

CHICAGO AUTO SHOW

FEB 10-19

MCCORMICK PLACE
CHICAGOAUTOSHOW.COM | #CAS18

MEDIA PREVIEW FEB. 8-9
FIRST LOOK FOR CHARITY FEB. 9
PUBLIC SHOW FEB. 10-19

PREMIER PARTNERS HIGHLIGHT SPONSOR LINEUP

The Chicago Auto Show is proud to announce State Farm and Wintrust Financial as Premier Partners for the 2018 Chicago Auto Show. 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 Partners benefits package.

As a new premier partner for 2018, Wintrust becomes the presenting sponsor of the Super Car Gallery and the source for discounted tickets for opening weekend and weekday admissions. Visit any of the bank's 150 community bank locations and pick up a voucher to save \$6 off weekday tickets redeemable at the box office. Wintrust also returns as a corporate supporter of First Look for Charity as the company is committed to going above and beyond banking solutions to support Chicagoland communities. As Chicago's Banks, that means aligning with some of the most iconic Chicago events – the Chicago Auto Show being a perfect example.

State Farm (Exclusive Insurance Industry Sponsor) returns with its popular interactive Garage exhibit. This year's space features an all-new Auto Love Wall where attendees can share their fondest car memories, an engraving station where participants walk away with a personalized keychain and a photo mosaic interactive where attendees take a car photo and add it to a larger visual display, eventually creating a magnificent auto memory mosaic. State Farm representatives will also field thousands of questions and assist attendees at the Here to Help Center in the Grand Concourse throughout the entire public show. Talk to an agent to learn how you can give your car the protection it deserves.

Steel Market Development Institute (SMDI) returns to the Chicago Auto Show for the second year in a row with an even larger presence. SMDI will again be the presenting sponsor of the Concept & Technology Garage with a tailgating-themed activation, light snacks and beverages. Added this year, SMDI will also be the exclusive corporate partner of the Midwest Automotive Media Association (MAMA) opening breakfast and a sponsor of the What Drives Her industry luncheon, which includes SMDI Vice President Jody Hall as a morning session panelist. "MAMA has been a valuable partner in spreading the word on the numerous advancements in steel technology," said Hall. "Advanced high-strength steel delivers exactly what consumers and automakers need – matching key performance targets, providing value to the consumer and the OEM, as well as being the most environmentally friendly automotive material."



Official sponsors Xfinity and the Chicago Tribune will also return to provide unique opportunities to engage with the 2018 show. Check out the XFINITY Lounge to get a hands on X1 Experience! Interested in fast cars? You can take part in the XFINITY "Fastest Speed" Car Journey or join the #XFINITYFast Social Media Challenge to win some cool prizes while you tour the show floor. The Chicago Tribune will again host Women's Day at the Chicago Auto Show on Tuesday, Feb. 13, when women are admitted at a discounted price and special activities geared towards women will be available.

PREMIER PARTNERS

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WOMMA DRIVING ENGAGEMENT AWARD DEADLINE: JAN. 17



The Chicago Auto Show and Word of Mouth Marketing Association (WOMMA) have teamed up for the sixth consecutive year on the 2018 Driving Engagement Award, which recognizes an automotive manufacturer for an outstanding word-of-mouth campaign utilizing social media. The campaign submission form is now live and manufacturers are encouraged to submit a social media campaign for consideration before Jan. 17.

“Our goal with the Driving Engagement Award is to recognize the power of social media marketing to ‘drive engagement’ with auto consumers and to highlight examples of how top auto brands are engaging consumers effectively and impactfully,” said WOMMA’s Director of Development Leah Marshall.

A panel of WOMMA judges will review all entries and select three finalists to attend a special award ceremony during the Chicago Auto Show’s Media Preview on Friday, Feb. 9, where one of those brands will be recognized with the 2018 Driving Engagement Award. Additionally, throughout the public show – Feb. 10-19 – the winning campaign will be prominently featured on the Chicago Auto Show’s social media wall alongside other trending content.

Past Driving Engagement Award recipients include Mitsubishi (Kids Talk Safety), Honda (Monsters Calling Home and April Fools’ Fit Kit), Hyundai (Walking Dead Chop Shop) and Toyota (Family Trails). Manufacturers and advertising agencies may apply for the WOMMA award here or visit <https://www.chicagoautoshow.com/media/2018-womma-award/>.



MEDIA PREVIEW FEATURES CONCEPT & TECHNOLOGY GARAGE



Steel
Market Development
Institute

Autonomous ... Safety ... Connectivity. With advancements in technology, safety equipment and ever-increasing fuel economy requirements, today’s automobiles are becoming increasingly complex. The Chicago Auto Show’s Concept & Technology Garage gives automotive media a fantastic opportunity to take a deep dive into the latest concept cars, safety technologies and automotive telematics. The Concept & Technology Garage is sponsored by the Steel Market Development Institute.

“A natural outgrowth of our traditional concept car drive, the Concept & Technology Garage will give local and national media an opportunity to dig deeper into today’s automotive tech,” said Dave Sloan, Chicago Auto Show general manager. “It’s easy to report on fuel economy improvements or new safety features, but to actually understand how manufacturers implement new systems, that takes time. This event will give journalists the opportunity to really get a handle on all this new technology.”

The Concept & Technology Garage will be held on Wednesday, Feb. 7 from 1 to 4 p.m. at McCormick Place. Print, broadcast and electronic media are welcome to attend. Additional details will be sent to registered media. The event will be held in a climate-controlled exhibit hall in McCormick Place adjacent to the Chicago Auto Show. Vehicles and technology displays can be transported directly into the hall.



ONLINE PRESS KIT

The official Chicago Auto Show Press Kit is available at www.chicagoautoshow.com/media/online-newsroom.

CISION BECOMES OFFICIAL NEWS SERVICE PROVIDER

The Chicago Automobile Trade Association, producer of the Chicago Auto Show, has partnered again with Cision and its PR Newswire services the official news and content distributor for the 2018 show. With this designation, Cision will help Chicago Auto Show organizers reach media and consumers by distributing the latest news releases, videos, infographics and other multimedia content, while amplifying the Chicago Auto Show's social media reach. Cision's PR Newswire service will continue to offer distribution services and multimedia production to the show's exhibitors and sponsors.

"We're pleased to once again partner with a leader like Cision and its PR Newswire service," said 2018 Chicago Auto Show Chairman John Hennessy. "We look forward to



expanding our capabilities with Cision this year, not just for news release distribution but also influencer outreach, comprehensive media monitoring and analytics."

"Cision is proud to continue its longstanding partnership with the Chicago Auto Show in providing distribution services and multimedia production to this year's exhibitors and sponsors," said Chris Lynch, Cision CMO. "The show continues to deliver an unmatched experience that highlights cutting-edge

technology in the automotive industry while utilizing the latest communications tools to inform media and consumers about exciting developments. We are honored to be a part of the show's continued success by returning as this year's official news and content distributor."

NISSAN HOSTS MEDIA PROGRAM



For the past decade, the Chicago Auto Show media travel program is designed to provide travel and lodging for a significant group of A-list media and influencers in attending the show's two-day Media Preview. Nissan North America continues as the sponsor of this media travel assistance program. The program will deliver top-flight automotive, lifestyle and social media to be in the Windy City to carry on their work and bring news of the industry to viewers, readers and listeners.

"Nissan's tradition of bringing in media for the Chicago Auto Show, via the Journalist Express train or the Media Fly-In program, is something that we look forward to each year," said Kristina Adamski, vice president of communications, Nissan North America. "As we kick-off our seventh year, we are excited to connect with the media again in 2018 and showcase all

that Nissan and Chicago has to offer."

As in the past, the media invited for this program have been identified by show organizers with assistance from multiple automakers. Media and influencers are ranked and identified as potential candidates for the program based on audience and strength of media outlet. The actual arrangements are made by G. Schmitz and Associates. All inquiries should go through the Chicago Auto Show communications team.

"Becoming the sponsor of this program shows tremendous strength and confidence in their brands," said Dave Sloan, Chicago Auto Show general manager. "Nissan is obviously aware that other manufacturers will be making news, but participating journalists won't be obligated to cover any particular brand. This is something that's good for the industry, and we congratulate and warmly embrace that kind of thinking."



**MEDIA
CREDENTIAL
REGISTRATION**

Media Credential Registration is open. Please visit
www.chicagoautoshow.com/media
for more information or to register for media credentials.

CHICAGO AUTO SHOW

FOUR TV SPECIALS ORIGINATE 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 four stations are planning auto show special programming: ABC, CBS, Telemundo and WGN.

Official show broadcast partner ABC will return with a live broadcast originating from the show floor 6-7 p.m. Saturday, Feb. 10. The hour-long special will focus on Chicago Auto Show introductions, new technologies and interactive and engaging activities at the show.

"ABC 7 is thrilled to showcase the 2018 Chicago Auto Show on Chicago's most watched media platforms. We are proud to continue our partnership with the Chicago Automobile Trade Association, as the official television station," said John Idler, president and general manager of ABC 7 Chicago. "The Auto Show has become Chicago's premier winter event and ABC 7's live auto show special captures the excitement while highlighting the latest innovations and trends in the automotive industry. We are also proud to team up with an organization which, like us, understands that communities flourish when success is shared with those who need it most."

WGN also returns with its Motorweek-backed show featuring automotive expert John Davis. The WGN special will also air 6-7 p.m. Saturday, Feb. 10.

"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."

CBS 2 Chicago and Telemundo Chicago will also produce dedicated Chicago Auto Show programming this year. The CBS auto show special will air at 10:30 p.m. Sunday, Feb. 11, while the show programming from Telemundo will air at 4:30 p.m. Feb. 10. All of the specials are scheduled to re-air multiple times throughout the public days of the Chicago Auto Show, Feb. 10-19.



OFFICIAL HOTELS OFFER CONVENIENCE, LUXURY

The Chicago Auto Show is proud to announce partnerships with the Hyatt Regency McCormick Place and the Waldorf Astoria Chicago. Directly connected to McCormick Place, the upscale Hyatt offers unprecedented convenience to the show floor, and the Waldorf, located in Chicago's Gold Coast, provides five star amenities for corporate executives. Hyatt Regency McCormick Place will offer exclusive rates starting at \$167 for single, double, triple or quad occupancy. Waldorf Astoria Chicago is pleased to offer the Chicago Auto Show an exclusive rate of \$247/night for a deluxe King guest room or \$305/night for an upgraded Waldorf Suite. For more information or to book your room, see the Official Hotels page at <https://www.chicagoautoshow.com/about-the-show/official-hotels/>.



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