



Chicago Auto Show 2013



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Public Show February 9-18
www.ChicagoAutoShow.com

Chicago Auto Show Sets Benchmark for Others to Follow

This past year 10 U.S. auto shows retained Foresight Research to perform studies at their shows. Each study included in-display and exit surveys as well as post-show research. The Foresight study concluded that Chicago sets a benchmark for others in creating awareness, show attendance and follow-up auto sales stating, "The attendees at the Chicago Auto Show appear to be more enthusiastic, more motivated, and more engaged in coming to and participating in the auto show than most cities."

Other noteworthy points from the survey include the following:

- The Chicago Auto Show posted a 96% awareness level with local residents.
- More than half of Chicago Auto Show attendees were 12-month intenders.
- Chicago Auto Show attendees were twice as likely as local residents to intend to purchase a new vehicle within 3 months.
- Nearly 1 in 4 of all local area resident households attended the show. Of the 12-month intenders in the local area, half attended the show; almost triple the representation of non-12-month intenders.

While shopping at the show, the study showed that attendees both enlarged and solidified their consideration set. More than two-thirds gave consideration to at least one new brand to consider, and half of 12-month intenders reported that they had very likely made a final choice.

Specifically, Chicago is the only show to offer multiple indoor test tracks and outdoor ride and drive opportunities. The study notes that "Ride and drive participants spent almost an hour more at the auto show than non-participants. The average time spent by all attendees was slightly more than 3 hours."

"The Foresight findings speak very well of the health and impact of our show," said Dave Sloan, general manager of the Chicago Auto Show. "The data proves that our show has a broad appeal and is a strong motivator for consumers. There's no argument that ours is the preeminent consumer show in the U.S.," Sloan added. "No other show has the undisputed king of convention centers in McCormick Place, and our audience of potential customers is not tied to any particular brand."



Chicago Auto Show Takes Social Media to New Heights

Widely recognized as one of the most social media-savvy auto shows, Chicago once again steps up its game in the social media sphere. With a robust digital campaign lineup and numerous opportunities for manufacturers and exhibitors, the Chicago Auto Show continuously strives to take the lead in the social media category.

“The lines between what’s considered traditional media versus social media these days are becoming increasingly blurred,” said Jennifer Morand, senior public relations and social media manager for the Chicago Automobile Trade Association and the Chicago Auto Show. “Consumers are getting their news from both forms, and ‘social media’ is crossing the boundaries of becoming simply ‘media.’”

This year, the Chicago Auto Show offers plenty of interactive opportunities for fans to virtually engage with the show. The 2013 campaign lineup includes:



Re-tweet To Win Twitter Sweepstakes

Beginning Jan. 21 through Feb. 1, fans can follow @ChiAutoShow to watch for a phrase they can re-tweet to win exclusive access to the Social Media Preview (also dubbed a Twitter-friendly #SMP13). The phrase will begin with, “I’m excited for the @ChiAutoShow & want to attend #SMP13 because _____” – the fan will then have to fill in the blank. The Social Media Preview (#SMP13) tickets will be distributed based on the following criteria: 0-25 re-tweets = 1 pass; 26-50 = 2 passes; 51-75 = 3 passes; 75-100 = 4 passes, etc.

#CASChat Series

To drum up excitement surrounding the show and all it has to offer, @ChiAutoShow is hosting a series of #CASChats on Twitter to touch on various features of the show.

- #CASChat with @MommaCuisine – On Jan. 22 at 1 p.m., local family and food blogger @MommaCuisine will host a live Twitter #CASchat to discuss family-friendly activities at the Chicago Auto Show, road trip memories and safe driving. Random #CASChat participants have the chance to win a VIP Chicago Auto Show Family Experience – complete with early show entry, free admission tickets and more!
- #CASChat with @NBCChicago – Long-term media partner NBC 5 Chicago will host the second Twitter chat in the #CASChat series on Jan. 29, again at 1 p.m. NBC 5 Chicago will investigate what’s new for the 2013 show and offer a sneak peek at what fans can expect.
- #CASChat with @Technori – Host of Chicago’s monthly showcase of innovative startups, Technori will host the third and final #CASChat surrounding the latest advancements in the tech automotive world and will vet feedback from fans regarding their top tech picks. This chat will be hosted on Feb. 5 at 1 p.m.

“Picture This” Facebook Photo Contest

From Feb. 8-18, fans will be able to capture their Chicago Auto Show moment and upload the photo to Facebook for a chance to win a brand new camera, compliments of Abt. Fans’ photos with the most shares, comments and likes will win the grand prize and also will have their photo featured as the Chicago Auto Show’s Facebook cover photo for a month following the contest.

Manufacturer Social Media Activities

The Chicago Auto Show is not just creating interactive digital campaigns for fans and show-goers; show management also is encouraging automakers to invite their own influencers, advocates and shouters to attend the Social Media Preview, providing a perfect platform for social media news. The Chicago Auto Show makes this process extremely turnkey and even will create manufacturers’ invitations to their influencers.

Social Media Preview Manufacturer Checklist:

- Invitation to Social Media Preview (#SMP13): Please send Jennifer Morand (jmorand@drivechicago.com) your desired invitation copy along with three photos. We’ll create the #SMP13 invitation for you!
- Social Media Awards Breakfast: Register a 2012 Social Media Campaign for “Driving Engagement” Social Media Awards Presented by Word of Mouth Marketing Association (WOMMA) before Jan. 18. Visit www.chicagoautoshow.com/womma.aspx to enter.
- Social Media Event Plans: Provide your event and campaign details to the Chicago Auto Show (jmorand@drivechicago.com) in order to add your event to the Official Schedule and so show management can help amplify your news.

Chicago Auto Show Brings on New Partners, Maintains Existing Relationships

The Chicago Auto Show is proud to announce three new partners for the 2013, adding Fifth Third Bank, Cars.com and Turtle Wax. The new partnerships continue a trend of increased sponsorship for the show and provide increased interaction for attendees.

Fifth Third jumped onboard as a Grand Benefactor of First Look for Charity, distributor of weekday half-price discount coupons and created a fantastic display in the south hall featuring the #17 Fifth Third Bank Ford Fusion NASCAR racing car and on-site banking activation including ATMs.

"The Chicago Auto Show is an iconic institution that is well known and regarded throughout the world," said Robert A. Sullivan, president & CEO, Fifth Third Bank (Chicago). "We are delighted to join forces with this wonderful organization and enjoy the opportunity of meeting the tens of thousands of visitors that the show will draw daily."

Cars.com will be introducing a new marketing campaign, and a number of tools including an Auto Show App. The Cars.com Auto show app is a new way for show attendees to receive expert tips from the Cars.com editors. In addition Cars.com is presenting sponsor of the show's Social Media Preview (#SMP13).

Turtle Wax, the official "Car Appearance Care Company" of the 2013 Chicago Auto Show will announce Turtle Wax Rinse Free Wash & Wax, an innovation set to change the mindset of consumers as it introduces a new way to wash cars. Guests who visit the Turtle Wax exhibit in the south hall will experience the full Turtle Wax portfolio of products with indoor demonstrations.

"For over 70 years, Turtle Wax has developed car care product innovations that align with the changing times," said Tom Healy, chief operating officer at Turtle Wax, Inc. "We are thrilled to showcase our portfolio of products and announce our latest innovation, Turtle Wax Rinse Free Wash & Wax."

While Fifth Third Bank, Cars.com and Turtle Wax are new to the show this year, the Chicago Auto Show maintains relationships with existing sponsors – all of which bring a unique mix to the table and provide great value to the show.

State Farm – Chicago Auto Show fans can "get to a better state" by experiencing complimentary hot chocolate in the transportation lobby during select times throughout the show. Fans also can visit the all-new State Farm Garage in the South Hall to pick up a free messenger bag, test their driving skills on racing simulators and visit with State Farm representatives to learn more about automobile insurance offerings. Weekday discount tickets also are offered through local State Farm agents, while supplies last.

AutoTrader.com/Kelley Blue Book – Show attendees can stop by the AutoTrader.com/Kelley Blue Book exhibit where they bring fans "Your Auto Show New Car Advisors." The exhibit will feature interactive booth technologies to help attendees understand how they can help consumers in the car-buying process.

Comcast Business Class – Comcast brings back its extremely popular Comcast Super Car Garage, which more than doubles in size and number of vehicles from its debut in 2012. Located at the far end of the North Hall, this impressive gallery of exotic vehicles boasts offerings from exotic brands including Aston Martin, Bentley, Ferrari, Lamborghini, Lotus, McLaren, Maserati and Rolls-Royce.

Continental Automotive – Continental returns as a sponsor of the Chicago Auto Show Media Center – home to the thousands of media who attend the show each year.

"With 600 employees working in Deer Park, Chicago is our hometown auto show and we're proud to support such a great showcase of the best in automotive design and technology," said Kieran O'Sullivan, executive vice president of Continental's global Infotainment & Connectivity Business Unit.

Nissan – Nissan is set to sponsor the annual Chicago Auto Show Media Fly-in program again this year. Last year more than 80 "A" list journalists and bloggers participated in the program. This year, the program boasts more than 100 registered participants.

Chicago Tribune – Chicago Tribune returns as primary sponsor of Women's Day at the Chicago Auto Show. Held on Tuesday, Feb. 12, the Tribune will host a number of exciting events throughout the day for women to enjoy. The Tribune's south hall booth also will host an exciting contest and interactive exhibits.

NBC 5 Chicago/Telemundo – As a long-term media partner of the Chicago Auto Show, NBC 5 is set to host its annual, Emmy award-winning Chicago Auto Show TV Special, currently scheduled to air on the show's opening day, Saturday, Feb. 9 at 6 p.m. CST. Show-goers can get up to speed on the latest auto show news by downloading the Chicago Auto Show mobile app and following the NBC 5 Chicago newsfeed.

Chicago Sun-Times – Make your own Chicago Sun-Times headlines at the 2013 Chicago Auto Show. Photo kiosks will feature you on the front page of the Chicago Sun-Times and allow you to send digital copies to yourself and friends. You can also register to win great prizes by entering special Chicago Sun-Times auto show contests.

Cook County – This year, Cook County will feature energy efficient vehicles on display via the Chicago Auto Show website as well as the mobile app, which is free to download and is available in the iTunes and Google Play stores.



Chicago Hosts Collegiate Video Opportunity

This year, the Chicago Auto Show will offer local university students the opportunity to gain real-world video production experience with the introduction of the 2013 Chicago Auto Show Video Achievement Award.

Participating student groups will have exclusive access to the Social Media Preview on Feb. 8, 2013, when they can capture footage and conduct necessary interviews. Students will work in groups of up to four members and collaborate on the assignment to write, film, edit and produce a video.

The winning film will be showcased to thousands of 2013 Chicago Auto Show attendees throughout the run of the show and will be uploaded to ChicagoAutoShow.com for all to view. Judged on clear, effective communication and visually-appealing production, Chicago Auto Show management will select just one team to win the Video Achievement Award.

“We created the Chicago Auto Show Video Achievement Award to give local college and university students a platform to produce and edit a video that could potentially reach thousands,” said Ettleson. “Our hope with this program is to provide students with a vehicle to success with real-world production experience and the chance to be featured on the show’s official website, ChicagoAutoShow.com. Additionally, students will be able to add their final product to their portfolio.”

The Chicago Auto Show will select the winning team and present the 2013 Video Achievement Award on Feb. 15. Beyond bragging rights, the winning team will receive a prize package including a plaque for the school, complimentary Chicago Auto Show tickets and a \$100 value worth of gift cards per student.

For more information or to register, please visit: www.chicagoautoshow.com/cas_video_award.aspx.



Women Take the Wheel

The automotive industry has been viewed as a male-dominated industry for many years but, as time passes, the market continues to shift to a female consumer market. Women’s purchasing power in the marketplace continues to grow. According to Forbes, women have full or partial say over a staggering \$80 billion worth of spending on cars and now represent 52 percent of new-car buyers in the U.S.

Additionally, more women than men now hold driver’s licenses for the first time in U.S. history, according to a recent study conducted by the University of Michigan’s Transportation Research Institute, which reviewed gender trends in driver’s licenses between 1995 and 2010. The gap is expected to continue to widen.

“We know that women continue to influence the decision when it comes to the car-buying process and it’s truly game-changing for manufacturers,” said Michael Ettleson, chairman of the 2013 Chicago Auto Show. “Gone are the days when auto shows were just about pretty models showcasing shiny cars on carpet; most women are the ringleaders and want what’s best for their family, and the Chicago Auto Show is the perfect place to peruse every vehicle at your leisure.”

Historically, Women’s Day has been filled with professional female guest speakers, manicure stations, delectable desserts and more. The Chicago Auto Show will again hold its annual Women’s Day event this year on Tuesday, Feb. 12. Admission to the show is offered at a half-price discount – at just \$6 a ticket – for all female attendees. The 2013 Chicago Auto Show’s Women’s Day is set to be a spectacular event that no lady will want to miss.



Tentative Feb. 7 Media Schedule

Look for a full media schedule, including Friday Feb. 8 activities, in the next update.

| Time | Event | Location |
|--------------------|------------------------------|-----------------------------|
| 7:00 – 8:50 a.m. | MAMA/Auto Alliance Breakfast | Grand Ballroom S100C |
| 9:00 – 9:30 a.m. | Toyota | Grand Ballroom S100AB |
| 9:40 – 10:10 a.m. | Kia | Kia Exhibit |
| 10:20 – 10:50 a.m. | Nissan | Nissan Exhibit |
| 11:00 – 10:20 a.m. | Volkswagen | Volkswagen Exhibit |
| 11:30 – 11:50 a.m. | Chevrolet | Chevrolet Exhibit |
| 12:00 – 1:20 p.m. | ECC Luncheon | Vista Ballroom |
| 1:30 – 1:50 p.m. | Ram | Ram Exhibit |
| 2:00 – 2:30 p.m. | Ford | Ford Exhibit |
| 2:40 – 3:00 p.m. | Continental Automotive | Grand Concourse Media Stage |
| 3:20 – 3:40 p.m. | Chrysler | Chrysler Exhibit |
| 3:50 – 4:10 p.m. | Turtle Wax | Grand Concourse Media Stage |
| 4:20 – 4:40 p.m. | Motorweek | Grand Concourse Media Stage |



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Last Call for Media Credentials

As in years past, www.ChicagoAutoShow.com/media is a journalist's ticket to everything Chicago Auto Show. Photos, show floor map, press kit, releases and more are just a click or two away.

It is strongly recommended that working media and automotive journalists pre-register for the Chicago Auto Show. Credential requests made and approved prior to Friday, Jan. 18, will be mailed. Registrations made and approved after that date will be available for onsite pickup only. There are no exceptions to this rule.

Online registration is simple. Visit www.ChicagoAutoShow.com/media and click the Credential Registration link. You can register yourself or a group of people at your organization. Completed registrations will be reviewed and either approved or denied by the Chicago Auto Show communications team.

Make Your Hotel Reservations Today

The Sheraton Chicago Hotel and Towers and the Waldorf Astoria Chicago are the official hotels of the Chicago Auto Show. Rooms are available for as little as \$119 per night. For more information on the hotels and a link to the online room reservation forms, visit our official hotels page at www.ChicagoAutoShow.com/hotels.