

# CHICAGO AUTO SHOW

[www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

#CAS16

MEDIA PREVIEW FEB. 11 & 12 • FIRST LOOK FOR CHARITY FEB. 12 • PUBLIC SHOW FEB. 13-21

## Sponsors Line Up to Reach Consumers

Based on sheer size and attendance, there's little doubt that Chicago is the nation's consumer auto show. In fact, every mainstream automaker will be on display this coming February at McCormick Place. Because of that, consumer-facing sponsors are lining up to participate in the Chicago Auto Show. The roster of sponsors includes State Farm, Fifth Third Bank, Shell, Cars.com, Chicago Tribune and new sponsors, Rand McNally and Comcast Xfinity.

"More important than their financial impact on the show's bottom line is the activation each sponsor brings to the show and the fact that the sponsors improve the experience for show attendees," said Tim McBride, director of sponsorship and marketing for the Chicago Auto Show. The show's three premier partners lead the way with both on-site and in-market show-focused campaigns. Longtime sponsor State Farm returns with its attendee-favorite Garage experience, Better State help center and adds to the lineup a customer lounge for 2016.

"Fifth Third Bank will again enjoy sponsorship and activation at the 2016 Chicago Auto Show," said Robert A. Sullivan, CEO & regional president, Fifth Third Bank (Chicago). "Our partnership with the Chicago Auto Show has provided us with an exceptional way to promote both our brand and our commitment to serving Chicagoland consumers and communities, as well as enjoy new, significant consumer and auto dealer business acquisition." Fifth Third Bank enjoys status as exclusive bank of the show, along with lead sponsorship position as a Grand Benefactor of the opening night, First Look for Charity, and an interactive exhibit space where bankers and promotional team members enjoy connection with show guests. Fifth Third Bank helps drive excitement for the show with special opening weekend discount campaigns and an interactive exhibit, while also serving as a Grand Benefactor of the First Look for Charity preview night.

Shell continues as the retail partner of the popular market-wide Weekday Discount Coupons program and engages attendees at the show where consumers can win prizes and earn discounts at Shell Fuel Rewards Network-themed displays. Over the last several years State Farm has had enormous success at the Chicago Auto Show and we have increased our consumer engagement activities within our space as a result. We try to create an environment that compliments all of the show's experiences so that consumers see State Farm as the solution for all their insurance needs," said Tamara Harvell, State Farm Sponsorship senior project lead.

New sponsor Rand McNally, fittingly, becomes presenting partner of the official Chicago Auto Show map, will make news with a special product announcement during the Media Preview and offer attendees the opportunity to test out its line of navigation products on the show floor. Comcast Xfinity steps up this year to offer a unique way for consumers to check out some of the most popular attractions on the floor through the Future of Awesome Concept Cars Mobile App Guided Tour and Social Media Challenge. Comcast will also provide show goers the opportunity to take a much needed break and learn more about its offerings in a Xfinity-themed lounge.

Finally, Cars.com will make sure attendees can stay connected by sponsoring dedicated show WiFi that will cover the entire showfloor. "Attendees are more connected than ever, and providing free WiFi to guests will no doubt enhance the Chicago Auto Show experience for all," said Mark Bilek, director of communications and technology for the Chicago Auto Show. "The Cars.com sponsorship of the WiFi gives Chicago a leg up on other major shows as the only one to offer attendees free high-speed connectivity throughout the showfloor."



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## Lights, Camera, Action - 5 TV Specials from Show Floor

The Chicago Auto Show provides the perfect setting for exciting and engaging television and the Chicago market is strong enough to support multiple live television specials. This year five stations are looking produce auto show special programming: ABC, CBS, NBC, Telemundo and WGN.

Official show broadcast partner ABC will return with a live broadcast originating from the show floor from 6-7 p.m. on Saturday, Feb. 13. The hour-long special will focus on Chicago Auto Show introductions, new technologies and interactive and engaging activities at the show.

“As the most watched station in Chicago, it’s important for ABC 7 to forge strategic partnerships with organizations that share our values. That’s why it’s such a privilege to be the official television partner of the Chicago Automobile Trade Association -- to be aligned with a group of local business owners, who like us, understand that giving back to the community is not only rewarding but is the foundation of our success,” said John Idler, president and general manager of ABC7 Chicago. “We look forward to continuing this tremendous partnership in 2016 by bringing the largest auto show in the nation to Chicago area viewers during ABC 7’s live, hour-long Auto Show special.”

WGN also returns with its Motorweek-backed show featuring automotive expert John Davis. The WGN special will also air Saturday, Feb. 13.



“WGN-TV’s Chicago Auto Show special is a viewer favorite each year. We are fortunate to have Motorweek’s John Davis elevate the show with his expertise and trusted automotive knowledge,” said Larry Wert, President/Tribune Broadcasting. “WGN-TV has been producing and airing Chicago Auto show specials almost every year for the last 65 years. We value this partnership and look forward to 65 more.”

CBS2 Chicago, NBC5 Chicago and Telemundo Chicago are expected to produce dedicated Chicago Auto Show programming this year. The CBS and NBC auto show specials will likely air Sunday, Feb. 14, while the show programming from Telemundo will likely air Feb. 13. All of the specials are scheduled to re-air multiple times throughout the public days of the Chicago Auto Show.



## OFFICIAL HOTELS

For more information on the official hotels, please visit:  
<http://www.chicagoautoshow.com/about-the-show/official-hotels/>



## Auto Show Gala Expected to Raise \$2.5 Million for Area Charities



Eighteen Chicago area charities will benefit from more than \$2.5 million expected to be raised by a black-tie gala held in conjunction with the 2016 Chicago Auto Show. Now in its 25th year, First Look for Charity is held the evening before the auto show opens to the public.

The coming “First Look” event, on Feb. 12, gives benefactors the chance to see hundreds of new vehicles on display amid an elegance not present when crowds converge on McCormick Place during the auto show’s nine-day consumer run, Feb. 13-21. First Look for Charity has become one of the special events on the winter schedules of Chicago socialites and car buffs. About 10,000 attendees at the charity gala will be treated to hors d’oeuvres; champagne, wine, beer and soft drinks; and special entertainment presented by the automakers in their displays.

Complementing the culinary efforts of Savor, McCormick Place’s in-house caterer, are a host of notable Chicago restaurants, including Adobo Grill, Frontier, Joe’s Seafood Chicago, Miss Ricky’s, New England Seafood Co., Porkchop, Real Urban Barbecue, Shen Yun, Texas de Brazil, Union Sushi + Barbeque Bar, and ZED451.

Spirits will be poured by Brown-Forman, Ménage à Trois Vodka, Sugar Island Rum, Tres Agaves Tequila, and Trincherro Family Estates. Benefactors in attendance also have the chance to win a 2016 Lincoln Black Label MKX or a 2016 Jeep Renegade.

“The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories,” said Colin Wickstrom, chairman of the 2016 show. “It’s also about giving something to the charities of our community.”

The 18 organizations participating in this year’s First Look for Charity predominantly are children-oriented. Some operate on a global level; others, locally. This year’s roster includes 100 Club of Chicago, Advocate Health Care, Boys & Girls Clubs of Chicago, Catholic Charities of the Archdiocese of Chicago, and Catholic Charities of the Diocese of Joliet.

Also, Clearbrook, The Cradle, Franciscan Community Benefit Services, Franciscan St. James Health, the Ray Graham Association for People with Disabilities, the Illinois Spina Bifida Association, and JDRF.

And, Lurie Children’s Hospital, March of Dimes, Misericordia, Special Olympics Illinois, Turning Pointe Autism Foundation, and the Jesse White Tumbling Team.

Tickets to the event are \$250 each and can be ordered at [www.firstlookforcharity.org](http://www.firstlookforcharity.org). Attendees can direct the proceeds of their purchase to any or all of the benefiting charities. Of each ticket, \$203 is tax-deductible as a charitable expense.

**MEDIA  
CREDENTIAL  
REGISTRATION**

Media Credential Registration is open, please visit [www.chicagoautoshow.com/media](http://www.chicagoautoshow.com/media) for more information or to register for media credentials.

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## WOMMA Driving Engagement Award Returns

Word of Mouth Marketing Association (WOMMA), the official trade association for the word of mouth and social media marketing industries, is now accepting “2016 Driving Engagement Award” submissions. The Chicago Auto Show and WOMMA have teamed up for the fourth year to recognize an automotive manufacturer for its most buzz-worthy social media campaign of 2015. The special awards ceremony will be held during the 2016 Chicago Auto Show’s Media Preview on Feb. 12.

“Our goal is to help showcase the use of credible, ethical and effective social media and word of mouth marketing during the Chicago Auto Show Media Preview and throughout the public show and to help auto brands ‘drive engagement’ with their fans all year long,” said Suzanne Fanning, president of WOMMA.

For the first time, show organizers and WOMMA will enlist consumers to weigh in and cast their votes on the Chicago Auto Show’s Facebook page leading up to the event.

Entries can be submitted now through Monday, Jan. 25: <http://www.chicagoautoshow.com/media/2016-womma-award/>. The judging will take place that week.



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## CAS Announces PR Newswire as Official New Service Provider



**PR Newswire**  
United Business Media

**MultiVu**

The Chicago Automobile Trade Association, producer of the Chicago Auto Show, is proud to announce PR Newswire as the official news provider for the 2016 show. With this designation, PR Newswire will help Chicago Auto Show organizers reach media and consumers by disseminating the latest news releases, videos and infographics issued by the show, while expanding social media reach. Additionally, PR Newswire will continue to offer distribution services and multimedia production to the show’s exhibitors and sponsors.

“PR Newswire and the Chicago Auto Show have a long history of working together to serve the automotive marketplace,” said Ken Wincko, senior vice president of marketing at PR Newswire. “This is one of the most exciting events of the year and is certain to be a showcase for all of the innovation occurring in the industry. We are honored to be serving as the official news provider for the show.”

“From the latest vehicle debuts, buzz-worthy technological and safety advancements to what’s trending from the nation’s largest auto show, we need to communicate to media and consumers in an effective, streamlined manner, and our partnership with PR Newswire helps us achieve just that,” said Colin Wickstrom, 2016 Chicago Auto Show chairman. “There’s so much to see and do at the Chicago Auto Show and we want to get that story out as wide and far as possible.”