

# CHICAGO AUTO SHOW

2014

Media Preview **Feb. 6-7** · First Look For Charity **Feb. 7**

Public Show **Feb. 8-17** · [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)



## Media Preview Ramping Up



The 2014 Chicago Auto Show Media Preview will begin on Thursday, Feb. 6 and run through Friday, Feb. 7. The Midwest Automotive Media Association (MAMA) breakfast opens the day with MAMA President Kirk Bell

presenting the MAMA Family Vehicle of the Year award and introducing keynote speaker Bob Carter, senior vice president of automotive operations for Toyota Motor Sales, USA Inc.

Following the MAMA Breakfast will be a full day of manufacturer news conferences, with scheduled introductions from Chevrolet, Kia, Nissan, Ram, Subaru, Toyota, Volkswagen and Volvo. Splitting the day will be the Economic Club of Chicago Luncheon, featuring Joe Hinrichs, executive vice president and president of The Americas for Ford Motor Co.

Day two of the media preview, dedicated to social media interaction, will feature presentations from various manufacturers throughout the show floor as well as the WOMMA Digital Influencer Award, the #FuelCAS social media scavenger hunt and the Digital Megaphone video contest.

"The Chicago Auto Show's balance of a strong media preview with a public show that delivers is a potent marketing mix for the auto industry," says Dave Sloan, Chicago Auto Show general manager. "Keeping things in perspective, the auto show is so much more than a strong media preview; it's also about selling cars and generating excitement for the automobile. That's why it is so important for auto shows to turn up the volume not only during the media preview but for the public show as well."

Exhibitors at the Chicago Auto Show spend millions of dollars creating some of the largest automotive displays in the world with the sole purpose of generating brand awareness and converting that awareness into showroom traffic. General Motors, Chrysler and Toyota each utilize nearly 100,000 sq. ft. Nissan adds 10,000 sq. ft. for 2014, Subaru is up 7000 sq. ft. and Porsche grew by nearly 2000 sq. ft.

"In one of America's greatest cities, and certainly one of the industry's best auto show venues, the Chicago Auto Show is a perennial favorite on the auto show circuit. Like other manufacturers, we look forward to visiting the city and engaging with the show-going public every February," says David Reuter, vice president of Communications, Nissan Americas.

Keeping the volume turned up for the entire run of the show is what makes Chicago so successful. A strong media preview is just one component of a great auto show. Just as important are quality sponsors, social media interaction, first-rate website and mobile app, attendee engagement with our exhibitors, local dealer buy in and a quality preview night to amplify public awareness. Most of all, an auto show needs to generate excitement for the industry and a buzz that translates into sales. The following articles are just a snapshot of what the 2014 Chicago Auto Show holds for consumers.



2014

## CHICAGO AUTO SHOW

### Premier Partners Highlight Impressive Sponsor Lineup

The Chicago Auto Show is proud to announce State Farm, Fifth Third Bank and Shell as Premier Partners for the 2014 Chicago Auto Show. In addition to their primary exhibit spaces and promotional activation plans, Premier Partners enjoy category exclusivity and receive additional exposure to show attendees through the Premier Partners benefits package.

 **State Farm**® State Farm (Exclusive Insurance Industry Sponsor) will debut the Chicago Auto Show Better State Help Desk in the Grand Concourse, where representatives will be on hand throughout the public show to assist guests with questions, problems or just help point them in the right direction. The popular State Farm Garage will return to the South Hall along with a display featuring the new Illinois Tollway Safety Patrol Vehicle and the Better State Crew will once again welcome guests entering through the West Transportation Lobby on weekend mornings with a complimentary coffee or hot chocolate while supplies last.



Fifth Third Bank (Exclusive Bank) will once again be the go to source for consumers looking to get discounted tickets to the show. In addition to distributing weekday half-price discount coupons at more than 200 Chicago and northwest Indiana banking centers, Fifth Third will help turn the key on the 2014 CAS by presenting an exclusive Groupon offer good for the opening weekend of the show. The #17 Fifth Third Bank Ford Fusion NASCAR is sure to draw a crowd, and race fans of all ages will be able to test their skills on custom racing simulators in the Fifth Third exhibit. Showgoers also will be able to refuel their wallets at one of the Fifth Third Bank ATM's located throughout the show floor.



Shell (Exclusive Petroleum Products Company) will help fuel excitement for the show by offering weekday discount coupons at more than 300 Chicagoland locations. On the show floor, attendees will be able to sign up for the Fuel Rewards Network and can win up to 25 cents per gallon off their next gas purchase by testing their luck at the Shell themed spin-the-wheel game. Shell will also be providing prizes for the #FuelCAS Social Media Scavenger Hunt.

Several official sponsors including DriveChicago.com, Cars.com, Chicago Tribune, Nissan, AutoTrader.com/Kelley Blue Book, Turtle Wax, Cook County and Comcast Business Class are currently finalizing plans and expected to return for the 2014 show.

### REMEMBER TO REGISTER!

....for Media Credentials at [www.chicagoautoshow.com/media](http://www.chicagoautoshow.com/media). If you register before Jan. 17, you will receive them in the mail; otherwise you wait in line.

### Chicago Auto Show App Set To Launch

For the second consecutive year, the Chicago Auto Show will provide an official app for fans and attendees. This year the app was developed with American Eagle, the same company that hosts [ChicagoAutoShow.com](http://ChicagoAutoShow.com).

Features of the app include show details, event schedule, show floor map, sponsor listing, show news and vehicle lineup by make and type. The app also interfaces nicely with all of the Chicago Auto Show social media channels including Facebook, Twitter, YouTube, Instagram and Pinterest. Finally, the app provides access to the latest information from the Chicago Auto Show website including the news feed, blog, videos and live streams. Attendees who use the app will also receive push notifications designed to keep them abreast of late breaking events and appearances.

"The 2014 app is intended to provide attendees with a richer and more informational experience. In addition, it allows our exhibitors to reach a national and international audience," said Kurt Schiele, 2014 Chicago Auto Show chairman.

The 2014 Chicago Auto Show app will be available starting mid-January for both Android and iOS devices. Each can be found in the official app stores.





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## CHICAGO AUTO SHOW

## Indoor Test Tracks and Outdoor Test Drives Highlight Show Experience

The Chicago Auto Show will again feature three indoor test tracks and up to six outdoor test drives. Returning are Chrysler's multi-brand test track and its wildly popular Jeep off-road course. Toyota also returns with a track of its own, but for 2014 it will feature trucks within a proving ground that features a see saw, water crossing and 15-foot hill climb. For attendees looking to spend a little time behind the wheel, the Chicago Auto Show will again feature six outdoor test-drive opportunities.

"Last year, more than 75,000 people took part in our test tracks or test drives," said John Webb, 2014 Chicago Auto Show co-chairman. "It's a great way to experience the show and learn about the capabilities of different vehicles."

Test tracks have been a Chicago Auto Show tradition for eight years. Back in 2005, Jeep built its first indoor test track at the Chicago Auto Show and has returned every year since. In addition to Jeep, Chrysler and Toyota, past Chicago Auto Shows have featured test tracks from Ford and Chevrolet. Last year, manufacturers that hosted outdoor test drives included Cadillac, Ford, Kia, Hyundai, Nissan and Subaru.



## OFFICIAL NEW HOTEL

The Hyatt Regency McCormick Place is the new Official Hotel for the Chicago Auto Show. "Connected to McCormick Place" translates into "No more shuttles." Rates start at \$163. More info at [ChicagoAutoShow.com/media](http://ChicagoAutoShow.com/media).

## Chicago Auto Show Partners with SOCIALDEALER to Provide Dealers Social Media Content

The Chicago Auto Show has partnered with SOCIALDEALER – an automotive social media management platform created to help auto dealers engage with customers and manage their reputation through social media and customer reviews – for the 2014 Chicago Auto Show. Chicago-area new-car dealers will be able to tap in to complimentary, real-time syndicated social media content surrounding the 2014 Chicago Auto Show.

The Chicago Auto Show constantly strives to be a leader in the social media space, and with this unique partnership, the Chicago Automobile Trade Association's (CATA) 400 dealer members can serve as a virtual megaphone to market key Chicago Auto Show and manufacturer messages while providing exclusive content and value to their social networks.

## CHICAGO AUTO SHOW

**SOCIALDEALER (con't.)**

CATA dealerships that choose to enroll in the 2014 Chicago Auto Show SOCIALDEALER program will have exclusive access to Chicago Auto Show specific content without even having a physical presence at the show. The social media content will be funneled through one centralized web application and can be segmented so dealers receive only content for brands they sell. Dealers also have complete control over content distribution with an easy approve/deny feature, and can pre-approve all content from the CATA in advance if they choose.

Additionally, all CATA dealer social media managers will be invited to attend the Chicago Auto Show Social Media Preview on Friday, Feb. 7, and will have access to a SOCIALDEALER hospitality room where they can enjoy refreshments, hang their coats and monitor their social media channels.

**TEXT CASMedia  
TO 37483**

**Text “CASMedia” to 37483 for the latest Media Preview information, news conference schedule and constant updates. We guarantee you will get the latest news FIRST.**

**First Look Adds Entertainment**

Now in its 23<sup>rd</sup> year, First Look for Charity is held the evening before the auto show opens to the public. 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 2014 Chicago Auto Show in February.

Attendees at the charity gala, held on the evening of Feb. 7, 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 for Charity has become one of the special events on the winter schedules of Chicago socialites and car buffs alike.

This year, the First Look gala will include upbeat entertainment across the show floor. Highlighting the evening will be a performance by local festival band Sixteen Candles. In the Chevy Dealers display, The Chicago Six, featuring Dan Hampton, Steve McMichael and Otis Wilson, will perform. Across the show floor in the Ford display American Idol winner Lee DeWyze will make an appearance.

**Texting Plays Big Role in Media, Public Communication**

**TEXT 2 DRIVE**

The Chicago Auto Show first introduced texting as a communications platform four years ago. Through its partnership with TEXT2DRIVE, Chicago Auto Show attendees simply text “at the show” to 37483 for the latest news, appearances, contests and food-court discounts. “The program proved to be

a great way to communicate in real-time with attendees and has evolved as a nice compliment to the Chicago Auto Show mobile app,” said Mark Bilek, director of communications and technology for the Chicago Auto Trade Association.”

## Texting (con't.)

Based on the success of the “at the show” program, and thanks to improvements in mobile technology, the texting program will expand to the Media Preview and also include instant messaging between show staffers and social media managers, providing instant text and photo updates from the show floor. Additionally, the Chicago Auto Show will test two-way communication via text with attendees, allowing them to ask questions and get more detailed information about events and appearances.

Gregg Owen, president and founder of TEXT2DRIVE notes: “This program gives auto show visitors the ability to be guided through the myriad of events, prize offerings, special guest appearances and surprise announcements that take place each day at the largest consumer auto show in the United States. Exhibitors can also choose to engage show guests by simply providing ‘keywords’ that attendees can utilize to get specific vehicle information and even ‘text chat’ live with exhibitor representatives.”



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## Chicago Auto Show Hosts Vine/Instagram Video Challenge During Social Media Preview



To help boost show awareness and highlight manufacturer-specific events and programs, The Chicago Auto Show has teamed up with Digital Megaphone to host the 2014 Chicago Auto Show Vine/Instagram Video Challenge during its Social Media Preview on Friday, Feb. 7. Digital Megaphone, a Chicago-based organization that connects brands with bloggers through social media challenges

and interactive blogger events, will deploy Social Media Preview influencers on the show floor to capture either a Vine or Instagram video that best showcases the nation's largest auto show – not the easiest feat in just 7 to 15 seconds!

“The 2014 Chicago Auto Show Vine/Instagram Video Challenge will give social media influencers and media the opportunity to explore the show floor during the Chicago Auto Show’s Social Media Preview,” said Hope Bertram, director of marketing for Digital Megaphone. “Participants will have the chance to win valuable prizes for capturing and sharing their perspective of the highlights of the latest automobile models, interactive displays and industry news. We are thrilled to be part of the largest and longest running auto show in the United States.”

Digital Megaphone will split participants into groups of three and will require each individual to upload the final product to their Twitter handle, along with additional social media channels, with hashtags #FuelCAS and #DigiMegVideo. Once all videos have been uploaded, a panel of judges will review and select the top three videos they believe most accurately and creatively showcases the 2014 Chicago Auto Show. Valuable prizes will be awarded to the winning groups with one grand prize winner and two runners-up. The winning videos will be displayed for all to see during the winner announcement, and the Chicago Auto Show will also highlight the winning videos on its own social media channels – providing credit to the editors.

Media and social media influencers can pre-register for the challenge by visiting <http://digitalmegaphone.com>. Digital Megaphone will review each entry and will send an email confirmation upon approval.

## Key Contacts

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