



2009 Update 3

Media Preview February 11-12
First Look for Charity February 12
Public Show February 13-22
www.ChicagoAutoShow.com

DATES

So hey... Why don't we have an *auto show*?

Not just your every day, run-of-the-mill auto show, either. Let's do an auto show that focuses on what an auto show is supposed to be: selling cars and trucks. That's not to say that we aren't going to have a media preview with new products to write about and news from the executive corps who are so in-the-news, but let's let them talk about what this show does: It sells what they produce. It motivates people—everyday folks from work-a-day lives who reach into their pockets and pay for cars—to get off their pillows and come to see what our industry does. And oh yeah, a few more things: Let's make it big. Let's make it fun. Let's make it affordable. Let's make it family-friendly. And let's move the friggin' needle like we do every year in our dealerships.

That's what this show has done for more than a century and will continue to do this year. We're anxious to open up and turn loose the most formidable combo platter of capitalism imaginable when an industry tags up with a customer base with a pent-up demand. A year from now let's look back and say,

"Hey, you know what? I think the thing started to turn around in Chicago."

Before that public hits the doors of the nation's biggest convention center, the media get to come in and see what's going on first. In a way, we're disappointed that you leave town

when you do. It's a shame that you don't stick around to see everything — from people sprinting down the main aisle at the opening bell to get first crack at the Chrysler test tracks, to fathers with their kids on their shoulders, both wide-eyed at the colors, the sparkle, the excitement. Perhaps at some point or

other, every media member should visit a big auto show on a day that's not a media preview. We're convinced it'd be a teachable moment—assuming the media was in a "learnable" moment.

So what's going to happen when you hit the Windy City this year? Enough to keep you occupied, to be sure—and some of it presented in a manner that some of you may not be familiar with. If you're wondering what brought about the concept of the Grand Concourse Media Stage, all you have to do is understand that

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Engaging the Blogosphere Conference

Since the term "social media" has become a household term within the industry and around the world, we've decided to take advantage of having pros from both sides of this ongoing conversation and hold a conference to discuss it Thursday morning (Feb. 12) of our media preview. Members of traditional and social media will hash it out with manufacturers to discuss how

the two worlds coexist. Staged as an open forum, this conference will allow both voices to be heard: The importance of traditional media, as well as online social media.

The conference will lead off with a news conference from **J. D. Power & Associates**, who will be presenting some new data on the effects of new media vs. traditional media in a case study. No

No-Doz needed for this one. You'll be surprised to see the dynamics at work for what is being touted as the "next big thing." Following that conference, we'll feature a panel discussion with two breakout sessions.

Some are predicting a few "buckle up, Martha" moments in the group discussion, as conference panelists will include **Tom Kowaleski**, Vice President

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So hey ... continued from Page 1

these are special times that call for special solutions.

We're not exactly sure when it happened, but the whole idea of why auto shows are staged seems to have gotten mixed up with the way the media were approached before the doors even open to those who make the choice of what they'd like to buy. We think it's always been about the consumer. You'll be hearing this phrase a lot so get used to it: It's where this show made its bones and it's where we're going to make a difference.

Our full media preview schedule is listed here and also online at www.ChicagoAutoShow.com. Be sure to check frequently. Better yet, if you'd like to subscribe to ongoing text messages with the latest from the show floor, changes of schedule (haven't seen a show yet that didn't have one), announcements, reminders, locations and other good information, you'll be able to opt-in for our CAS2009 Text Service. We'll float a reminder email out to you next week with the SMS short code, and you can keep the Chicago Auto Show as close as your cell phone. We've even constructed a mobile mini-site so that it'll be nice and easy for your needs.

Bridgestone America's welcome reception at the Swissôtel Tuesday night will again show off the winner of its incredible Safety Scholars program. Please join them (registered media only, please, as you'll be asked for a credential for admittance) in the Edelweiss Room. There are a number of manufacturers who are inviting media they'd like to talk to that night, so call in your markers and see with whom you've got a great relationship!

The formal portion of the preview will lead off with the annual Midwest Automotive Media Association/Chicago

Auto Show Breakfast. This year our featured speaker will be John Krafcik, president and CEO of Hyundai Motor America. He's going to be stoked from emerging with the North American Car of the Year honors for the new Genesis.

Also, don't forget to get your ticket for the Economic Club of Chicago luncheon on Thursday, Feb. 12, as well. Speaking will be Chrysler's Jim Press. Please see Paul Brian in the media center for your ticket.

We could go on with teasers for everything that's going to be done, but everyone has his own line of sources, and you'll be watching the blogs for updates. Also watch the auto show Web site. It'll keep you up-to-speed with everything you need to know.

Everything is in place: The show, the public, the new products, the pent-up demand. Let's open this thing up and let it do what it does best—and thanks for being a part of this incredible automotive tradition.

SMS text to keep you updated

Auto Show news in your pocket! As another Chicago "first," our media team is offering wireless SMS text updates throughout the show. If you have an SMS text-enabled cell phone, simply Opt-In by **texting "CAS2009" to 25827** (from anywhere). Periodically—and as needed—we'll gently remind you of upcoming media events, updates, changes or announcements. We'll also notify you as soon as news conference media packages are available for download. We'll work a little harder to make your work a little easier—and very new tech! Remember how President Obama used SMS Text to announce things? We will, too—and you'll find them useful and fun!



Blogosphere ... continued from Page 1

of Corporate Communications for **BMW North America**; **Dutch Mandel**, **AutoWeek** Editor/Associate Publisher; and **John Neff**, Editor-in-Chief of **AutoBlog.com**, all held together (and perhaps provoked?) by the inimitable **Jason Vines** as the moderator. The panel discussion is expected to last 30-40 minutes and the two breakout sessions will last about 30 minutes.

The two breakout sessions will

begin after the panel discussion and each will feature a different topic from which to choose among attendees. The session "Engaging Social Media and Communications Strategies" will be led by **Rick Wion**, **GolinHarris** Public Relations social media expert, who will focus on social media trends and effective communication.

The second breakout session "Driving Revenue Online" will be lead

by **Seth Barron**, **Google** Automotive Industry Sales & Operations Manager. This session will provide insight on how to make money via the Web and why this message can even relate to traditional media folks. Both sessions are lead by industry experts and will effectively demonstrate the need for social media and the necessity for these two worlds of media – traditional and social – to coexist.

Hyundai's Krafcik to Keynote at MAMA Breakfast



Every now and then the stars align properly, and this year we're fortunate that the speaker for the Chicago Auto Show/Midwest Automotive Media Association (MAMA) breakfast will be John Krafcik, president and CEO of Hyundai Motor America. We're pretty confident that when John takes to the stage Wednesday, Feb. 11, in the Grand Ballroom of McCormick Place, he's going to have a little extra spring to his step. Why? Pretty simple: the car he's shepherded through its development and launch was the winner of the North American Car of the Year Award. No small feat in a business as competitive as ours. No ticket is required, but a valid media credential is mandatory for admission.

The Hyundai Genesis was getting huge talk as media got their first taste of it, and the buzz was confirmed with the award. What an astounding transformation for a company that reinvented itself and came back from what many thought was certain demise. It's proof that a great product, teamed with all of the other elements that make cars appealing and marketable, will yield the results every manufacturer wants: sales, profitability and the respect of industry peers. Krafcik can claim them all with Hyundai—and he has every right to talk about it, and his vision of the business.

Krafcik is responsible for implementation of strategic direction and management of the company's operations. Previously, he served as Vice President of Product Development and Strategic Planning for Hyundai. Krafcik joined Hyundai in April, 2004. Prior to that he worked at Ford Motor Company.

"I am honored by the confidence Hyundai Motor Company has shown in me and very excited to help improve Hyundai's position in the U.S. market and help Hyundai dealers with a strong strategic vision for the marketing and sales of our vehicles. While this is a very difficult time in the auto industry Hyundai's extraordinary products and exceptional value offer us great opportunities now and in the future," said Krafcik.

Krafcik holds a Bachelor of Science degree in Mechanical Engineering from Stanford University and a Master of Science degree in Management from the MIT Sloan School of Management. He began his career in the auto industry at the GM/Toyota joint-venture NUMMI, and later became an industry consultant on lean production.

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company of Korea. Hyundai vehicles are distributed in the U.S. by Hyundai Motor America and are sold and serviced by more than 790 dealers throughout the nation.

The Economic Club of Chicago Welcomes Chrysler's Jim Press

During the two-day media preview of the Chicago Auto Show, Chrysler Vice Chairman and President Jim Press will be welcomed to the stage of the Economic Club of Chicago Luncheon. Press will address those attending the luncheon held in the Vista Ballroom of McCormick Place at noon on Feb. 12.

Formerly the president and CEO of Toyota Motor North America, Press joined Chrysler in September 2007. Currently, as Vice Chairman and President, he is responsible for North American sales, international sales, global marketing, product strategy, service and repairs for Chrysler LLC. Press joined Chrysler after 37 years at Toyota, where he served as the first non-Japanese president of Toyota Motor North America. At Toyota, Press was responsible for sales, engineering and the company's 15 manufacturing plants with more than 41,000 North American employees.

Press is a member of the Economic Club of Chicago, an organization that began in 1927 to identify young leaders within Chicago's civic and business community. For more than seven decades, membership of the club has reflected the changing economic scene – through depression, recession, war and peace. The club also represents the commitment of Chicago business and professional leaders. Past speakers of the Economic Club of Chicago during the two-day media preview of the Chicago Auto Show have included Ford Motor Company Executive Chairman of the Board of Directors Bill Ford; General Motors Chairman and Chief Executive Officer Rick Wagoner; and Chrysler Chief Executive Officer Tom LaSorda.

Free shuttles will operate constantly from two of the Chicago Auto Show's official hotels, the Fairmont Chicago and Swissôtel Chicago, beginning at 7 a.m. Tickets are required to attend this event and are limited to credentialed media and industry executives.



TV Specials from the Show Floor

This year on February 14, local media outlets including NBC 5 Chicago, Telemundo Chicago and Cable SuperStation WGN-TV will continue to host their annual Chicago Auto Show special programs with exclusive coverage from the show floor. The television specials will highlight concept cars and the best of the show while providing full show coverage.

NBC 5 Chicago will air the 2009 Chicago Auto Show special in HD live at 6 p.m. on Saturday, Feb. 14. The fast paced hour-long show will take viewers on a tantalizing visit to the show floor for what's hot, what's new, what's fun and what's green. This annual broadcast will include NBC 5 personalities Brant Miller, Ginger Zee, LeeAnn Trotter, Paula Faris, Charlie Wojciechowski, Art Norman, Matt Rodewald and always a surprise special guest or two! The show will also be streamed live on NBCCHICAGO.COM. An encore will air on NBC 5 on Sunday, Feb. 15 at 11:05 p.m. This year marks the 11th consecutive year that NBC 5 is live from the Chicago Auto Show. The station's coverage has been



NBC 5 Chicago Auto Show Special
Ginger Zee (pictured left)



WGN-TV Chicago Auto Show Special
Valerie Warner (left) and MotorWeek's John Davis (right)

informative John Davis from "MotorWeek," teamed up with Marcella Raymond and Valerie Warner. An encore presentation is also scheduled. Chicago's Very Own TV again embraces Chiacgo's Very Own Auto Show.

Addressing the burgeoning Hispanic community, two shows from Telemundo Chicago shows are scheduled for February 14 at 5 p.m. and 5:30 p.m. The two half-hour shows will feature unique vehicles as well as other events at the show. The shows will focus on two very important issues: the economy and

honored with nine local Emmy awards. The NBC 5 shows are also seen on all of the NBC TV Network Owned and Operated stations in 13 major markets around the United States, increasing the reach of the nation's biggest auto show into millions more households than just the local viewing area.

For more than a half century, WGN-TV has made the Chicago Auto Show a staple of its commitment to bring great Chicago events into the living rooms of Chicagoans—and now into more than 70 million households via cable—and this year will be no exception. WGN, in cooperation with John Davis and the "MotorWeek" team, will begin their hour-long special at 6 p.m. on Saturday, Feb. 14. The program will feature its annual "first drive of what you can't buy anywhere" concept car report as well as full coverage of the show. The High Definition TV special will ensure a clear picture for WGN-TV viewers (Davis THAT up close? Yikes!!!) The program's talent includes the lovable and



Telemundo Chicago Auto Show Special
Laura Plomero (center)

the environment, with special highlights about great deals on automobiles as well as information on environmentally-friendly vehicles. Hosts of the show include Oscar Guzman and Nelly Carreño. The Telemundo encore will appear the following day on Feb. 15 at 5 p.m.



Jump on the Social Media Bandwagon

Facebook. Blogs. Twitter. It's hard to remember a time before these words were introduced to our vocabulary. In this fast-paced world, people turn to the Web for numerous purposes: on-demand news, marketing and public relations initiatives and social media networking, just to name a few. Social media sites aren't just for teenagers anymore; industry folks on social networking

sites (i.e. Facebook or Twitter) are becoming increasingly prevalent—even common. The term “new media” is vanishing and online media is becoming a main outlet for many people.

The Chicago Auto Show and the Chicago Automobile Trade Association chose to embrace social media outlets to generate online initiatives to reach this target audience. A Chicago Auto Show Facebook group was created to unite the Facebook community of Chicago Auto Show fans and to “rev-up” the fans’ excitement for the show. The Official Chicago Auto Show Facebook group now totals more than 1,500 members—and this number increases daily. The group provides members with comprehensive information about the Chicago Auto Show where members can expect inside scoop that hasn't yet been released to the general public, the chance to win free tickets and the ability to view/upload video posts and photos. The group also provides a message board where members can post a question or comment and the chance to interact with other Chicago Auto Show fans.

Besides receiving the most up-to-date information on the Chicago Auto Show, members of the group benefit simply by joining. One recent contest: members received two free tickets if they recruited 10 of their friends to join the group. Members even received free tickets from the recent “Caption Contest” for posting

clever captions to correspond with the posted photo (updated weekly) and by uploading their favorite photo or video from previous shows to the group's page. There are many opportunities for members to win free tickets in this interactive group!

ChicagoAutoShow.com also has a Chicago Auto Show blog.

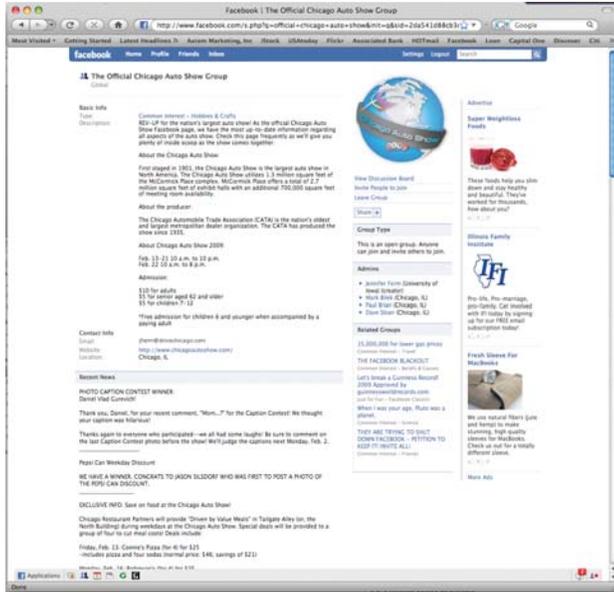
Readers of the blog can find up-to-date buzz on the show as well as industry news. Previous posts have included “The Price is Right” (hints on finding discounted and free tickets to the show); “Something to ‘LA’ugh About” (report on the L.A. Auto Show); “A Risky Time to Buy? Hogwash!” (report on manufacturers’

current vehicle deals); and “Pro Photography for Dummies” (an interview and tip-sheet from two well-respected automotive photographers on taking professional photos at the auto show).

Show updates will be provided via Twitter from the show. This feature will allow the public to retrieve updates even if they're not physically on the show floor. The hashtag #CAS09 will be used to distinguish Chicago Auto Show posts. Chicago Auto Show Twitter followers are encouraged to use the #CAS09 hashtag when posting comments and when searching for Chicago Auto Show related posts.

Even text messaging will be incorporated into this year's media preview and show, as those opting in will get “pinged” with timely information and reminders from show organizers. The opt-in number will be distributed the week of the media preview.

Hop on the bandwagon and join the social media craze by joining our Facebook group at <http://www.chicagoautoshow.com/multimedia/Facebook.asp>, checking out our blog and by following us on Twitter during the media and public show days. You'll be amazed by the many industry folks you'll find on these social networking sites.



Home - Multimedia - Blog

Chicago Auto Show Blog



THE PRICE IS RIGHT
January 21, 2009 Posted by Jennifer Fenn | Time: 6:00 PM ET
Read Post | Add Comment | View Comments

We completely and sympathetically understand that everyone is trying to save money these days. But we don't want to hear the excuses, “It's too expensive,” or “I'm just trying to save money,” on why you can't attend the Chicago Auto Show. When we're (literally) giving tickets away to the show, we're not going to let you use the state of the economy as an excuse.

There are numerous ways to receive free and/or discounted tickets to February's show. And, since we're not taking any excuses, I've provided below the many ways for you to receive a free or discounted ticket.



Read Post

PRO PHOTOGRAPHY FOR DUMMIES
January 14, 2009 Posted by Jennifer Fenn | Time: 12:00 PM ET
Read Post | Add Comment | View Comments

I am far from a pro when it comes to taking pictures. Sure, I have a digital camera that I occasionally snap pictures with but I don't even come close to being a professional. Even though I was never trained in photography, I happen to work in an office where everyone is well-connected and, thus, was able to get in touch with two renowned professional photographers. We thought this information will benefit the “average Joe” who wants to take professional-looking shots with his/her digital camera at this year's Chicago Auto Show. That's right, folks, remove the old camera from the shelf and blow off the dust because I'm going to share tips that'll have you looking like the paparazzi.



Read Post



Special Promotions and Discounts

Given the hardship of the economy, our goal is to provide Chicago Auto Show patrons with opportunities to obtain free or discounted tickets through various promotions. And, since we're (literally) giving tickets away to the show, we don't want to hear any excuses about people not attending because of the economy or weather – taking into consideration our current promotions and the fact that patrons will be entering a balmy 72 degrees!



Via Social Media

Jump on the social media bandwagon, people, and click your way to free tickets. On the Official Chicago Auto Show Facebook Group (</multimedia/Facebook.asp>), we've been handing tickets away right and left. Our most recent contest, the "Caption Contest," includes posting clever, corresponding captions under the new weekly photo for a chance to win two free tickets.

Get Your Can to the Show

Your Pepsi can, that is. Right now, pick up a can of Pepsi to receive a half-priced weekday coupon on the back of the can. Bring the can to the show to receive your half-priced ticket.

Visit a Local Dealership

Receive discounted weekday tickets to the show just by visiting a CATA Member New-Car Dealer (while supplies last): http://drivechicago.com/section_Find_A_Dealer_2

Visit a Shell Gas Station

Receive a discounted ticket with a \$15 purchase at participating Chicagoland Shell gas stations: <http://www.shell.com/>



Once you're at the show...

Just because you received a free or discounted ticket beforehand, you still won't have to break the bank at the show. You can now save on food and drinks at the show by visiting Tailgate Alley in the North Building during weekdays. Chicago Restaurant Partners agreed to provide "Drive by Value Meals" for a group of four in an effort to cut meal costs. Grab a group of friends or family to receive this great discount!

The weekday deals include:

Friday, Feb. 13: Connie's Pizza (for 4) for \$25

- includes pizza and four sodas (normal price: \$46; savings of \$21)

Monday, Feb. 16: Robinson's (for 4) for \$25

- includes 4 hickory smoked pulled pork or pulled turkey sandwiches, coleslaw or potato salad and 4 sodas (normal price: \$53; savings of \$28)



Tuesday, Feb. 17: Vienna (for 4) for \$25

- includes 4 hotdogs, 4 bags of chips and 4 sodas (normal price: \$41; savings of \$16)

Wednesday, Feb. 18: Connie's

Thursday, Feb. 19: Robinson's

Friday, Feb. 20: Vienna

Take advantage of these special offers and the 72 degree air. You'll leave with a fat wallet and a tan – well, we can't guarantee the tan...but you get the picture.

2009 Chicago Auto Show Media Schedule

Tuesday 10 Feb

5:30- 7 p.m. Bridgestone Media Reception, Swissôtel Chicago
Registered media only. Credential required.

Wednesday, 11 Feb 09

** denotes Grand Concourse Media Stage*

7:30 a.m. Midwest Automotive Media Association/Chicago Auto Show Breakfast,
Grand Ballroom

8:15 a.m. Welcome from show management and MAMA

8:20 a.m. Keynote address: John Krafcik, Hyundai

9:15 a.m. Ford

10:15 a.m. General Motors

11 a.m. Hyundai *

11:45 a.m. Chrysler

12:15 p.m. Bridgestone News and Lunch

1:30 p.m. Kia

2:15 p.m. Suzuki *

3 p.m. Acura *

3:45 p.m. MotorWeek Drivers' Choice Awards *

4:15 p.m. Mazda

6 p.m. Media Center closes

Thursday, 12 Feb 09

8 a.m. Subaru Breakfast and news conference *

9 a.m. "Engaging the Blogosphere" Conference
Room N427

- JD Power News Conference
- Panel Discussions
 - Peaceful Coexistence: New and Traditional Media
 - Social Media and your communications strategy

11:15 a.m. IntelliChoice.com Best Overall Value Awards

12 Noon Economic Club of Chicago Luncheon
Speaker: Jim Press, Chrysler
Ticket required. Vista Ballroom, McCormick Place

4 p.m. Floor is closed in preparation for First Look for Charity

Your Chicago Auto Show Media or Exhibitor credential will give you access to the show floor starting after the MAMA Breakfast, which will be held at 7:30 a.m. on Wednesday, Feb. 11. The show floor will close to the media at 6:00 p.m. on Feb. 11. The show floor will again be open to credentialed badge holders starting at 8:00 a.m. on Thursday, Feb. 12. No one will be allowed on the show floor after 4:00 p.m. on Thursday, Feb. 12. Your credential is not valid for access to First Look for Charity, nor any other on- or off-site event. It is issued solely for access to the floor of the Chicago Auto Show. We appreciate your cooperation.

Luxury Accommodations

The three official hotels of the Chicago Auto Show — the Fairmont Chicago, Swissôtel Chicago and Trump International Hotel & Tower Chicago — provide the ultimate luxury to hotel guests. With newly renovated guest rooms and the addition of other amenities at the Swissôtel and the Fairmont, auto show media and execs are certain to be pleased, and the Trump International is brand spanking new. These first-rate accommodations are also conveniently located within close distance to McCormick Place — only a quick drive or free shuttle ride away. Registration deadlines apply. Please contact the individual hotels for additional information.



Fairmont Chicago. Recently redesigned by David Rockwell, the Fairmont Chicago is sleek and contemporary with warm splashes of color. Highlights of the recent renovation include Australian artwork, 42-inch flat panel TVs, Nespresso Coffee Makers, iPod docking stations, triple-sheeted pillow top mattresses and Miller Harris bath amenities. The luxurious hotel is also pleased to announce the arrival of mySpa, an 11,000 sq. foot urban sanctuary featuring eight

treatment rooms and a fitness studio. For additional information about mySpa or to see a menu of services, please visit myspachicago.com. The Fairmont Chicago overlooks Millennium Park and Grant Park and is in walking distance of Navy Pier, the Magnificent Mile, the Theatre District and world renowned museums. Please call 1-800-526-2008 and ask for the 2009 Chicago Auto Show rate of \$130 per night, or visit <http://resweb.passkey.com/go/chicagoauto> to make a reservation.

Swissôtel Chicago. Designed by Melanie Swisher, each recently renovated Swissôtel room features a specialty Swiss Comfort Bed with an upholstered headboard, a 37-inch high-definition split screen plasma television, a frameless glass shower stall and photo art floating in an acrylic panel. The rooms also contain a technology docking center, laptops, MP3 players, DVD players and game consoles. Guests are also capable of programming their personal phone number to the room. Guests can overlook panoramic views of Lake Michigan when visiting the 42nd floor Penthouse Health Club and pool. Located just steps away from the Magnificent Mile and Navy Pier, Swissôtel Chicago has spectacular views of Lake Michigan and the city skyline. Please call 1-888-73-SWISS and ask for the Chicago Auto Show rate of \$135 per night or call Suzanne Quinley at 312-268-8203 for additional information for groups of 10 or more. Visit the Swissôtel Web site at www.swissotelchicago.com.



Trump International Hotel & Tower Chicago.

With a grand opening of January 30, 2008, the Trump International Hotel & Tower Chicago is ninety-two stories upon its completion with an elegant structure of polished stainless steel and iridescent-tinted glass. The hotel offers spacious, contemporary accommodations starting at 600 sq. feet, personal attaché service, in-suite chef services, 42-inch flat screen plasma TVs with DVD and CD players, luxurious limestone bathrooms and 10 feet floor-to-ceiling windows.



Other features include state-of-the-art conference rooms, signature restaurant and lounge and an array of spa indulgences. Located near Navy Pier, Michigan Avenue, the Theater District and the Financial District, the hotel is steps from world-renowned shopping and restaurants. Please call 1-877-45-TRUMP for special Chicago Auto Show reservations starting at \$250 per night or visit www.trumpchicagohotel.com.



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