

MEDIA UPDATE THREE



JANUARY 2020

SHOW FLOOR
MAP

Pages 4-5

**MEDIA
SCHEDULE**

Pages 2-3



SPONSORS STEP UP
Page 7

FEBRUARY 8-17
McCormick Place
ChicagoAutoShow.com



2020 CHICAGO AUTO SHOW MEDIA PREVIEW SCHEDULE

Wednesday, Feb. 5 – Off-Site Media Events

Media Credential and government-issued photo ID required for access to Concept & Tech. Garage. Shuttles provided from Hyatt McCormick Place. Off-site events are INVITE ONLY.

<i>Time</i>	<i>News Conference & Location</i>
1:00 – 3:30 p.m.	Concept & Technology Garage <i>McCormick Place West, F2 Hall</i>
4:30 – 6:30 p.m.	Ford News Conference and Reception <i>Revolution Studios, 2226 W Walnut St.</i>
6:00 – 8:00 p.m.	Nissan News Conference and Reception <i>Revel Motor Row, 2400 S. Michigan Ave.</i>
8:00 – 11:30 p.m.	Toyota News Conference and Reception <i>Moonlight Studios, 1446 W. Kinzie St.</i>

Thursday, Feb. 6 – Show Floor Open 8:30 a.m. – 5 p.m.

Media Credential and government-issued photo ID required for access. Ticket required for ECC Luncheon, available in Media Center – proper business attire required.

<i>Time</i>	<i>News Conference & Location</i>
7:30 – 8:45 a.m.	MAMA / CATA Breakfast – Edward Laukes, Group Vice President - Toyota Division Marketing <i>Grand Ballroom, S100</i>
9:00 a.m.	Chrysler News Conference <i>Chrysler, South Hall</i>
9:30 a.m.	Hyundai News Conference <i>Hyundai, North Hall</i>
10:00 a.m.	Honda News Conference <i>Honda, North Hall</i>
10:30 a.m.	Toyota News Conference <i>Toyota, South Hall</i>
11:00 a.m.	Volkswagen News Conference <i>Volkswagen, North Hall</i>
11:30 a.m.	Ford Vehicle Walk Around <i>Ford, South Hall</i>
12:00 – 1:15 p.m.	Economic Club of Chicago Luncheon, Cody Thacker Head of Electrification, Audi of America <i>Grand Ballroom, S100</i>
1:30 p.m.	Jaguar News Conference <i>Jaguar, South Hall</i>
2:00 p.m.	Jeep News Conference <i>Jeep, South Hall</i>
2:30 p.m.	MotorWeek – 2020 Driver's Choice Awards <i>Grand Concourse Media Stage</i>



- 3:00 p.m. Genesis Product Introduction & Reception
Genesis, South Hall
- 3:30 p.m. Alfa Romeo Media Reception
Alfa Romeo, South Hall

Friday, Feb. 7 – Show Floor Open 8:00 a.m. – 2 p.m.

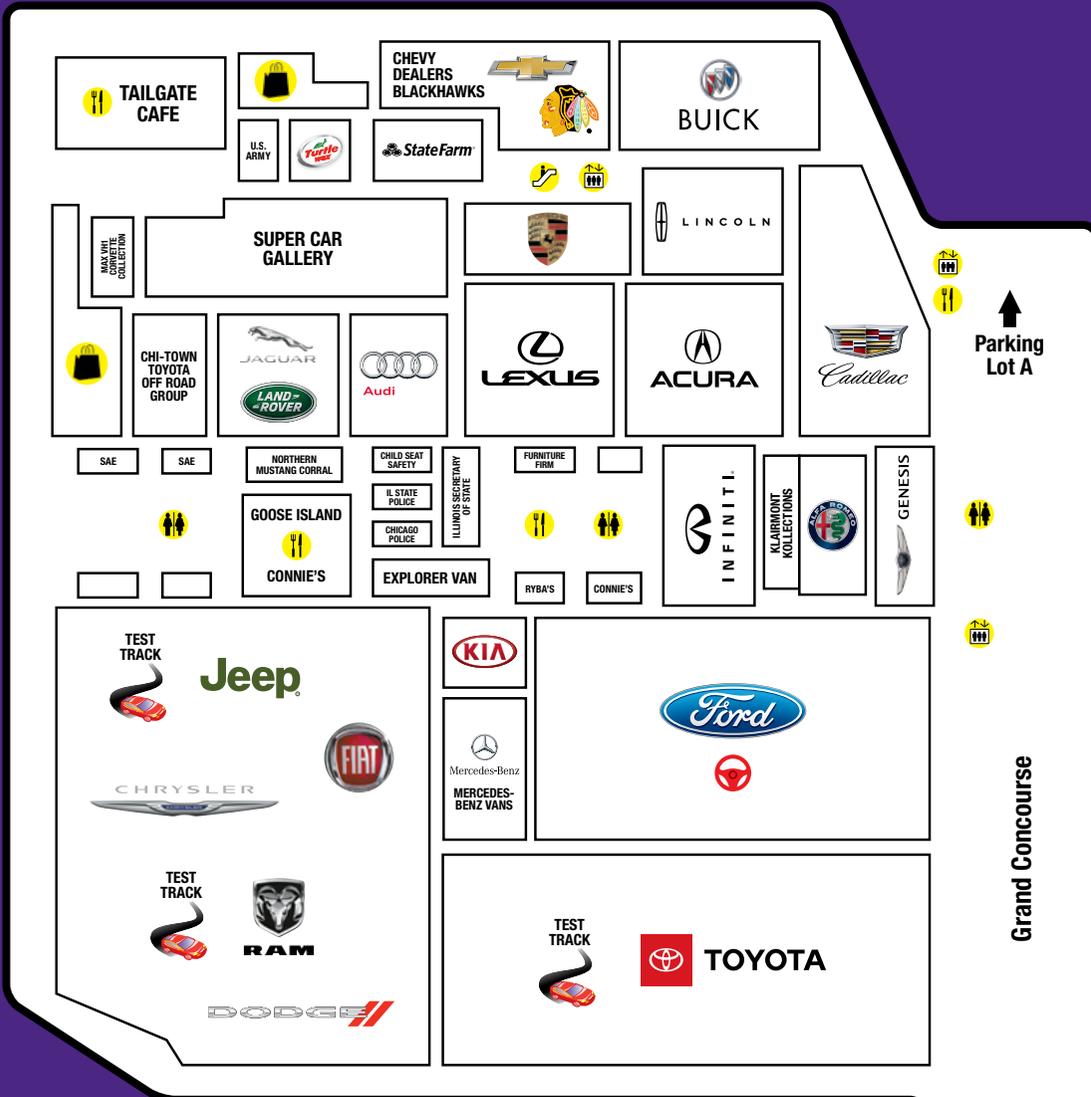
Media/Social Media Credential and government-issued photo ID required for show floor access. *Pre-registration required.

- | <i>Time</i> | <i>Events & Location</i> |
|-------------|--|
| 8:30 a.m. | Mopar Breakfast and News Conference
<i>FCA, South Hall</i> |
| 8:30 a.m. | Association of National Advertisers Driving Influence
Breakfast & Award Presentation*
<i>Grand Concourse Media Stage</i> |
| 9:00 a.m. | Ford
<i>Ford, South Hall</i> |
| 9:20 a.m. | Alfa Romeo
<i>Alfa Romeo, South Hall</i> |
| 9:40 a.m. | Chrysler
<i>Chrysler, South Hall</i> |
| 10:00 a.m. | Acura
<i>Acura, South Hall</i> |
| 10:20 a.m. | Kia
<i>Kia, North Hall</i> |
| 10:40 a.m. | Nissan Snack Break
<i>Nissan, North Hall</i> |
| 11:00 a.m. | Turtle Wax Detailer Demos
<i>Turtle Wax, South Hall</i> |
| 11:30 a.m. | Volkswagen Presentation and Lunch
<i>Volkswagen, North Hall</i> |
| 11:30 a.m. | What Drives Her Networking Reception & Luncheon*
<i>Grand Concourse Media Stage</i> |
| 1:45 p.m. | Hyundai Dessert & Reception
<i>Hyundai, North Hall</i> |

This schedule is subject to change, valid as of Jan. 27, 2020. Must be 18 for entry. Please visit ChicagoAutoShow.com/media for updates

**SWEET HOME CHICAGO 8 p.m. to Midnight –
Fatpour Tapworks, 2206 S. Indiana Ave.**

The Chicago Auto Show’s signature media hospitality event returns after a 1-year hiatus. Relax, take a load off and cool your heels with your media and PR buddies and at this all-play after party. Food, drink, trivia and entertainment, Sweet Home Chicago is the perfect wrap for the first-day media preview activities. Ticket required, available at the Chicago Auto Show Media Center credential counter.



Parking Lot A

Grand Concourse

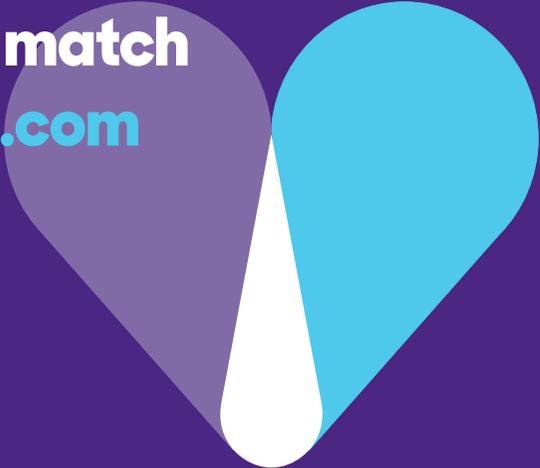
Parking Lot B & C

South Hall

-  Elevator
-  Escalator
-  Indoor Test Track
-  Restrooms
-  Food Service
-  Outdoor Test Drive
-  Aftermarket & Accessories



Find your perfect match on Cars.com



LIVE RADIO
ABC 7 CHICAGO
DRIVECHICAGO BUZZHUB

TICKET SALES

SPECIAL EVENT STAGE




CHEVROLET



Volkswagen

TEST TRACK



CAFE




HONDA




HYUNDAI



MAZDA

GMC

U.S. MARINE CORP.

CHICAGO AUTO SHOW HISTORY



NISSAN



SUBARU




KIA

VERSITI BLOOD CENTER OF ILLINOIS



North Hall



CHICAGO AUTO SHOW: BY THE NUMBERS: THE NATION'S LARGEST AUTO SHOW

Attendee Demographic Snapshot

- ★ **92 percent** awareness rate among consumers
- ★ More than **68 percent** of attendees are 12-month vehicle intenders
- ★ **70 percent** decided on their next vehicle at the show
- ★ **55 percent male, 45 percent female**
- ★ **58 percent** of attendees are age 40 or younger, outperforming in the Millennial demo
- ★ **33 percent** took a ride on an indoor test track or outdoor test drive



Global Media Exposure

- ★ **4 billion** potential global media impressions
- ★ **More than 10,000** traditional media placements
- ★ **\$43.1 million** in ad value of media stories generated

Driving Engagement

- ★ **53.8 million** hashtag impressions
- ★ **37,000** social media mentions on public accounts

- ★ Chicago Auto Show consistently **No. 1** trending topic on Twitter during Media Preview

**Based on Foresight Research and Meltwater measurements of 2019 Chicago Auto Show.*





SPONSORS BRINGING MORE TO THE AUTO SHOW

Chicago Auto Show Premier Sponsors return with the attendee in mind. State Farm, Turtle Wax, and Wintrust are all back at the 2020 Chicago Auto Show with new exhibits, contests, and interactive games.



State Farm has overhauled its space and is bringing virtual reality to life with safe driving simulators. Hop in the driver's seat and experience the unexpected while earning points for your safe driving ability. Former Chicago Bulls forward, Scottie Pippen will even make an appearance in the State Farm exhibit on Friday, February 14th from 5 – 7 p.m.

Turtle Wax continues to keep all of the cars shining as the official car care of the show. New for 2020, Turtle Wax has introduced a premium Hybrid Solutions line of products that they'll be providing demonstrations to consumers and will also be providing a Detailing 101 certification class for prospective detailers. Car care influencers, Pan the Organizer and Auto Detailing Podcast's Jimbo Balaam will be making appearances during the opening weekend of the show and you'll be able to order products directly from the show floor.

Wintrust is back as the title sponsor of the Supercar Gallery which is poised to be another show stopper. Attendees have the opportunity to gain access to this exclusive gallery by sharing photos of their dream car on social media using #SupercarSweeps or visiting local Wintrust locations. Wintrust also continues to support First Look for Charity as a Patron contributor and corporate sponsor.



Cars.com also returns with a new opportunity for attendees to win a guided tour with one of their editors. Take the guess work out of car shopping and have full access to industry experts as you walk the show floor. As the official map sponsor, Cars.com will help you find the perfect match on the show floor. New for 2020, Cooper Tires joins as an official Media Preview Sponsor offering preview attendees to take a break on the Cooper Tire Swing. They will also be showing their support of women in automotive as a sponsor and panelist of What Drives Her on Friday, February 7th.

Cooper Tire joins the show as the Media Preview's brand new tire sponsor. Experience the stress-free feeling that you get when you "Go With The Coopers" by taking a break on the Cooper tire swing. Drivers have a lot of anxiety and frustration when it comes to selecting the right tire. However, if you Go with the Coopers you can have confidence that you are getting the right tire for your needs.



ODDS & ENDS

Make a Night of It: As one of the official show hotels, the Hyatt Regency McCormick Place offers discounted rates to media and the general public. Leave your winter coat in your room, the hotel is conveniently connected to McCormick Place Convention Center giving media and attendees quick and easy access to the show. As an official Chicago Auto Show hotel, the Hyatt Regency McCormick Place will offer exclusive rates starting at \$175 for single, double, triple, or quad occupancy. Rates include premium internet access and complimentary pool and health club. Rates available for a limited time.

Media Center Access: The Chicago Auto Show Media Center is located in room N426, one level above the show floor. Media Center hours are as follows:

Feb. 3 – 5: 9 a.m. – 5 p.m.
Feb. 6: 7 a.m. – 6 p.m.
Feb. 7: 7 a.m. – 3 p.m.
Feb. 8 – 16: 8 a.m. – 10 p.m.
Feb. 17: 8 a.m. – 6 p.m.



Parking: McCormick Place offers covered parking lots, Lot A and Lot C. Parking rate for those lots is \$25 per day. Also available is a flat lot, Lot B. The Lot B rate is \$17. Rates drop to \$11 for arrivals after 6 p.m. Additional parking, as well as public transportation and directions, is available in the About section of the Chicago Auto Show Website.

Coat Check: During the media preview the Chicago Auto Show provides a complimentary coat check at the top of the escalators across from the Media Center. You will need a media credential to use this room for your belongings. Please note clearly posted closing times.

Internet Access: The Chicago Auto Show offers free hi-speed internet access in the Media Center and on the show floor. This service is provided compliments of the Chicago Area Ford Dealers. Search for Ford-Free-Wifi on your phone. The Media Center also has dedicated CAT5 cables available on a first-come-first serve basis. If you need additional or dedicated bandwidth, please contact Joey Lynn Pinaglia at 312-656-4828.

GET SOCIAL Connect with the Chicago Auto Show's vibrant communities on Facebook, Twitter, Instagram, Snapchat and YouTube for a virtual backstage pass to the nation's largest auto show. Our channels will feature behind-the-scenes footage and interviews, press conference livestreams via Facebook Live and a variety of other rich multimedia content from the show floor. Tag the Chicago Auto Show in your social media posts so we can share and repost your content on our pages! Also, be sure to use our official hashtag: **#CAS2020**