

## Chicago Auto Show Credential Policies and Procedures

### **All Exhibitor Personnel, including Corporate Personnel, Manufacturer Executives and Sales Representatives; Model, Narrator, Product Specialists and Talent; All Contractors, Exhibitor Appointed Contractors and Sub-Contractors**

The Chicago Auto Show issues credentials to exhibitors to ensure they can properly staff their displays during each phase of the show. All credentials issued through this site are valid from 2/5/25-2/17/25 which includes, install/dismantle, media days and public show days. First Look for Charity is a separate credential.

#### **Key Policy Reminder**

No one will be admitted to the exhibit floor without a valid credential and government-issued photo identification.

#### **Online Credential Registration**

Online registration is hosted at [www.chicagoautoshow.com](http://www.chicagoautoshow.com). Click Exhibitor at the top right of the page, then select **Credential Registration/Tracking** and enter the password previously emailed to confirmed exhibitors and registered EACs. If you are not on these lists, passwords can be requested via the registration area of the website.

#### **Exhibitor Registration Guidelines**

**The exhibitor's registration** list should include personnel such as corporate staff, manufacturer executives, and PR firm representatives.

**Exhibitor Appointed Contractors (EACs)**, their subcontractors, models, narrators, product specialists (including those affiliated with modeling or talent agencies), official contractors and labor must create their own separate company lists. Registrations must be grouped by company. Individual registrations are not accepted. EACs must submit all required paperwork, including show management and McCormick Place EAC registration. EAC's must submit all required paperwork before credentials are released. If you need assistance, please contact Lori Gundlach [credentials@drivechicago.com](mailto:credentials@drivechicago.com) or Mark Bilek [mbilek@drivechicago.com](mailto:mbilek@drivechicago.com)

Credentials will not be provided to those under 18. If you have workers under 18, please contact Lori Gundlach [credentials@drivechicago.com](mailto:credentials@drivechicago.com) for options.

#### **McCormick Place Registration (Exhibitor Appointed Contractors Only)**

**Building Entry/Exit Procedure (B.E.E.P.)** program is fully operational at McCormick Place. Represented labor and event contractors must enter the building through designated access points. If access for labor and event contractors is required prior to February 5, please visit <https://www.mccormickplace.com/beep> to complete registration. McCormick Place EAC Registration can be obtained by contacting [eventcontractors@mccormickplace.com](mailto:eventcontractors@mccormickplace.com).

## **Deadlines and Onsite Assistance**

**All registration documentation is due by:** January 29, 2025. Please refer to your checklist link in your Exhibitor Resource Center on the home page.

**Credential Distribution:** Electronic credentials will be emailed to the individuals' unique email beginning January 30, 2025.

**Credential Help Desk:** Available in Room S401 during the following hours:

12:00 PM–4:00 PM, Friday, January 31

8:00 AM–4:00 PM, Monday, February 3–Wednesday, February 5

7:00 AM–4:00 PM, Thursday, February 6–Friday, February 7

8:00 AM–4:00 PM, Saturday, February 8–Monday, February 17

## **Credential Portal**

The portal will remain open during the run of the show, when adding new or updating credentials please send an email to [credentials@drivechicago.com](mailto:credentials@drivechicago.com) for us to send out the new or updated credential. Currently, this is not an automated process.

## **Personalized Electronic Name Badge**

The personalized electronic name badge is valid from Wednesday February 8 through Monday February 17 including install/dismantle, media preview, and the public show. It is issued to a specific individual who registers online in advance through an authorized point of contact and is not transferable. The badge allows one admission per day. A government-issued photo ID is required for entry, and a handstamp will be needed for reentry on the same day. Access to the show floor begins at 8:00 AM during the public show, unless otherwise authorized by show management. This badge is not valid during First Look for Charity.

## **First Look for Charity Electronic Name Badge for Manufacturers Staff & Exhibit Personnel**

This badge is electronic and is provided for essential display personnel only. Registration is managed exclusively by the Exhibit Manager or their appointee. Instructions will be sent to the Exhibit Manager or their appointee via email on January 24. The First Look for Charity electronic admission is valid for one admission between 6:00 PM and 7:30 PM. The badge can only be used at the exhibitor entry on Level 4, between rooms S402 and S403. Proper attire is required for this black-tie event, and improperly dressed personnel will not be admitted.