



CHICAGO AUTO SHOW

MEDIA PREVIEW FEB. 9 & 10 | FIRST LOOK FOR CHARITY FEB. 10 | PUBLIC SHOW FEB. 11-20



ChicagoAutoShow.com

#CAS17

MEDIA PREVIEW READY TO KICK OFF NATION'S LARGEST AUTO SHOW

Newly installed Midwest Automotive Media Association (MAMA) president Jill Ciminillo will welcome media to the Windy City on Thursday, Feb. 9 at the MAMA Breakfast. Jill will present the MAMA Family Vehicle of the year award and introduce keynote speaker Ralph Gilles, Head of Design, FCA - Global.

However, there is one scheduled media event prior to the MAMA Breakfast. The Concept & Technology Garage will take place from 1 – 3:30 p.m. Feb. 8 in F2 Hall of McCormick Place. The Concept & Technology Garage is a perfect opportunity to get a sneak peek at many of the concepts, brand-new vehicles and innovative technologies that will be on display at the Chicago Auto Show. All registered media are welcome to attend.



*Dan Ammann
President, General Motors Company*



*Ralph Gilles
Head of Design, FCA - Global*

Following the MAMA Breakfast, the first day of the Chicago Auto Show Media Preview will feature vehicle introductions from the following manufacturers: Toyota, Hyundai, Nissan, Dodge, Ford, Mitsubishi, Chrysler, Chevrolet and Mopar. In addition, there will be news conferences from Midwest EVOLVE and MotorWeek.

Sandwiched in the middle of Day 1 is the Economic Club of Chicago (ECC) Luncheon, a cornerstone event of the Media Preview. General Motors President Dan Ammann will be the keynote speaker. The ECC Luncheon is a ticketed event with limited availability, with tickets for media available in the Media Center. Business attire is required.

Day 2 of the Chicago Auto Show media preview starts with the Mopar breakfast. Mopar, the service, parts and customer-care brand of FCA US LLC, continues its 80th anniversary celebration with a media breakfast and exclusive vehicle reveal led by Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. The event is scheduled for 8:30-9:30 a.m. Friday, Feb. 10. Media can access the show floor beginning at 8 a.m.

Following the breakfast, manufacturers and exhibitors will host a variety of special programs and influencer events to reach an audience beyond that of traditional automotive outlets. Automakers hosting special programs and events include Hyundai, Mazda, Nissan, Subaru, Porsche, Audi, BMW and MINI.

Fifth Third Bank will take the stage mid-morning to host a special financial literacy program for more than 250 Chicago-area students. Following, the National Road Safety Foundation will present the Drive Safe Chicago award to a local student who garnered the most votes for his or her distracted driving public service announcement. Finally, Word of Mouth Marketing Association for the fifth consecutive year will host the Driving Engagement Award ceremony to recognize and applaud an automotive manufacturer with the most engaging social media campaign of the year.

Engaging these niche audiences continues to be an effective tactic to amplify manufacturer messaging and highlight the many ways that an auto show can appeal to a wide demographic.





CHICAGO AUTO SHOW SPONSORS READY TO ENGAGE THE MASSES



As the nation's largest auto show approaches, sponsors of the 2017 Chicago Auto Show prepare to engage the masses. Foresight Research reports that 65 percent of people who visit the Chicago Auto Show go to shop – a statistic that applies to all exhibitors, including sponsors.

The roster of returning premier partners includes State Farm, Fifth Third Bank and Shell. In addition to premium exhibit space on the show floor and market-wide promotional activities, premier partners enjoy category exclusivity and receive additional exposure to show attendees through the premier partner benefits package.

State Farm returns with its popular interactive garage exhibit, which this year adds the State Farm RoadHouse. In addition, State Farm representatives will be on hand at the State Farm Here to Help Center in the Grand Concourse. Fifth Third Bank is the go-to source for opening-weekend discounts as well as providing ATMs across the show floor. Shell will help fuel excitement by offering weekday discount coupons at retail outlets across Chicagoland and be on hand with Shell Gas Cards and the Fuel Rewards Network.

Additional show sponsors include Xfinity, the Steel Market Development Institute and the Chicago Tribune.

"We work with each one of our sponsors on tailored opportunities and activations that heighten the attendee show experience," said Tim McBride, Chicago Auto Show director of marketing. "We find the outcome is better on both sides: The exhibitors help fill a need that the consumers want, and the activations give the sponsors the best chance to engage a key audience."

Xfinity will appear onsite again this year and will engage consumers via social media by encouraging attendees to participate in a superfast supercar social media challenge. To drive home Xfinity's "superfast" services, show attendees can enter photos they take of vehicles featured in the show's Supercar Gallery or by posting their dream car. Xfinity will randomly award fans prizes and even select a few to receive exclusive Supercar Gallery access.

New to the 2017 Chicago Auto Show, the Steel Market Development Institute (SMDI) is the presenting sponsor of the show's industry-only Concept & Technology Garage event. The Concept & Technology Garage provides national and local media an opportunity to take a deeper dive into today's automotive technology and capture footage of the cars. SMDI representatives will be on hand and available to connect with media and industry representatives. Additionally, SMDI will sponsor a portion of the new What Drives Her event at the 2017 Chicago Auto Show luncheon and panel, another industry-only event that will be held prior to the Concept & Technology Garage. Jody Hall, SMDI vice president, automotive market, will serve on a panel that is moderated by Bridget Brennan, author of "Why She Buys." This event will aim to honor and celebrate women with integral roles in the automotive industry.

Finally, the Chicago Tribune will return as the primary sponsor of Women's Day on Wed., Feb. 15, with programs and events geared towards females. The Chicago Tribune will team up again with ChicagonistaLIVE to host a public-facing program called Women Driving Excellence to acknowledge and honor influential women in and around Chicagoland. Honorees from 2016 included Lisa Madigan, Dee Alexander and Marilynn Kelly Gardner.





2017 CHICAGO AUTO SHOW MEDIA PREVIEW NEWS CONFERENCE SCHEDULE

Please visit ChicagoAutoShow.com/media for updates.

This schedule is subject to change, valid as of Feb. 1, 2017.

Thursday, Feb. 9 Media Preview Schedule – Show Floor Open 8 a.m. – 5 p.m.

*Media Credential and government-issued photo ID required for show floor access. Proper business attire required.
Ticket required for ECC Luncheon, available in Media Center.*

Time	News Conference	Location
8:00 a.m.	MAMA / CATA Breakfast – Ralph Gilles, Head of Design, FCA – Global	Grand Ballroom, S100
9:30 a.m.	Toyota News Conference	Toyota, South Hall
10:00 a.m.	Hyundai News Conference	Hyundai, North Hall
10:30 a.m.	Nissan News Conference - Snack	Nissan, North Hall
11:00 a.m.	Dodge News Conference	Dodge, South Hall
11:30 a.m.	Ford Vehicle Introduction	Ford, South Hall
12 Noon	Economic Club of Chicago Luncheon – Dan Ammann, President, General Motors Company	Grand Ballroom, S100
1:30 p.m.	Mitsubishi Vehicle Introduction	Mitsubishi, North Hall
2:00 p.m.	Chrysler/Braun News Conference - Snack	Chrysler, South Hall
2:30 p.m.	Midwest EVOLVE New Conference	Grand Concourse Media Stage
3:00 p.m.	MotorWeek - 2017 Drivers Choice Awards	Grand Concourse Media Stage
3:30 p.m.	Chevrolet News Conference - Reception	Chevrolet, North Hall

Friday, Feb. 10 Social Media Preview Schedule – Show Floor Open 8 a.m. – 2 p.m.

Media Credential/Social Media Credential and government-issued photo ID required for show floor access.

Time	News Conference	Location
8:30 a.m.	Mopar News Conference & Breakfast	FCA, South Hall
9:45 a.m.	Fifth Third Bank Student Program	Grand Concourse, Media Stage
10:00 a.m.	BMW	BMW, South Hall
10:15 a.m.	National Road Safety Foundation Award	Grand Concourse, Media Stage
10:30 a.m.	Hyundai	Hyundai, North Hall
10:45 a.m.	WOMMA Driving Engagement Award	Grand Concourse, Media Stage
11:00 a.m.	Mazda	Mazda, North Hall
11:30 a.m.	Nissan	Nissan, North Hall
11:45 a.m.	U.S. Army	U.S. Army, South Hall
12 Noon	Volkswagen Lunch	Volkswagen, North Hall

CHICAGO AUTO SHOW



SNAP, TWEET, SHARE



The Chicago Auto Show is the place to connect with consumers and, with more than 1 million sq. ft. of exhibit space, nearly 1,000 vehicles on display, five indoor test tracks and tons of interactive fun to be had, the show is the perfect opportunity to harness the power of social media.

A leader when it comes to social media engagement, the Chicago Auto Show is putting a large emphasis on Snapchat this year, and will host a series of engaging campaigns leading up to and during the nation's largest auto show. Beginning the week leading up to the show, the Chicago Auto Show will launch a snap-to-win contest where fans are encouraged to invite three friends to add the show on Snapchat, send the Chicago Auto Show a unique snap and share to fans' story. The

Chicago Auto Show will select a new winner each week and provide the winner and their three friends free tickets to attend the show.

Onsite, the Chicago Auto Show will encourage fans to follow its Snapchat story for that day's new challenge. For example, take a selfie beneath the iconic show globe that separates the North and South Halls or pose in your dream car. Entries must use the Chicago Auto Show's Snapchat geofilter. Winners will be featured daily in the Chicago Auto Show's Snapchat story and fans can win prizes such as a Shell gas gift card.

The show will also engage fans through additional social media channels – including Facebook, Twitter and Instagram – and will select daily winners who posted photos using the show's official hashtag #CAS17. The Chicago Auto Show's "Social Squad" will be roaming the show floor engaging fans to take pictures inside an "Insta Frame." Additionally, show organizers teamed up with ABC 7 Chicago to host a series of Facebook Live events to touch on fan's burning questions including autonomous driving and technology advancements, electrified cars and family vehicles with enhanced safety features.



IT TAKES A VILLAGE ...

Constructing the nation's largest auto show is no laughing matter. Move-in begins just 10 days prior to opening with the construction of more than 30,000 feet of overhead truss and 6,000 lighting instruments. After lighting comes more than 1 million square feet of flooring – both carpet and raised. Once floor coverings are put down the freight operation commences with upwards of 100 semi-trailer loads of display material being assembled. While all of this is going on, five indoor test tracks are being assembled and tested. Finally, nearly 1,000 vehicles are moved into place to be show-ready for the Media Preview at 8 a.m. on Feb. 9.

"The Chicago Auto Show is blessed to have the best convention facility in the country," says Chris Konecki, director of show operations. "The fact that we can move in and build the largest show in the nation in just 10 days is a testament to the men and women who make up the dedicated workforce at McCormick Place."



Chicago Auto Show
Chicago Automobile Trade Assn.
18W200 Butterfield Road
Oakbrook Terrace, IL 60181 USA
P: 630.495.2282 (CATA)
F: 630.495.2260
www.ChicagoAutoShow.com

KEY CONTACTS

Senior Director of Communications
& Technology

Mark Bilek

630-424-6082 direct

mbilek@drivechicago.com

Director of Public Relations
& Social Media

Jennifer Morand

630-424-6084 direct

jmorand@drivechicago.com

CATA President &
Auto Show General Manager

Dave Sloan

630-424-6055 direct

dsloan@drivechicago.com

Executive Vice President

Chris Konecki

630-424-6075 direct

ckonecki@cata.info

First Look for Charity Manager

Erik Higgins

630-424-6008 direct

ehiggins@cata.info

Director of Special Events &
Exhibitor Relations

Sandi Potempa

630-424-6065 direct

spotempa@cata.info

Director of Marketing

Tim McBride

630-424-6085 direct

tmcbride@drivechicago.com

