



ENTHUSIAST MARKETPLACE

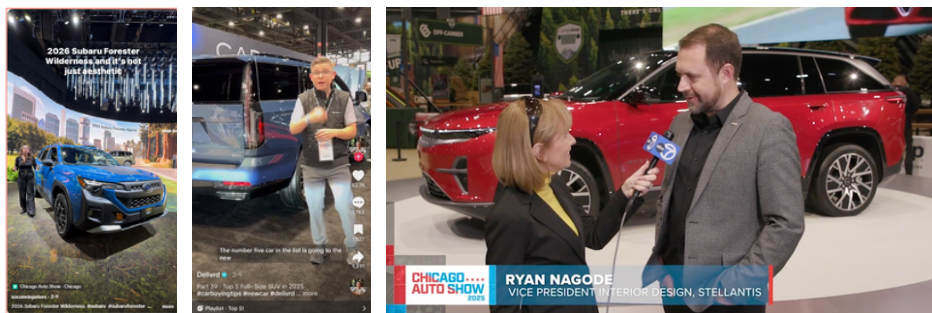
Chi-Town Alley-Enthusiast Marketplace is a new space on the show floor dedicated to car culture. This designated area will reimagine the show's former marketplace as an area where car enthusiasts can join together to connect with other local car clubs, modification vendors, auto-themed merchandise, accessories, and more. Immerse yourself among likeminded car people, share stories, share content, and connect as if you were at a local car meetup. The 2025 Chicago Auto Show brought over 217,000 attendees to McCormick Place and reached millions more online. Additionally, **NEW** features of our show are highly anticipated by our pre-show attendees and due to the newness typically get extra media coverage and attendance.

Chi-Town Alley Features

- Car Clubs
- Modified vehicles
- Vehicle accessories
- Enthusiast vendors
- Targeted vendors include:
 - OEM exhibits- SEMA type builds
 - Modification vendors (Car Wraps, Wheels, Tires)
 - Car Care
 - Audio / Tech Accessories
 - Apparel/gear



CHICAGO AUTO SHOW



DIGITAL LIFT OF AN AUTO SHOW

Content generated from the 2025 show had an organic **reach of 145.7M+** across public profiles and **1.3M+ engagements**



CAS social media accounts garnered more than **3.3 million** social media impressions



Hosted influencer content totaled **142M reach** and **31.5M views**



41.7M+ reach on TikTok video content - **4X increase over 2024**



639+ YouTube videos produced from the show reaching more than **54.7M subscribers with 1.7M views**



Average time at the show
3.5 hours

Media Coverage Highlights

- 5,400+ news placements with a reach of 10.3 billion
- 1,700+ broadcast placements with a reach of more than 373 million
- 184+ million paid media & digital impressions

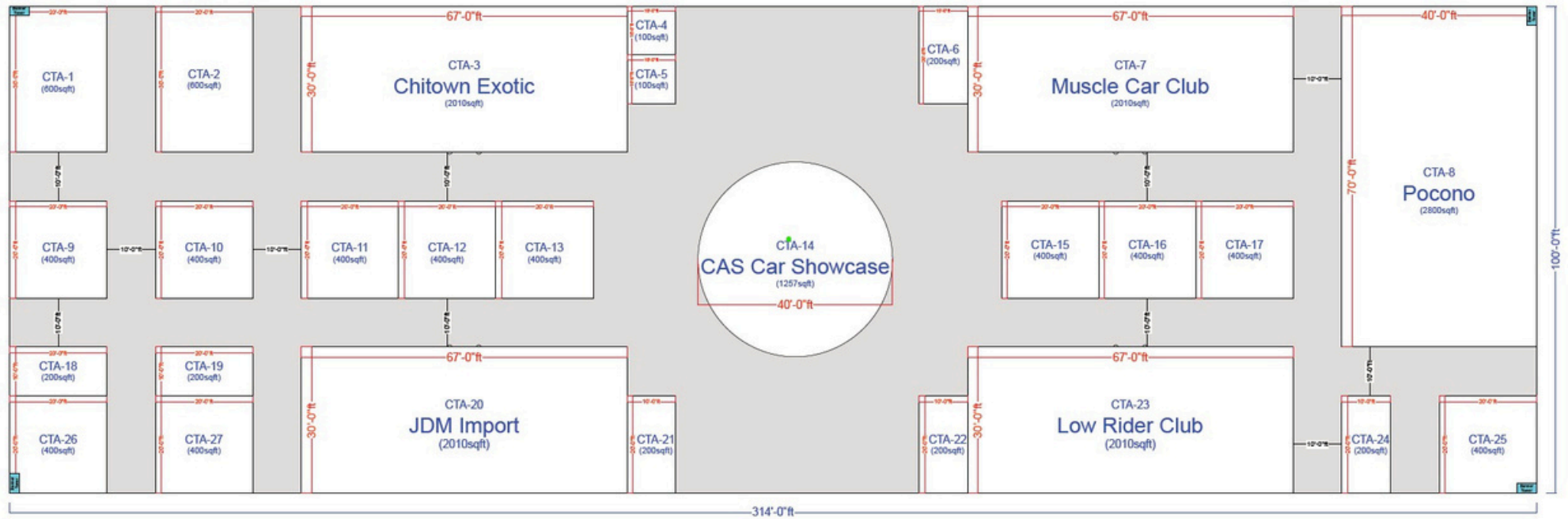
3 TV specials produced from the show:
ABC, CBS and WGN



82%

of attendees said attending the show was **helpful in** their purchase decision

EXAMPLE LAYOUT OF THE CHI-TOWN ALLEY SPACE



SPONSORSHIPS

Maximize your brand awareness and exposure

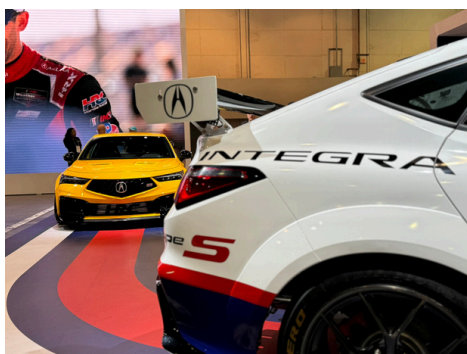


Presenting Sponsor: \$50,000 *(Official Sponsor of the Chicago Auto Show)*

- Included in all Chi-Town Alley branding with the designation as “Chi-Town Alley, Presented by_____”
- The right to use “Chi-Town Alley, Presented by_____” in promotional materials and on website
- Category Exclusivity in the area
- Up to 2,000 square feet of exhibit space
 - The right to use exhibit space to distribute information, sell products & services, display properties
- Minimum of four (4) meter boards within or around Chi-Town Alley area to promote sponsor products/services
 - :30 second video included on media screens in Chi-Town Alley area that will run on a loop with other advertisers
- Inclusion in Chicago Auto Show press release distributed announcing all show Sponsors
- Dedicated press release announcing sponsor as a Presenting Sponsor of Chi-Town Alley

Chi-Town Alley Video Screen Advertisement: \$5,000

- :30 second video included on media screens in Chi-Town Alley area that will run on a loop with other advertisers
 - Maximum of 8 advertisers



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2026 Dates
Media Preview: Feb. 5-6
Public Show: Feb. 7-15

CASE STUDY: OVERLANDING CHICAGO 2025

BROADCAST & NEWS

674 stories mentioning Overlanding Chicago + Chicago Auto Show with a reach of more than **459 million**

SOCIAL MEDIA

Content related specifically to Overlanding Chicago reached **2.9 million** on social media with **12k+ views**

Chicago Auto Show social media accounts had **70+ posts** with **297.7k reach**, **233k views** and **30.2k engagements**

