



Bulletin 11

➤ **Credentials for Admission**

- **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**

To: All Exhibitors and Contractors

The Chicago Auto Show issues credentials to our exhibitors to ensure that they can properly staff their displays during each phase of our show: installation and dismantle, media preview, and the public show. Not only is the Chicago Auto Show online credential registration easy to use, it allows show management to monitor who is on show site. A very useful tool during our current times. **New this year**, our printed badges and install and dismantle passes are a thing of the past. Named badges have gone electronic, have a QR code and will be sent to your unique email. Our install and dismantle passes have been replaced with wristbands during the move-in and move-out portion of the show.

The most important policy to remember: **no one will be admitted to the exhibit floor without a valid credential and government picture identification.**

Online registration is hosted at www.chicagoautoshow.com , click on Exhibitor Info, click on Credential Registration/Tracking, and enter your password. Passwords will be emailed to confirmed Exhibitors and registered EAC's. If you are not on these lists, passwords can be requested from the registration area of the Web site.

Exhibitors are required to complete an advanced registration that lists every individual who will need access to the show floor, everyone must be registered. Group lists, **by company**, are required, we will not accept individual registrations. Lists should include those working in your display such as corporate personnel, manufacturer executives, PR firms, the Exhibitor Appointed Contractor for the display along with their sub-contractors, models, narrators, product specialists (including those affiliated with a modeling or talent agency), dealership sales representatives staffing the display (schedules will be required), and all official contractors and labor.

Manufacturer registrations must be completed by the deadline in order to receive your badge electronically. EAC's must submit all required paperwork, including show and McCormick Place EAC registration, before credentials are released. Personalized credentials, as requested, will be sent electronically to each person registered.

Our Media Preview will have a different take this year. Some events may take place on the show floor during our move-in while others may take place in our outdoor activation area. Staffing will only be required for those holding a press conference. For their safety, the Media will be escorted to those events and will not be able to freely walk the show floor. As such, we will not be providing credentials for your industry partners unless you are holding a press conference.

Deadline to register is July 1, 2021.

Badges will not be printed by Show Management. They will be sent electronically. Each registrant must have a unique email address. One email cannot accept multiple credentials.

Personalized Name Badge

The personalized name badge is valid during installation and dismantle, for those holding a press conference, and the public show. It is issued to a specific individual who has registered in advance online. This personalized name badge is not transferable and is good for one admission per day. Government picture identification will be required along with this badge for entry to the show floor. A wristband will be required for reentry on the same day. This credential allows access to the show floor beginning at 8 a.m. during the public show unless otherwise authorized by show management.

Remember, every individual seeking access to the show floor will be required to show a valid credential and government picture identification.

Install and Dismantle Wristband

This wristband will be used primarily by labor that will not need access during the public show. All EACs and their sub-contractors will need to register with show management the names of their workers, including supervisors, who will be working on the exhibit floor.

If access to the public show is required, a personalized name badge will be needed. When registering online, under the duties section, please note if your credential is needed for install/dismantle and/or public. A supervisor will pick-up the wristbands needed for staff beginning at noon, Friday, July 9. A credential, or your name on the BEEP list, will be mandatory beginning Monday, July 12.

Install and Dismantle registration must be completed in advance. EAC's must submit all required paperwork before credentials will be released. If you need on-site assistance, please see Sandi Potempa spotempa@drivechicago.com or Erik Higgins ehiggins@drivechicago.com in W181. Hours: Friday, July 9, noon – 5 p.m.; Monday, July 12 – Wednesday, July 14, 8 a.m. – 5 p.m.; Thursday, July 15 – Monday, July 19, 8 a.m. – 7 p.m.

The following will not apply to or be provided for the 2021 Chicago Auto Show

First Look for Charity Admission Card
Employee Appreciation Days Tickets
Weekday Discount Coupons

Credentials of any kind will not be provided to those under the age of 18. If you have workers under 18, please contact us.

Safety notice

Visitors must follow all policies, including health and safety policies and posted instructions while at McCormick Place and attending the Chicago Auto Show. An inherent risk of exposure to COVID-19 and other infectious diseases exists in any public place where people are present. COVID-19 can lead to severe illness and death. According to the Centers for Disease Control and Prevention, senior citizens and those with underlying medical conditions are especially vulnerable. By entering McCormick Place and the Chicago Auto Show, you voluntarily assume all risks related to exposure to COVID-19.