

First Look for Charity Credentials Agreement

In order to proceed with your registration, you will need to accept our terms and conditions by reading Auto Show Bulletin 11.

Bulletin 11 - First Look for Charity

Credentials for Admission

To: All Exhibitors Managers

The Exhibit Manager, or the person they appoint, will manage this independent, one-night only, on-line registration. An email that will include a web link and tracking number to register for our First Look for Charity personalized electronic name badges will be sent in early February to the Exhibit Manager. These web links will be unique and will only access First Look for Charity credentials and will not access any other online credential.

Only one list per exhibit is accepted. Your registration should include but is not limited to all Exhibitor Appointed Contractors and their sub-contractors that must be present to operate components of the display or be present in case there is a problem with a part of the display; models, narrators, and or product specialists required to staff the display based on the four hours the display will be open; supervisors for those working the display; and any entertainment or celebrities the display hires for the event. Please work together with your contractors and regional offices to create an inclusive list of mandatory and essential personnel for this four-hour event.

The chart below should be used as a guideline as to the number of credentials you will be provided. It is based on the square feet of the booth. However, each booth will be evaluated based on the activations occurring within the booth that evening. The number is not guaranteed but should be used when reviewing necessary and essential personnel. If you feel additional personnel are required, show management will review on a booth-by-booth basis.

Show management will refer all on-site questions, including omissions, relating to these cards to the Exhibit Manager or the person they appoint to handle this registration.

The registration deadline is Wednesday February 8. Name changes will be allowed after this date but must be complete by 8 p.m. Thursday, Feb. 9. Each list will be reviewed and approved by show management. Credentials will be emailed the day of the event on Friday, Feb. 10. If you have not received your electronic badge by 5 p.m., please contact the Exhibitor Office or credentials@drivechicago.com.

The personalized electronic name badge is issued to a specific individual who was registered in advance online. This personalized name badge is not transferable and is good for one admission. A Government issued picture ID will be required along with this electronic badge for entry to the show floor. A wristband will be required for reentry that evening.

This electronic name badge can only be used at the exhibitor entry to the exhibit hall, located on Level 4, on the East side of the South Hall, between rooms S401 and S402. **The electronic name badge is valid for entry onto the show floor between 6 p.m. and 7:30 p.m. only. After 7:30 p.m., the electronic name badge will not be valid for admission.**

This is a black-tie event and all exhibit personnel are required to dress in either black-tie or their exhibit-issued uniform. Improperly dressed personnel will not be admitted. Also refer to Bulletin 17.

Min. Sq. ft.	Max. Sq. ft.	First Look for Charity Admission Card
Mfg. Up to:	2,000	2
2,001	4,000	3
4,001	8,000	5
8,001	14,000	7
14,001	17,000	8
17,001	20,000	9
20,001	23,000	10
23,001	26,000	11
26,001	30,000	12
30,001	50,000	13
50,001	100,000	15
100,001	And up	17