

# 2007 Update No.1

## 2007 DATES

**Media Preview** February 7-8

**First Look For Charity** February 8

**Public Show** February 9-18



## Windy City Readies Show for Big Impact

*Facility, OEMs, consumers team for market punch*

In February, the colossal Chicago Auto Show will open its doors to the public for the 99th time.

"The nation's largest auto show will again prove to be exactly what the industry needs at this time: a sales sparkplug for one of the country's most important consumer regions," said Terry D'Arcy, chairman of the event that has been produced by the Chicago Automobile Trade Association (CATA) since 1935. "Our focus is to bring mass numbers of consumers to McCormick Place and then turn them into new-vehicle buyers. The recipe is tried and true: We'll pack the house, the manufacturers will again build their magnificent displays and we'll watch the consumer magic happen. It's what we do best."

The 1.3 million sq. ft. show will feature more than 1,000 vehicles, augmented with numerous allied vendors and special displays.



Preceding the 10-day public run of the show will be a two-day media preview where already more than 20 world and North American introductions are scheduled to be revealed. Media from all over the world will gather to see what the industry has in store for its long-range and short-range futures.

The show's First Look for Charity benefit will be held Thursday evening, Feb. 8 from 6:30 p.m.-10:30 p.m.

"First Look' has become a must-do night on the calendars of Chicago's social set," said Bob Loquercio, co-chairman of the 2007 Chicago Auto Show and CATA chairman. "We're thrilled to be able to raise a boatload of money for 19 very worthwhile organizations. The 2006 event brought in \$2.7 million for them and we couldn't have been happier."

Show Chairman D'Arcy is pleased to announce that at this year's event, three attendees will find out that sometimes giving has special rewards.

*continued on page 2...*

## Chicago Welcomes OICA—and Vice Versa

Last November the Organisation Internationale Des Constructeurs D'Automobiles (OICA) approved the prestigious international certification of three United States auto shows in Chicago, Los Angeles and New York.

Founded in Paris in 1919, OICA is the official auto industry representative at the United Nations. It is governed by the General Assembly, and all operations and activities are directed by the Council.

The organization is comprised of 42 national trade associations, including all major automobile

manufacturing countries. The organization's Exhibition Committee is in charge of coordinating international motor shows. This committee includes Chairman Kunibert Schmidt of Germany and Secretary General and Technical Director Yves van der Straaten.

The organization also has various other committees pertaining to the fields of technical affairs, industrial and economic policy and industry statistics.

The primary purpose of the OICA is to bring together national automobile associations in order

*continued on page 3...*



# Labor Improvements Continue at McCormick Place

*Chicago continues to save exhibitor dollars*



A new, five-year collective bargaining agreement, including work-rule changes that will mean more flexibility and reduced costs for both exhibitors and show management, was recently reached between McCormick Place contractors and United Steelworkers Local 17 Decorators Union.

The agreement with the Decorators comes on the heels of a similar agreement in May with the Riggers Union Local 136.



Both are considered landmark agreements in labor-management relations at McCormick Place. The five-year contract with the Decorators took effect July 1, 2006, and expires June 30, 2011.

The following are the key features of the new contract:

- Reduced overtime charges
- Clearly defined language on reduced crew sizes
- Drug testing
- Expanded management rights

"It's all moving in the right direction and everyone wins," said Chicago Auto Show General Manager Jerry Cizek. "In exchange for a crew minimum reduction from three to two, the Decorators and contractors agreed to increased wages and benefits over the term of the contract, which (during the course of the show) will have the potential for additional exhibitor savings." The contract was signed by the Decorators Union and the facility's two major general show contractors, GES Exposition Services and Freeman.

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Show for Big Impact *continued from page 1...*

"Through the courtesy of their dealer groups and manufacturers, we will be sending three winners home with a GMC Acadia, Hyundai Azera or Volkswagen GTI," said D'Arcy. "The anticipation of having three vehicles to give away that night will make a special night even more exciting."

The Chicago Auto Show will open to the public Feb. 9-18. Hours are daily from 10 a.m. - 10 p.m. with the exception of closing day when the show will end at 8 p.m.

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## Credentials Credentials Credentials

**Media and manufacturer corporate credential applications are 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 January 2007.**

**If you have any questions regarding credentials, please contact Paul Brian, Chicago Auto Show Director of Communications (630.424.6069) or Communications Assistant Robyn Graves (630.424.6016).**

# Fields and MAMA Make Great Breakfast



The kickoff Midwest Automotive Media Association Chicago Auto Show breakfast will this year feature Ford's Mark Fields. The event, which is open to regular media and industry executives, will be in the Grand Ballroom of McCormick Place South, Room S100. Doors will open for breakfast at 7:30 a.m. with Fields' presentation commencing at 8:15 a.m.

Mark Fields is executive vice president, Ford Motor Company, and president, The Americas, a position he assumed in October 2005. In this role, Fields is responsible for all operations involved in the development, manufacturing, marketing and sales of Ford, Mercury and Lincoln vehicles in the United States, Canada, Mexico and South America.

Formerly, Fields served as executive vice president, Ford of Europe and Premier Automotive Group (PAG), where he led all activities for Ford's premium vehicle business group, and for Ford-brand vehicles manufactured and sold in European countries. Prior to that, Fields was chairman and chief executive officer of PAG.

Fields joined Ford Motor Company in 1989. From 2000-2002, he was President and CEO of Mazda Motor Company, leading the company through a period of significant transformation. He previously held a number of positions in both South and North America, including Managing Director of Ford Argentina.

Fields was named a Global Leader of Tomorrow by the World Economic Forum in 2000 and CNBC's Asian Business Leader - Innovator of the Year for 2001. He holds an economics degree from Rutgers University (USA) and a Masters in Business Administration from Harvard Graduate School of Business.



**mama**  
midwest automotive media association

OICA Welcomes *continued from page 1...*

to network, share information, establish policies and, in general, defend the interests of all vehicle manufacturers, assemblers and importers in each national federation.

"We're gratified that the nation's largest auto show has been rewarded with an OICA sanction," said Jerry Cizek, general manager of the Chicago Auto Show, "Our latest expansion combined with Chicago's status as a world-class city makes it a worthy addition to the OICA calendar of international shows."

All major automobile manufacturing countries are members of OICA. Besides the United States, full members of OICA include: Argentina, Australia, Austria, Belgium, Brazil, China, Czech Republic, Egypt, France, Germany, Hungary, Italy, Japan, Korea, Netherlands, Portugal, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Thailand, Turkey, Ukraine, the United Kingdom and Uzbekistan.

# PR Newswire Named News Service Provider

## *Agreement Unites North America's Largest Auto Show with a Global Leader in News Distribution*

The Chicago Automobile Trade Association (CATA), producer of the Chicago Auto Show since 1935, is proud to announce PR Newswire as the show's official news service provider.

The 2007 Chicago Auto Show will mark the 99th edition of the prestigious industry event. As its official news service, PR Newswire will manage the dissemination of all news releases issued by the Chicago Auto Show as well as provide text and multimedia production and distribution services to the exhibitors at the event.

Terry D'Arcy, 2007 auto show chairman, remarked: "We are proud to again welcome PR Newswire as our Official Wire Service Provider. The nation's most influential consumer auto show staged in its largest convention center deserves to be teamed with the most prestigious and effective news dissemination organization."

"The Chicago Auto Show is a huge news-making event. As such, it is vitally important for exhibitors, many of which utilize the occasion to unveil important product and design strategies, to have a global newswire that provides timely, widespread distribution to thousands of media outlets around the world," remarked Dave Armon, chief operating officer, PR Newswire. "As the official news service for the 2007 Chicago Auto Show, PR Newswire ensures this unparalleled level of communication, while offering companies the ability to enrich their news by incorporating digital, audio and video content."

As part of its offering to the Chicago Auto Show, PR

Newswire will create an online news center exclusively for the show on PR Newswire's homepage- <http://www.prnewswire.com>. This site will be available to the general public and will be accessible via PR Newswire's media-only Web site, PR Newswire for Journalists. All news disseminated by PR Newswire will also be automatically uploaded to the Chicago Auto Show's official Web site - <http://www.ChicagoAutoShow.com> - under the Media Center section.

Further, all exhibitors that distribute releases via PR Newswire's premium newswire, US1, will receive search engine optimization at no additional charge. This service optimizes news releases for greater search engine exposure, ensuring that the announcement will appear at the top of search queries related to the company and the automotive industry.

Exhibitors will also benefit from services provided by PR Newswire's broadcast and multimedia subsidiary, MultiVu. MultiVu will offer a full suite of services, including SMTs, VNRs, ANRs and Multimedia News Releases (MNRs), a comprehensive communications tool delivered via the Internet that combines text, graphics, logos, hyperlinks and streaming video. A special Auto Show Assistance Desk is available to expedite these requests.

Journalists can register to receive news releases from Chicago Auto Show exhibitors pushed via email by registering with PR Newswire for Journalists.

## Have you seen our video yet?

### *Break out the Redenbacher's*

So excited you can't sit still? You might think you have Restless Leg Syndrome or just a mild case of St. Vitus' Dance. But no, it's not! If you're anxiously counting down the days until you are walking through McCormick Place's doors onto the auto show floor, we have a temporary fix that will get you through your "Auto Show Jones." After all, they don't call us the most accommodating auto show on earth for nothing.

So calm down already. You can ease your anticipation and feed your hunger for more information by checking out our video—streamed online!

This amazing 11-minute video, originally produced for the OICA board meeting at the Geneva show, will tell you everything you want to know about the history and highlights of the nation's biggest auto show, including some 2006 highlights and attendees' favorite exhibits and vehicles.

It will also show you the 1.3 million sq. ft. floor plan of McCormick Place and some behind-the-scenes action of the auto show in different stages of production as exhibitors set up their displays and prepare for the big run.

The video includes breathtaking scenes of Chicago and everything the city has to offer after the show. It's so darn good it was almost nominated in the "Best Auto Show Video" category at the Cannes Film Festival. So we stretched a little with scenes of sun-drenched Oak Street Beach when our show is in the winter—*it's called artistic license.*

Check out the a preview of the 2007 Chicago Auto Show by visiting [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com).

# An "Intimate" Venue in a Timid City? Hardly.

*A robust Chicago boasts major tradeshow, record attendance*

Chicago's pro-business environment, central location, economic strength of the region, the commitment of its meetings and convention industry, and the Chicago Convention and Tourism Bureau's innovative attendance-building and destination marketing programs have helped the city remain the nation's premier convention destination. If you haven't been to Chicago in the last 5 years, you really haven't been to Chicago. It's a city that continues to change.

A recent Economist article agrees, referring to Chicago as "...a city buzzing with life, humming with prosperity, sparkling with new buildings, new sculptures, new parks, and generally exuding vitality."

The proof is evident in Chicago's successful show experiences. Nearly every major trade show hosted in Chicago since May 2005 experienced record-breaking attendance and/or exhibit sales, a terrific accomplishment in light of a decrease in business travel due to high fuel prices and consolidation within the industry.

Thirty-three million domestic and overseas visitors came to Chicago in 2005 and that number will continue to increase as the city continues to reinvent itself. Business travelers represented 42 percent of this number.

Chicago's regional audience is especially strong. Within a 300-mile radius of Chicago, a one-day drive, lies one of the most densely populated areas of the country—16 percent of the U.S. population.

A number of shows that posted historical attendance and exhibitor sales have also recommitted to Chicago for future years, including: American Library Association, Clinical Chemistry, Digestive Disease Week, International Home and Housewares Show, National Restaurant Association's (NRA) Annual Restaurant, Hotel-Motel Show and the Radiological Society of North America (RSNA).

The 2006 Restaurant Show attracted more than 73,500 attendees and exhibitors from all 50 states and 110 countries, and generated more than \$106 million in direct expenditures for the City of Chicago.

Per a new five-year agreement, NRA's show will remain at Chicago's McCormick Place through 2011.

Already the Western Hemisphere's largest foodservice and hospitality event, the show has been in Chicago for 56 consecutive years.

Chicago is a world-class destination which provides outstanding business facilities and services coupled with the great culinary, cultural and entertainment attractions that our exhibitors and attendees expect," said Steven C. Anderson, president and chief executive officer of the National Restaurant Association, "No other city's venue can, at this time, better satisfy the needs of the growing restaurant industry like McCormick Place."

McCormick Place, the largest convention center in the United States, continues to offer more services and flexibility to the millions of customers it welcomes annually.

Some changes are more visible than others, but all are being done with the purpose of meeting customer demands. The new West Building will open ahead of schedule in August 2007.

Technology continues to be a focus. McCormick Place is the only convention center in the country with a connection to Internet2, allowing customers to

access a variety of activities, including high-definition quality video broadcasting opportunities to multiple sites across the world. Its expanded Wi-Fi coverage can now manage more than 3,000 concurrent users at any given time – the most of any convention center in the country. You just can't beat Chicago's central location for connecting with the rest of the world.



# Official Hotels

## *Four Seasons joins Swissôtel and Fairmont for Media and Corporate Show guests*

With more than 69,000 hotel rooms available within a half hour drive of McCormick Place, finding first-rate accommodations for visiting journalists and manufacturer representatives isn't hard at all in Chicago.

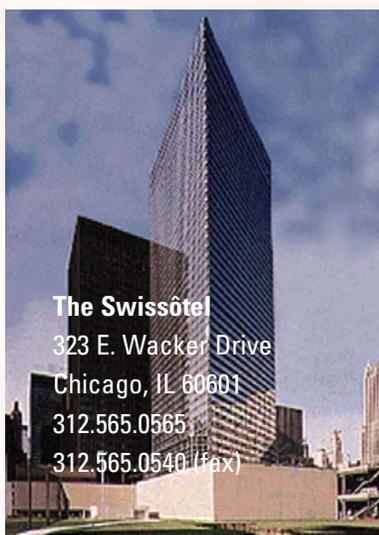
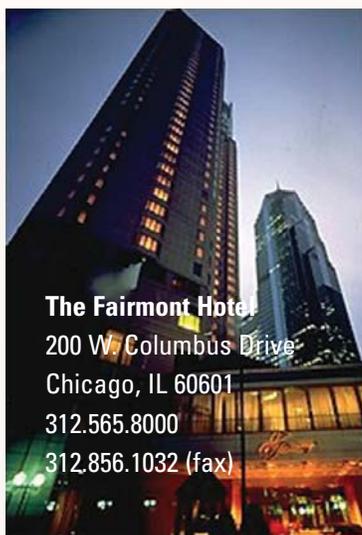
This year the Chicago Auto Show will expand to three Official Headquarters Hotels. As we've enjoyed for the past ten years, the elegant Fairmont Hotel and the stately European-style Swissôtel will be offering a very attractive rate of \$119 for industry personnel and visiting media only.

New for 2007 is the addition of the exquisite Four Seasons Hotel, one of only three five-star hotel properties in Chicago. The Four Seasons is offering Deluxe King rooms for \$245.

The locations of these hotels are ideal for visitors who wish to attend media preview news conferences and still have easy access to Chicago's legendary restaurants, clubs and nightlife.

Early booking is highly recommended. As always, there is no price gouging and no minimum night stay required. Please be sure to mention you are registering for the special Chicago Auto Show rate package.

Continuous shuttle service from the Fairmont Hotel and the Swissôtel to McCormick Place will make getting to and from the show's media preview and public days easy.



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