

CHICAGO #CAS2023 AUTO SHOW

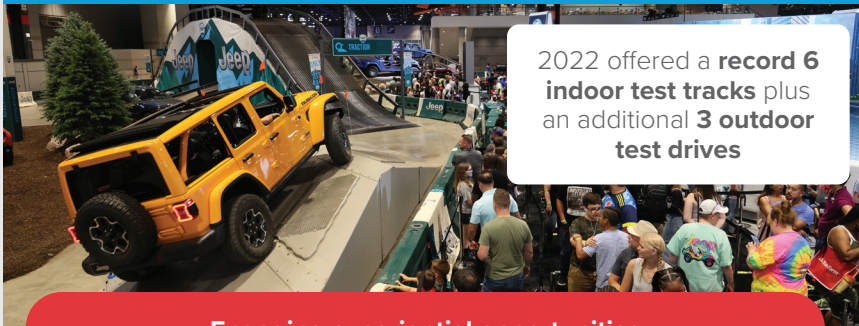
2023 KEY DATES:

Media Preview: February 9 – 10

First Look for Charity: Evening of February 10

Public Show: February 11 – 20

WIDELY KNOWN AS THE “CONSUMER SHOW”



2022 offered a **record 6 indoor test tracks** plus an additional **3 outdoor test drives**

Engaging experiential opportunities

Camp Jeep – 18th Year

Ford **“Built Wild”** Off-Road Track

Ford **“Built to Electrify”** EV Track

Multi-Brand EV Track

Ram **Truck Territory**

Toyota Tundra **Proving Ground**

ATTENDEE STATISTICS/DEMOGRAPHICS

90%
awareness rate

Attendees continue to be younger and more diverse than the Chicago market population



52%
male



48%
female



Nearly **70%** of attendees plan to purchase a vehicle within 12 months of the show

START

37%

noted that brands missing from the show decreased their likelihood to buy that brand

86%

of attendees said their likelihood to buy a hybrid or electric vehicle increased as a direct result of their attendance

Nearly **40%**

of attendees participated in a test track experience or took a test drive

52%

added a brand to their consideration list while at the show



21%

subtracted brands from their consideration list

GLOBAL MEDIA EXPOSURE

10,300+ total number of organic traditional news placements (compares to 9,200 in 2021)

250.6 million paid media and digital impressions

Potential organic reach of news and broadcast placements: **\$17.8 billion**

\$165 million ad value of PR media stories generated (\$115 million in 2021)

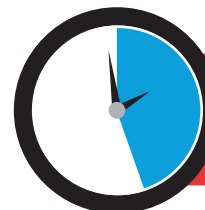


#CAS2022 DRIVES ENGAGEMENT

**1.7 million** social media impressions

@ **43.3 million** social media reach

TikTok Viral TikTok video attracted new audience of auto show attendees for the Street Fest



Average visit **5 hours 18 minutes** compared to 4 hours 44 minutes in 2020

*Sources: Foresight Research, Meltwater Media and 2022 CAS Survey.



2023 PUBLIC SHOW

Saturday, Feb. 11 – Monday, Feb. 20



CORNERSTONE EVENTS



Two-day Media Preview

February 9 – 10

Two-day Media Preview

- Both press days will feature a lineup of news conferences from exhibiting automotive manufacturers. The second press day will have a special emphasis on digital content creators.

Thursday, February 9

Midwest Automotive Media Association (MAMA) Opening Breakfast

- Family Vehicle and Luxury Family Vehicle of the Year Award announcements
- Executive keynote opportunity available



Economic Club of Chicago Luncheon

Economic Club of Chicago Luncheon

- Founded in 1927 to serve as a forum for Chicago's business community, the Economic Club of Chicago (ECC) is one of the city's finest business groups and has a decade-long association with the Chicago Auto Show.
- Executive keynote opportunity available



What Drives Her Program

Friday, February 10

Concept & Tech Garage

- Event moves to Friday morning. Manufacturers are invited to showcase concept vehicles, the latest in-vehicle tech and demonstrate new EVs to highly vetted national automotive media outlets, broadcast crews and key digital influencers.

What Drives Her Program and Award Ceremony

- Influential women from across the country will come together for a sixth year at the Chicago Auto Show for an award recognition ceremony to highlight women in three different categories: Rising Star, Best in Craft Media and Best Retailer



First Look for Charity

First Look for Charity

- The Chicago Auto Show's black-tie fundraiser brings in more than \$2.5 million annually for local charities and has raised more than \$56 million since its inception.
- Attendees are treated to a first glance at the latest vehicles, world-class food and beverages as well as live musical entertainment.

2023 SHOW CONTACTS

Kevin Keefe, 2023 Show Chairman
JC Phelan, 2023 Show Co-Chairman
Dave Sloan, General Manager
Jen Morand, General Manager

Chris Konecki, Show Operations
Mark Bilek, Communications & Technology
Jim OBrill, Marketing & Sponsorships
Hayley Feichter, Communications & Marketing

Chicago Automobile Trade Association

18W200 Butterfield Road | Oakbrook Terrace, IL 60181 | (630) 495-2282 | www.cata.info