

# CHICAGO AUTO SHOW

Overlanding Chicago is a space on the show floor dedicated to overlanding and outdoor lifestyle. In its first year, Overlanding Chicago draws a unique crowd of show goers looking to explore a life outside the urban jungle with their vehicles. With a focus on the overlanding lifestyle, the space features manufacturer displays of specialty vehicles, upfitting vendors, off-road accessories, and much more. Look for a dedicated space focusing on demonstrations, education, and specific product features. This area will attract media and consumer attention as the latest space to join the show.



AT THE CHICAGO AUTO SHOW



## Overlanding Chicago Features

- Upfitted vehicles
- Vehicle accessories
- Lifestyle vendors
- Educational demos
- Targeted vendors include:
  - OEM exhibits
  - Upfitter exhibits (tires, lights, wheels, rooftop tents)
  - Camping equipment
  - Travel venues and parks
  - Apparel/gear

### 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**









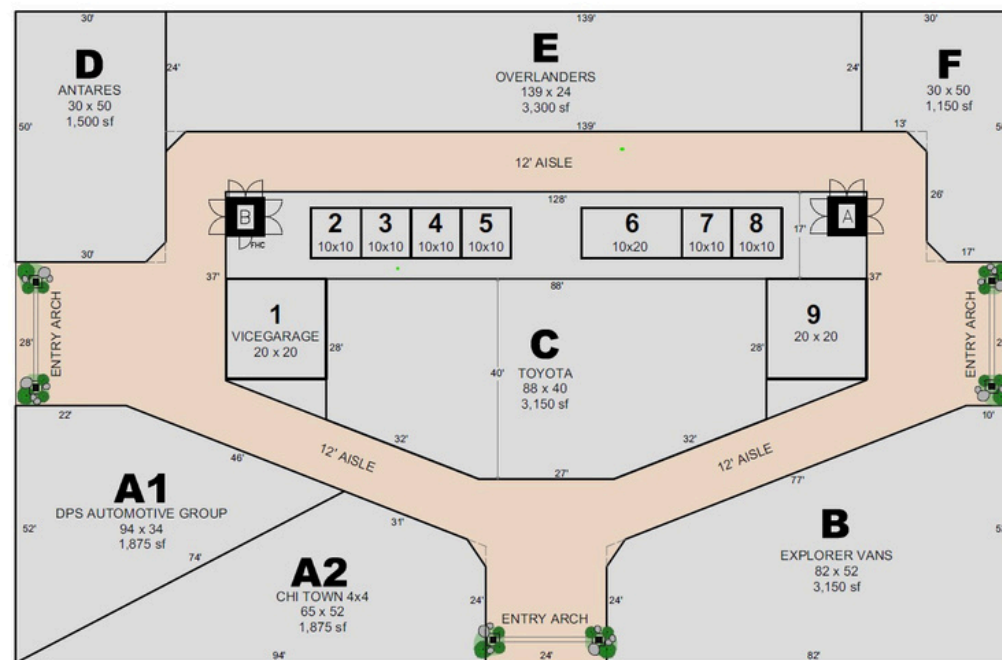


# 2025 LAYOUT

## LARGE Exhibit Space

- Minimum 1,500 sq. ft. required
- Includes exhibit space & carpet

**Auto OEM: \$8.50/sq. ft.**  
**Non-Auto: \$12.50/sq. ft.**



# VENDOR EXHIBIT SPACE

Level 1	Level 2	Level 3
<b>\$3,000*</b>	<b>\$5,000*</b>	<b>\$8,500*</b>
10-12 Days Activation	10-12 Days Activation	10-12 Days Activation
Opportunity to activate during Media Preview and First Look for Charity		
10x10 Space (100 sq. ft.) <ul style="list-style-type: none"> <li>• The right to use exhibit space to exhibit and distribute information</li> <li>• The right to use exhibit space to sell products and services on-site</li> <li>• The right to use exhibit space to display company logos and signs</li> </ul>	10x20 Space (200 sq. ft.) <ul style="list-style-type: none"> <li>• The right to use exhibit space to exhibit and distribute information</li> <li>• The right to use exhibit space to sell products and services on-site</li> <li>• The right to use exhibit space to display company logos and signs</li> </ul>	20x20 Space (400 sq. ft.) <ul style="list-style-type: none"> <li>• The right to use exhibit space to exhibit and distribute information</li> <li>• The right to use exhibit space to sell products and services on-site</li> <li>• The right to use exhibit space to display company logos and signs</li> </ul>
Carpet	Carpet	Carpet
One 10 AMP electrical outlet	One 10 AMP electrical outlet	One 10 AMP electrical outlet
Back wall & half side wall (scrim wall**)	Back wall & half side wall (scrim wall**)	Back wall & half side wall (scrim wall**)
Listing on Overlanding Chicago website page on ChicagoAutoShow.com with logo and URL	Listing on Overlanding Chicago website page on ChicagoAutoShow.com with logo and URL	Listing on Overlanding Chicago website page on ChicagoAutoShow.com with logo and URL

\*Add one vehicle to any level for \$500

\*\*Option to customize scrim wall with logo/graphics at additional cost.

## Looking for more space?

*500-1,000 square foot spaces are available as a customized vendor package. Please reach out to Jim OBrill ([jobrill@drivechicago.com](mailto:jobrill@drivechicago.com)) for more information.*

# SPONSORSHIPS

## **Presenting Sponsor: \$100,000** *(Premier Sponsor of the Chicago Auto Show)*

- Included in all Overlanding Chicago branding with the designation as “Overlanding Chicago Presented by\_\_\_\_\_”
- The right to use “Overlanding Chicago Presented by\_\_\_\_\_” in promotional materials and on website
- Category Exclusivity
- 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 Overlanding Chicago area to promote sponsor products/services
  - :30 second video included on media screens in Overlanding Chicago area that will run on a loop with other advertisers
- Opportunity to host educational panels on the Overlanding Chicago stage
- Exhibit hall signage in premier partner locations
  - Minimum rate card value of \$10,000 in two (2) different locations
- Recognition as premier partner on minimum of four (4) premier partner signage towers located throughout the show floor
- Sponsored content social media post on Chicago Auto Show Facebook page (minimum of 50k impressions)
- Inclusion in Chicago Auto Show press release distributed announcing all Premier Sponsors
- Dedicated press release announcing sponsor as a Presenting Sponsor of Overlanding Chicago

## **Stage Sponsor: \$25,000**

- Branding on Stage
- Naming rights to the Overlanding Chicago stage
- Up to 1,000 square feet of exhibit space
- Two (2) meter boards in Overlanding stage area to promote sponsor products/services
- Opportunity to host unlimited educational/panel discussions/content on the stage
- Listed in events calendar on ChicagoAutoShow.com
- Two (2) stage presentations hosted on Chicago Auto Show Facebook Live
- Social media integration (opportunities include shared content posts, online contests, Instagram Reels, giveaways, etc.)

## **Overlanding Chicago Video Screen Advertisement: \$5,000**

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