue "Magnificent Mile" area.

Exclusive show rates will be offered to industry personnel and accredited media. The lavish and completely renovated Fairmont Hotel is offering an attractive rate of \$130 per night and the also newly renovated, high-lux, smack-dab-on-the-lakefront Swissôtel will offer a rate of \$135. The third is The Donald's newest addition to the Chicago skyline: the Trump International Hotel and Tower Chicago, which boasts one of the most enviable addresses in the city. The Trump will offer an astounding rate of \$250. There is no minimum for nights booked, so feel free to pop in for a day if that's all you have.

We recommend reserving your hotel room as soon as possible since rooms are based on availability. Reserve your room before Jan. 28, 2009, to secure the preferred rates. Please be sure to mention the special Chicago Auto Show Rate Package when making reservations. Continuous (*and free...did we mention that?*) shuttle service from the Fairmont Hotel and the Swissôtel to McCormick Place will ensure easy access during the media preview. Parking at McCormick Place is not free, so be sure to take advantage of these free shuttles.