



# Exhibiting Opportunities @ the 2017 Chicago Auto Show





# About the Show



The Chicago Auto Show celebrates its 109<sup>th</sup> Edition in 2017. Held more times than any other auto show in the world, the Chicago Auto Show is **the nation's largest** covering more than 1 million square feet.



Widely known as the most important **“consumer auto show”** in North America, Chicago is the place where the auto industry goes to see how its products will play with its most important constituency—the customer!

2017  
PLACE - FEB. 11-20

# About the Show

The Chicago Auto Show has **three distinctive components:**

- ❖ the **Media Preview**
- ❖ the **First Look for Charity**
- ❖ the **Public Show**

Each of these components is a show in itself and plays a vital role in making the Chicago Auto Show a success.





# Media Preview

- ❖ The Media Preview is a snapshot of what's right around the corner in concept, style, and luxury in the auto industry.
- ❖ Over the past century, automakers have chosen the Chicago Auto Show to debut hundreds of new vehicles and concept cars.
- ❖ Chicago has hosted 20 world introductions in each of the past three years.
- ❖ Nearly 3300 of the most-influential automotive journalists attend the Chicago Auto Show Media Preview.



# First Look for Charity

- ❖ First Look for Charity is among Chicago's biggest single-day charity events, raising more than \$46 million over 20 years.
- ❖ The black-tie affair attracts socialites and car buffs for the chance to behold the nation's largest auto show in grandeur, with abundant hors d'oeuvres, champagne, wine and soft drinks.
- ❖ Live entertainment across the show floor enriches the experience.





# Public Show



- ❖ The Public Show spans 10 days including two weekends—118 hours of interaction with the latest automotive offerings, allied exhibits and sponsors.
- ❖ The consumers attending the show comprise the very segments of Chicagoland's population that are highly targeted by automakers.
- ❖ The Chicago Auto Show has become an annual tradition for many families as well as a mecca for car shoppers and auto enthusiasts.

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# Why Chicago?

## Chicago . . .

- ❖ Hosts the nation's biggest and longest-running auto show.
- ❖ Is home to the nation's largest convention center, hosting more than 100 events annually.
- ❖ Enjoys more than 30,000 Class A hotel rooms and 15,000 restaurants in the metro area.

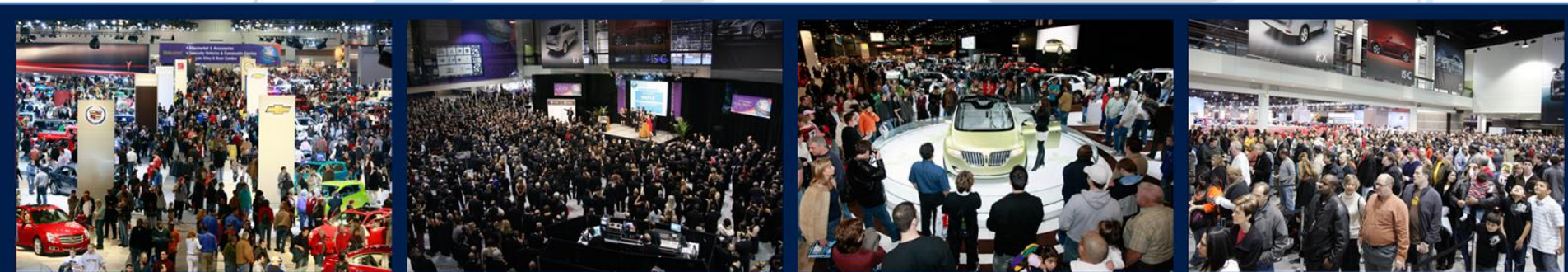




# Why Chicago?

## The Chicago Auto Show has . . .

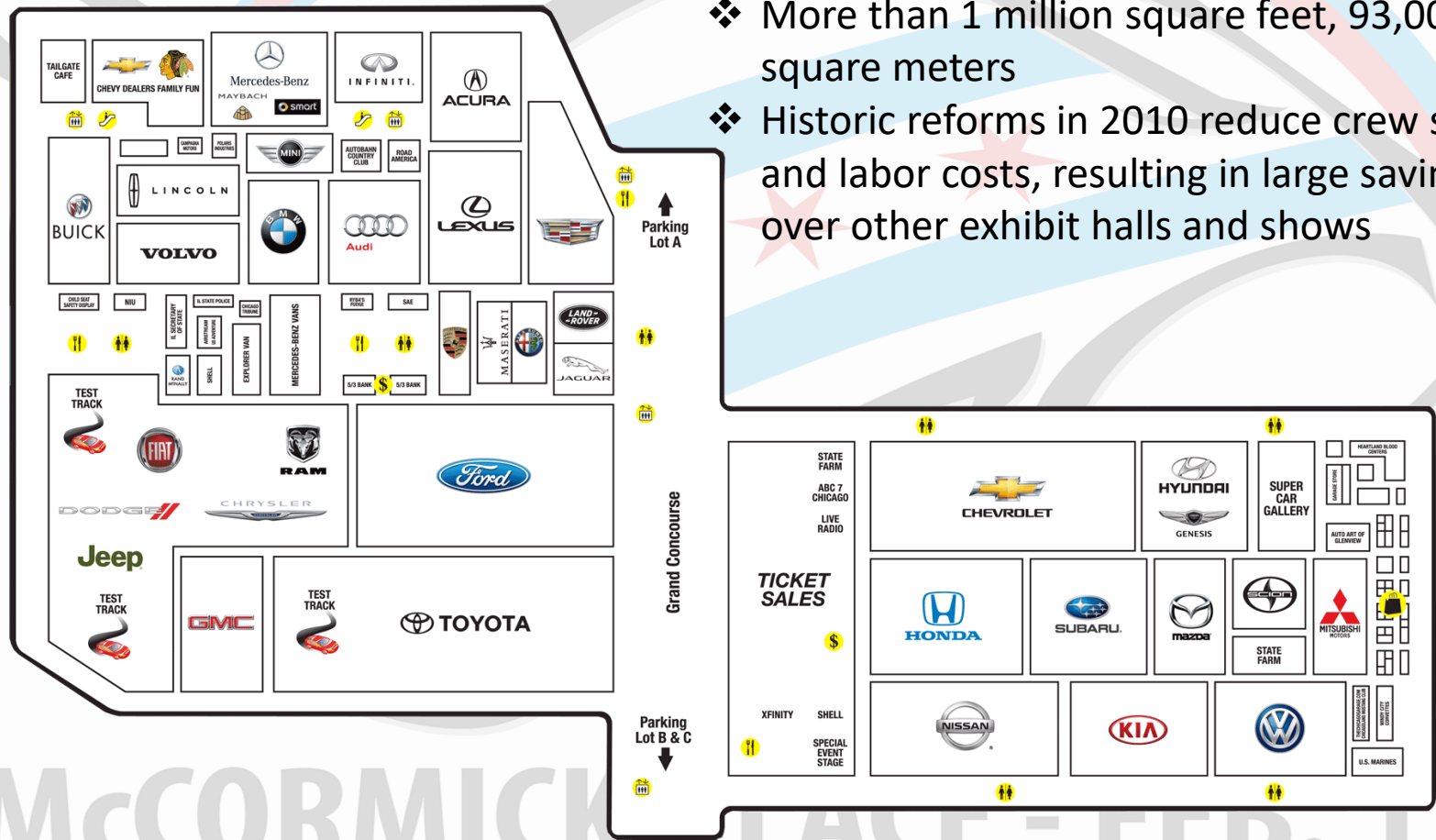
- ❖ Passenger car and commercial vehicle displays for every mainstream manufacturer
- ❖ Public service displays representing city/county/state and federal agencies
- ❖ Special bodywork/coach builder exhibits as well as tuner/race/vintage vehicle exhibits
- ❖ Accessory and supplier exhibits on the main floor in proximity to vehicle manufacturers





# Why Chicago?

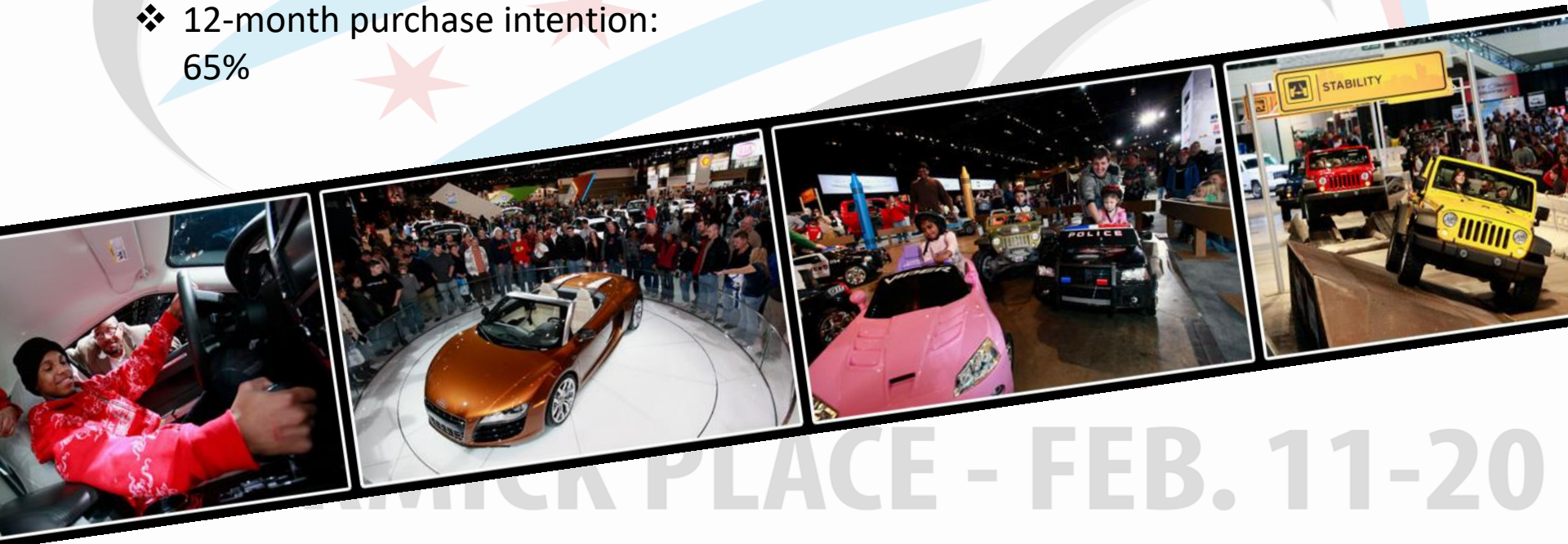
- ❖ One contiguous level of class “A” exhibit space
- ❖ More than 1 million square feet, 93,000 square meters
- ❖ Historic reforms in 2010 reduce crew sizes and labor costs, resulting in large savings over other exhibit halls and shows



# Audience

The Chicago Auto Show performs exit surveys to determine consumer intentions and define demographics.

- ❖ Gender: 49% female
- ❖ Education: 93% college or above
- ❖ Age: 45% are 35 to 54
- ❖ Income: 41% greater than \$100k
- ❖ 12-month purchase intention: 65%



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# Chicago Auto Show

## Rates

### Manufacturer Rate (sq. ft.)

- ❖ Exhibit Space: \$8.50
- ❖ Indoor Ride & Drive: \$6.50

### Manufacturer Rate Includes:

- ❖ Crate storage
- ❖ No hundred-weight charge for show site material handling

### Aftermarket & Accessories Rate (sq. ft.)

- ❖ Exhibit Space: \$16.50
- ❖ Exhibit Space (1,000 sq. ft. +): \$10.50

Must be an aftermarket manufacturer or installer to qualify for \$10.50 rate.



# Important Dates



## Move-In

Lighting: Jan. 29 – Feb. 1

Freight Move-In & Exhibit Installation:  
Feb. 2 – 8

## Media Preview

Feb. 9 – 10

## First Look for Charity

Feb. 10

## Public Show

Feb. 11 – 20

## Move-Out

Feb. 20 – 23



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# Key Contacts



**All Exhibit Inquiries:**

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