



**Partnership Opportunities
2013**

about the show

First staged in 1901, the Chicago Auto Show is the iconic Chicago winter social and entertainment event.

Early each February, the show:

- ❖ Invades McCormick Place
- ❖ Dominates local media
- ❖ Generates unparalleled excitement and buzz throughout Chicagoland



about the show



The Chicago Auto Show is the largest in North America, spanning more than 1 million sq. ft. of production, concept, and exotic vehicle exhibit space.

Spectacular engaging exhibits from more than 40 manufacturers and numerous event sponsors feature nearly 1,000 vehicles on display and 4 indoor/5 outdoor Ride & Drive experiences.



about the show



about the 2013 Chicago Auto Show



Media Preview

Thursday
February 7

-

Friday
February 8



Social Media Preview

Friday
February 8



First Look For Charity

Friday Night
February 8



Public Show

Saturday
February 9

-

Monday
February 18



media preview

thursday, february 7 – friday, february 8

Two days of manufacturer debuts, press conferences and industry panels provides inside access to the latest trends and developments in the automotive world to a throng of more than 2,000 registered automotive journalists and online influencers from around the globe.



social media preview

friday, february 8

Focused on developing opportunities to connect with global audiences and engaging followers in real time, this evolving experience is catered to meet the needs of an ever-expanding contingent of bloggers and interactive web content generators.



First Look for Charity

friday night, february 8

First Look for Charity stands as one of Chicago's greatest one-day fundraisers, regularly generating about \$2 million for 18 area nonprofit organizations.

Held at McCormick Place the evening before the Chicago Auto Show opens to the public, the benevolent event is anticipated by socialites and car buffs alike.

Guests are treated to champagne, wine, soft drinks, themed savory stations and desserts-all while being the first to explore the latest edition of the nation's largest auto show.



public show

saturday, february 9 – monday, february 18

The 2013 Public Show spans 10 days including two weekends plus President's Day—118 hours of engagement with the latest automotive offerings from more than 40 vehicle manufacturers, sponsor experiences and allied displays.



media profile

As one of the most anticipated events each winter, the Chicago Auto Show touts an impressive 94% awareness throughout the Chicagoland area.

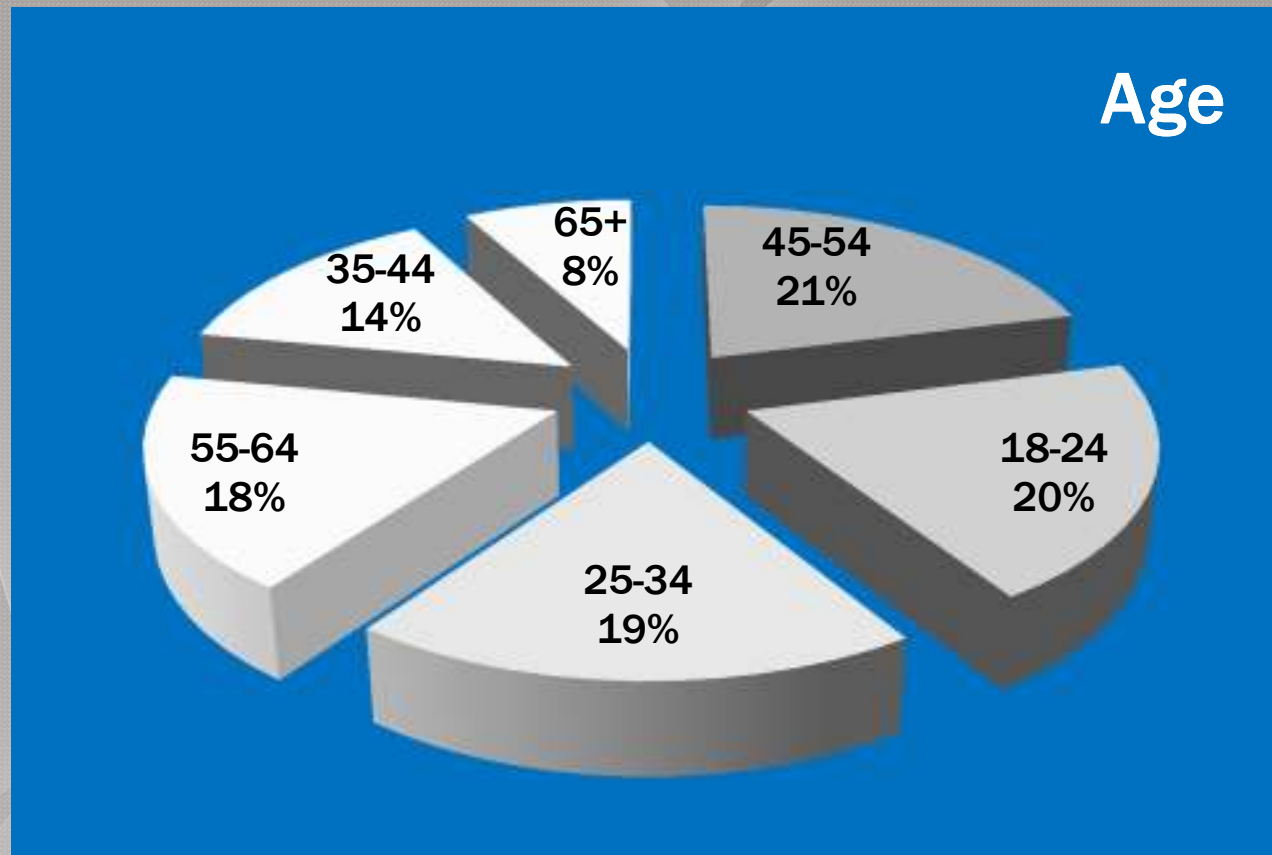
Beginning mid-January and running the duration of the public show, an integrated advertising, communications, public relations and social media blitz covers all corners of the market.

Supporting elements include:

- ❖ Advertising campaign generating more than 75 million impressions.
- ❖ 3 major television special presentations.
- ❖ More than 200 hours of live radio broadcasts hosted from the show floor plus additional promotional schedules.
- ❖ Dedicated special sections and feature coverage in major local print and online publications.



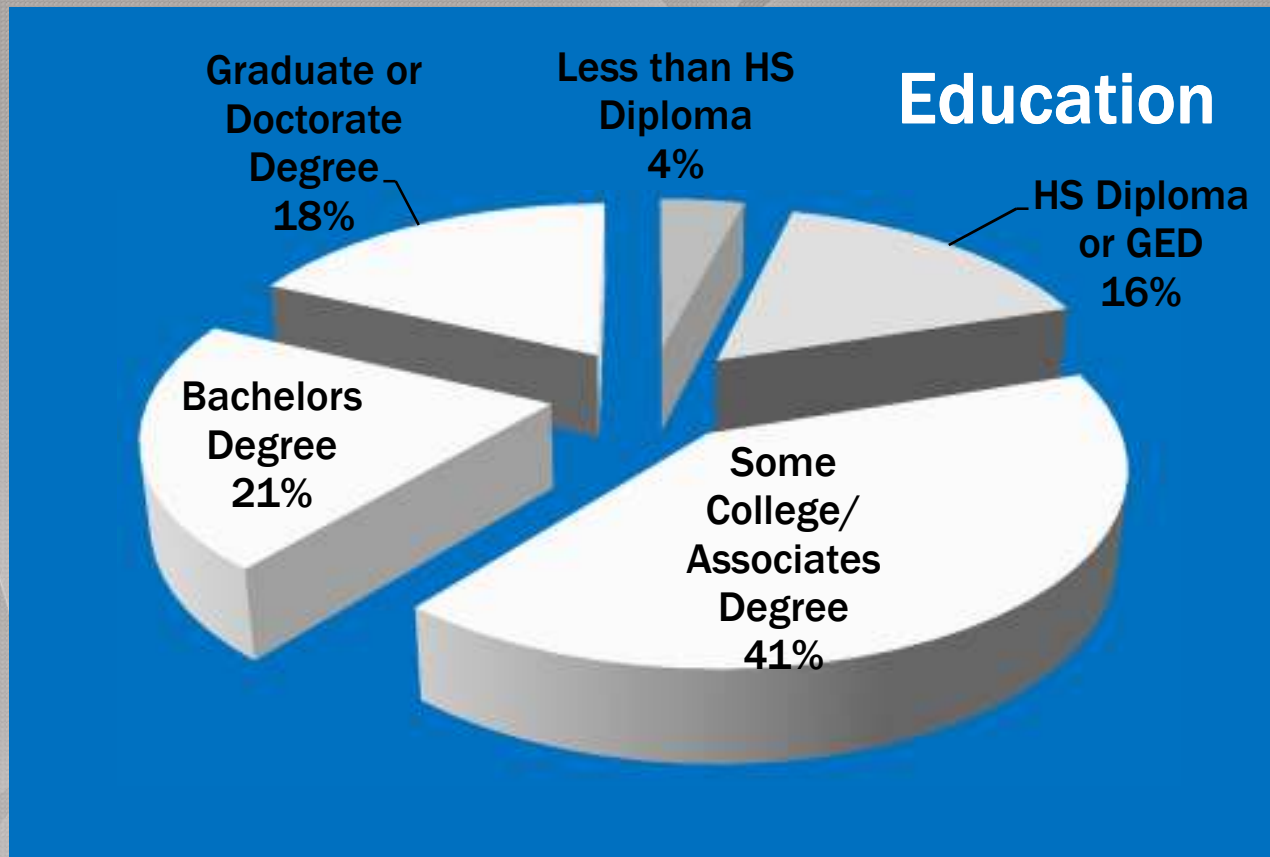
about our audience



Source: Foresight Research 2012 CAS Local Area Attendees Report



about our audience

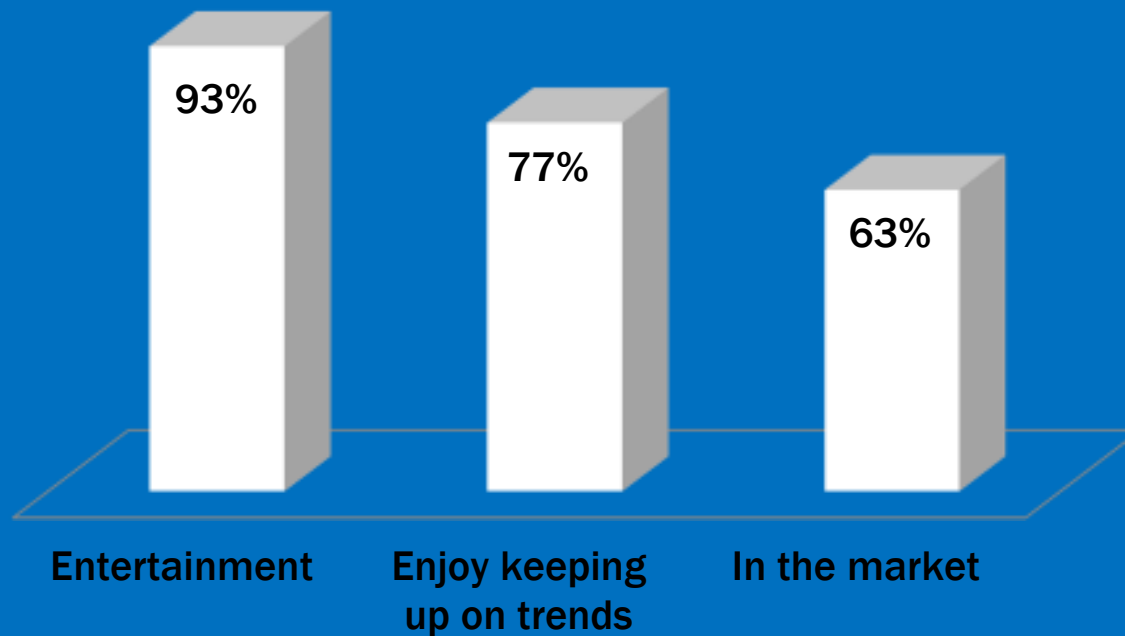


Source: Foresight Research 2012 CAS Local Area Attendees Report



about our audience

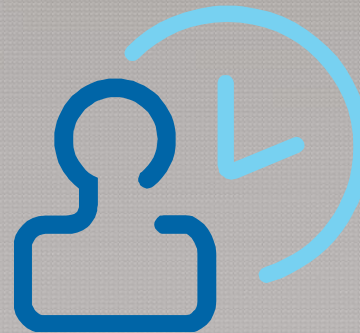
Reasons for attending



Source: Foresight Research 2012 CAS Local Area Attendees Report



about our audience



Spend about 3 hours at the show
***about 4 if participating in a Ride & Drive experience**

Source: Foresight Research 2012 CAS Local Area Attendees Report



partner opportunities - exhibit space

Known throughout the industry as “the consumer show,” the Chicago Auto Show presents the ultimate experiential marketing platform. Premium exhibit space offers your company the opportunity to engage consumers positioned alongside some of the most powerful brands in the world.



partner opportunities - themed days

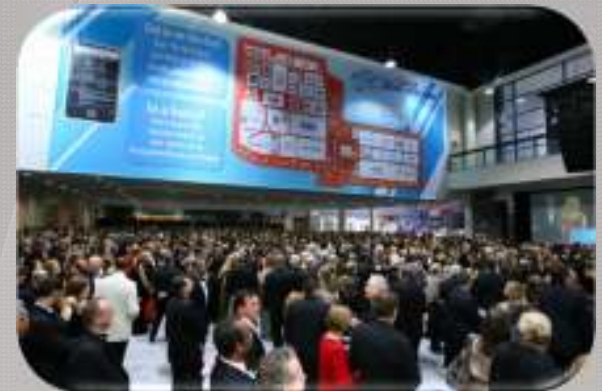
From Hispanic Day to Women's Day to our weekday school group program, the Chicago Auto Show offers sponsors unique opportunities to target specific audiences at a world-class event.



partner opportunities - signage

An array of over 50 display options penetrate high traffic common areas at McCormick Place offering advertisers unique opportunities to connect with show goers.

Signs range from 20" wide x 72" tall walkway pop-ups to 35' wide x 26' tall billboards.



partner opportunities - official show guide

Full-sized, four color guide with feature articles, vital show information and centerfold show floor map.

Free distribution to attendees upon entrance.

Electronic version can be downloaded by attendees and non-attendees alike.



partner opportunities - ChicagoAutoShow.com



Nearly 1 million unique visitors each year.

More than 4 million page views.

750,000 unique visitors between January 1 and March 31.

3.5 million page views during Q1.



partner opportunities - mobile app

New in 2013! The complete source for all of the most current information you need to plan a visit to the Chicago Auto Show. Available on Android and iOS platforms. Features to include:

- ❖ **Interactive show floor map**
- ❖ **Complete show schedule with option to customize**
- ❖ **Directions and parking information**
- ❖ **Electronic ticketing**
- ❖ **Share the show social media features**
- ❖ **Themed games and contests**
- ❖ **Push notifications**
- ❖ **Special offers and promotions**



partner opportunities - webisodes

10 daily feature 3-4 minute segments.

Produced and posted each day of the public show.

Opportunity to create custom programming concepts and sponsor elements.



contact info

Thank you for your interest in exploring partnership opportunities with the Chicago Auto Show. We look forward to working with you to create a custom package designed to achieve your objectives. For more detailed information please contact:

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