



2011 Update 1



Media Preview February 9-10
First Look for Charity February 10
Public Show February 11-20
www.ChicagoAutoShow.com

2011
DATES

A Social Media Test Bed for Marketing and PR

While the first day of the Chicago Auto Show's two-day media preview will keep step with the components of a traditional schedule of news conferences, organizers of the 110-year-old exhibition are offering up the second day as a means of assisting manufacturers to take advantage of the social media initiatives in which they're all involved.

"What will future auto show media previews look like?" quizzed Chicago Auto Show General Manager Dave Sloan. "Will they have news conferences and reveals? Of course, but what about the rest of it? Certainly, there are more questions than answers,

but we're willing to assist in any way we can to help manufacturer PR and marketing departments fashion how they use their social media and where shows will go in the future."

"Why not start with a blank sheet of paper on the second day and see what happens? We're open to helping make this show a test bed. Let's have it be an experiment. How will it play out? We're

not sure, to be honest, but we should all be able to get a feel for where the future of auto show media previews might go."

"The media that were recently viewed as 'new media' are now mainstream," continued Sloan.

"Whether it's launch program invitations or to whom news is distributed, the model is changing for PR and marketing alike. Our aim in Chicago is to help manufacturers connect with the groups that are important to them—and vice versa—by adding a new component, not abandoning the past model."

How can the Chicago Auto Show help do that? While the mechanics of it are up to individual exhibitors, there's



little argument anywhere that an auto show and auto aficionados are the peanut butter and jelly of social media. It'd be tough to find a better combo.

2011 Chicago Auto Show Chairman Kevin Mize said, "We'd like to help everyone capitalize on the aspects of an auto show being one of the best content providers any blogger, influencer, Tweeter,

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McCormick Place Reforms Benefit Exhibitors



The Chicago Auto Show has made its home in the McCormick Place complex on Lake Shore Drive since 1961. It's the largest exhibition and meeting facility in North America—and the undisputed envy of every show manager in the country. For show organizers and patrons alike, it's the biggest auto show in the U.S. But even more important than its size is the fact that Chicago is the most responsive venue for its customers. The complex has taken steps to make it more affordable, easier to work in and around, and more attractive for the public.

"We think what's good for the Chicago Auto Show and its exhibitors is good for the industry overall," said Steve Foley, co-chairman of the 2011 Chicago Auto Show. "To that end, we're happy that these reform packages will help lower costs and increase the ability of our exhibitors to expand their displays for the public.

Hot on the heels of the first reform package implemented in August 2010—which among other things expanded exhibitor rights—some of the

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Chicago Auto Show Launches New Website

The Chicago Auto Show launched a completely redesigned and updated its Web site. The new site offers visitors an interactive look at the nation's largest auto show and provides an unequalled virtual auto show experience.

"Auto show Web sites have always been a useful information-gathering tool, but we're proud that the 2011 Chicago Auto Show Web site finally brings the auto-show experience to life online. Now, Web visitors from around the globe will experience interactive features and seamless social media integration that makes our site modern and fun as well as informative," said Chicago Auto Show Chairman Kevin Mize. "Utilizing Web 2.0 technology and social media platforms, such as Facebook, Twitter

and YouTube, the Chicago Auto Show Web site provides year-round inspiration for even the hungriest automotive enthusiast."

In addition to providing staple information like directions, show times, online tickets and show-floor maps, ChicagoAutoShow.com takes the event to the next level by adding interactive Web walks from NeuStep, professionally produced on-floor walk arounds provided by Comcast Spotlight, and live webcams provided by TrueLook. Together with a new social media initiative, these features help the Chicago Auto Show Web site engage consumers on a year-round basis.

"We're most proud of our Chicago Auto Show History and Vehicles on Display sections. There's no other show in North America that has recorded its history like Chicago. Web visitors can take a 'virtual tour' through our history from 1901 to the present and get information and photos about any car on the show floor," said Dave Sloan, President of the Chicago Auto Trade Association.

Visitors to the 2011 Chicago Auto Show site are treated to daily polls, informative blog posts, the latest news and an extensive multimedia section. As the show grows closer, social media will take a higher priority as the site will increasingly add Twitter wall and Facebook postings. Of course, those looking forward to the 2011 show can also purchase tickets online and plan travel routes, all on the newly updated site.

Features of ChicagoAutoShow.com include:

- About the Show - Including directions, show dates and times, interactive displays, appearances, and more.
- First Look for Charity - Online home for the show's signature charity fundraiser, visitors can find out more about the event, purchase tickets and even find discounts on tuxedo rentals.
- Multimedia - For the Web junkie, we offer Web walks, photo galleries, videos,



webcams and a lively and sometimes irreverent blog.

- Vehicles on Display - The most comprehensive listing of the new 2011 and 2012 models, concept cars, and new-product reveals anywhere.
- Show History - The Chicago Auto Show from 1901 to the present in fun and informative picture and caption format.
- Media, Sponsor, and Exhibitor Microsites - Specific mini-Web sites for members of the media, potential sponsors, and exhibitors to 2011 Chicago Auto Show.

ChicagoAutoShow.com continues its long relationship with Chicago-based Web developer Americaneagle.com. "We are proud to contribute to the success of the Chicago Auto Show site throughout the years. Visitors to the new ChicagoAutoShow.com can expect a refreshed and modernized design as well as dynamic features that make exploring the site easier and more engaging," said Americaneagle.com President Michael Svanascini.

...McCormick Place Reforms cont'd from pg. 1

reforms are already in effect. For examples, crew sizes have been reduced to make overall show expenses more affordable. This is true for the union labor in the building including riggers, Teamsters and decorators. Charges for electricians have been reduced and will no longer carry a markup previously earmarked for McCormick Place. Installation and dismantle labor for all 110v electrical services will no longer be charged, unless it involves overhead rigging or sound. That means exhibitors could see a 20-30 percent reduction in their electric bills for the show.

Additionally, labor will have expanded "straight time" hours; catering costs will be reduced a minimum 10 percent to exhibitors; food concessions for the public will also be made more affordable; WiFi is now available throughout the convention center free of charge; parking rates have been reduced to \$14 in Lot B (previously \$19) and the center will further reduce rates to \$10 after 6 p.m. each day of the public show.

According to the Chicago Convention & Tourism Bureau, McCormick Place reforms have already resulted in nearly a dozen tradeshow re-committing to Chicago or committing to bring their business to the city for the first time. Collectively, those commitments represent more than \$1.6 billion in estimated direct expenditures for Chicago during the next decade.

Suppose you're all dressed up with no where to go... Have we got the place for you

Now in its 20th year, First Look for Charity, the Chicago Auto Show's annual black-tie gala event, is the perfect place to strut your best threads and help out a worthy cause.

Benefiting 18 Chicago area charities, First Look appears prominently on the calendars of Chicago socialites and car enthusiasts alike.

Staged the night before the public opening of the nation's biggest auto show, First Look will take place on Thursday, February 10 and hopes to raise more than \$2 million in 2011. Opening it's doors from 6:30 – 10:30, this year's gala will treat guests to a evening of gourmet food, great drinks, entertainment and will giveaway two (yes, TWO) vehicles.

The 2011 Hyundai Sonata

The completely redesigned Hyundai Sonata delivers best-in-class fuel economy and raises the bar when it comes to features and technology offered within the midsize car segment. The gorgeous sedan is courtesy of the Chicagoland and NW Indiana Hyundai Dealers.



The 2011 Honda CR-Z

The all-new Honda CR-Z sport hybrid introduces a sleek two-passenger coupe design with quick, sporty handling to the gasoline-electric hybrid segment. CR-Z Courtesy of American Honda Motor Company

18 Deserving Charities Participating in First Look:

Autism Speaks, Boys & Girls Clubs of Chicago, Catholic Charities of the Archdiocese of Chicago, Catholic Charities of the Archdiocese of Joliet, Children's Memorial Hospital, The Cradle Foundation, Cystic Fibrosis Foundation, Evans Scholars Foundation, Franciscan Community Benefit Services, Ray Graham Association for People with Disabilities, March of Dimes Foundation, Misericordia Heart of Mercy, Respiratory Health Association of Metropolitan Chicago, Special Olympics Illinois, Spina Bifida Association of Illinois, St. Coletta's of Illinois Foundation, St. James Hospital & Health Centers, Jesse White Tumbling Team

...Social Media Test Bed cont'd from pg. 1

Facebook fan or special interest group that's out there might have—but at the invitation of the manufacturers. Let's open up our show floor to groups our manufacturers identify. It could be environmental influencers, or performance, or alternative fuels, luxury lifestyle or just people who are devout followers of your Tweets and information. It's not up to us to tell manufacturers whom to touch. That's their decision. What better way to let those who create social media content to get up close and personal and create a direct line of buzz? How is it shaped? And the answer is, however our manufacturers want it to be. We're all learning this together."

Mize continued, saying, "As an example, if each manufacturer identified a group of people who influence where others are making purchasing decisions, why not let them on the floor and give them access to connect to those they influence? Why should they have to go through the filters of traditional distribution? We'll credential those people (at the request of the exhibitors) and give them access to the show floor on the second day. There's no reason to exclude them, so we've made the choice to support the trend and help our exhibiting manufacturers get directly to those groups. Many manufacturers we've spoken with over the summer months seem to have embraced the idea and obviously we love it."

"It's not an experiment that ends when the media preview is over, either," said Chairman Mize. "Our exhibitors are constantly looking for new ways to draw show patrons to their displays during the public run of the show. There's no better—or more direct—means to achieving that goal than to put the excitement of the show right in the computers of those in the marketing crosshairs. We think it's exciting and know that that's a sentiment that will be shared by all of our exhibitors."



Hello, Luxo Digs! Have we met?

As a matter of fact, we have... at the Chicago Auto Show, no less. Thanks to great feedback from last year, we are happy to announce the 2011 Chicago Auto Show Official Hotel will once again be the Chicago Sheraton Hotel and Towers. The Sheraton Chicago is offering show media, exhibitors and attendees an exclusive rate of \$115 a night, and a peaceful home-away-from-home smack in the heart of a vibrant Chicago.

Guests registering with the 2011 Chicago Auto Show will be treated to more than a luxurious stay at a newly renovated and updated hotel. Conveniently located on the north side of the Chicago River at Columbus Drive, the Sheraton Chicago offers easy access to Lake Shore Drive, the "Magnificent Mile" on Michigan Avenue and Navy Pier. After all, nothing shows off the city like the great food and entertainment of Streeterville, River North and the Loop.

Along with a great location, guests registering with the 2011 Chicago Auto Show will also be treated to a number of Sheraton Chicago perks not usually included with standard room rates. For example, guests with the show will also receive complimentary in-room Internet access, health club and pool access, local newspaper and USA Today, use of the McCormick Place Shuttle* and Double Starwood Preferred Guest points.

To make a reservation at the special Auto Show rate, please visit <http://www.starwoodmeeting.com/Book/chicagoautoshow2011> or call (800) 325-3535 and mention booking code **AUTO**.



Sheraton Chicago Hotel and Towers
301 E. North Water Street
Chicago, IL 60611
(312) 464-1000

For more information on the Sheraton Chicago, please follow this link to the Sheraton Chicago Fact sheet: <http://www.sheratonchicago.com/downloads/factsheet.pdf>.

**Please note that room rates are subject to availability and the McCormick Place shuttle service is based on a pre-set schedule.*



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Show Registration: Come on! It's easy!

Make your life easier, that's what we do. If you were accepted for media credentials in 2010, we'll shortly send you an Email with a link to re-up for this year. The form will be pre-populated with all of the information from last year, so all you have to do double check your information. Yes, it's that easy.

If you weren't registered last year or don't receive the "welcome" Email, you can always register the old-fashioned way and go to <http://chicagoautoshow.com/media/> and click on the Media Credentials Requests link. By registering online, you can avoid the long lines when you arrive at the show and prevent those who registered online from pointing at you, laughing hysterically and heckling you as you try to sweet talk the staff into believing you're a credible source.

Exhibitors can register for credentials, as well. Primary contacts for each organization should visit <http://www.chicagoautoshow.com/exhibitors/> and click the Credential Registration/Tracking link. The password for this year is Exhibitor2011 (case sensitive). Exhibitors can list their primary contact information and request credentials for booth staffing.

All joking aside, we really want you at our show and you'll want to be there. Give us a heads up so we can stay efficient and focus on the good stuff: talking with you, not getting you in the door.