



## 2020 Chicago Auto Show Beacon Program

Wednesday, October 16, 2019

Dear Chicago Auto Show Exhibitor,

The Chicago Auto Show (CAS) is proud to offer an attendee beacon and messaging platform to all exhibitors and sponsors. The program is designed to provide exhibitors and sponsors attendee engagement information as well as the opportunity to electronically message attendees.

Bluetooth Low-Energy beacons placed across the show floor will interact with the official auto show app. Messages will be delivered as push notifications and also appear in the phone's message center. The beacons will collect footfall traffic information (including anonymous proximity data, dwell time, return rate and path information) and message attendees.

CAS is offering our exhibitors a single participation level with the ability to purchase additional beacons for footfall measurement. Cost of the program is \$3000. That includes the following:

- 1 beacon
- 1 push notification per day per attendee within zone
- aggregate attendee footfall traffic information
- specific booth footfall traffic information

Additional beacons may be purchased at a cost of \$500.

We're happy to provide this program as a service to our exhibitors and sponsors and believe it will become a valuable marketing tool. Please contact Mark Bilek for more information and additional details at [mbilek@drivechicago.com](mailto:mbilek@drivechicago.com) or 630-424-6082.

Sincerely,

A handwritten signature in black ink that reads "Dave Sloan".

Dave Sloan  
Chicago Auto Show General Manager

## 2020 Beacon Program FAQ

**What type of attendee information will I get?** You will know, in aggregate, how much time people spend at the show and how many manufacturer displays they visited. You will know how much time attendees spend in your display. You will also know if the attendee returned to your display and attendee “journey” information. Finally, you will know how many messages you pushed to attendees.

**Can I place a beacon in a vehicle?** Yes, beacon range can be restricted to as small as the inside of a vehicle. It can also be as large as most exhibitors’ displays.

**Do the beacons require power?** No. The beacons are about the size of an Altoids box and do not require power. For maximum range, it’s best to place them at 10’-12’ off the ground.

**What types of messages can I send?** You can send text messages with active website links or you can directly trigger a web page. Beacon messaging standards require that OEMs provide messaging only about their brands. No competitive brand mention, directly or indirectly, will be accepted. CAS reserves the right to approve all final Beacon messaging.

**What type of messages work best?** Calls to action with an offer worked extremely well last year — contest entries and test-drive offers, for example. We saw conversion rates as high as 35% for these types of messages. Messages that just provide additional information generated little interaction.

**Does everyone with the show app get my message?** No, the attendee must have Bluetooth enabled on their phone and also have a recent device. For reference, iPhone 5 and newer and most Android phones produced after 2013. Also, the attendee must be within range of your beacon for at least 2 minutes.

**How well did the program work last year?** Last year, we had 30,000 app downloads. More than 10,000 people participated in the program. 132,000 messages were sent. Average conversion rate was 12%.

**What is expected of the program this year?** We expect to double attendee participation in 2017. Attendees will be incentivized to download use the show app.

**What if I don’t want to participate?** Participation is not mandatory, and, if you choose not to participate, the Chicago Auto Show will not place any beacons in your display. However, we may place beacons around the perimeter of your display.

**How difficult is install?** Footmarks will work with your booth manager starting on Monday, Feb. 6. Placement and programming takes less than one day. Beacons will be collected on the final day of the show, shortly before closing.



**The 2020 Auto Show Committee**

<b>Chairman</b> Tony Guido	John Crane Dan Heller	Scott Muller JC Phelan
<b>Co-Chairman</b> Bill Haggerty	Jay Hopkins Kevin Keefe	Steve Phillipos Jason Roberts
<b>General Manager</b> David Sloan	Ryan Kelly Fred Marks Dan Marquardt	Kelly Webb Roberts Thomas Shirey Richard Wickstrom

## 2020 Chicago Auto Show Beacon Agreement

The Chicago Auto Show will provide to \_\_\_\_\_ (exhibitor or sponsor) \_\_\_\_\_ a beacon messaging program within its booth at the 2020 Chicago Auto Show at an agreed upon pricing. The beacons will interface both actively and passively with the official Chicago Auto Show App (both Android and iOS). This service will be provided from Feb. 7, 2020, through Feb. 17, 2020.

Additional beacons requested \_\_ (#) \_\_.

Upon receipt of signed agreement, the Chicago Auto Show will indicate next steps regarding the beacon messaging program.

Signed:

**CHICAGO AUTO SHOW**

NAME: \_\_\_\_\_ (Mark Bilek)  
TITLE: \_\_\_\_\_ (Dir. of Communications & Technology)  
COMPANY: \_\_\_\_\_ (Chicago Auto Show)  
DATE: \_\_\_\_\_

**CHICAGO AUTO SHOW EXHIBITOR**

NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
DATE: \_\_\_\_\_

**Media Preview:** Feb. 6-7, 2020  
**First Look for Charity:** Feb. 7, 2020  
**Public Show:** Feb. 8-17, 2020

**CHICAGO AUTOMOBILE TRADE ASSOCIATION**  
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