

Partner with the 2027 Chicago Auto Show

McCormick Place | Chicago, IL

Media Preview: Feb. 11-12

First Look for Charity: Feb. 12

Public Show: Feb. 13-21

Chicago winters are cold, but in February all the action is inside McCormick Place at the Chicago Auto Show where it's always 72 degrees. With over 90% of Chicagoans aware of the show, it's the place to be where hundreds of thousands of people come to check out the latest in the automotive industry, test drive new vehicles, take an immersive ride on one of the indoor tracks, and engage with vendors throughout the show. Don't miss your chance to be a part of all the action.

Sponsor Benefits:

- Integrated into the show floor among auto manufacturers
- Opportunity to engage with media
- Inclusion in official show press releases
- Inclusion in the First Look for Charity black tie gala
- Social media integration
- Branding opportunities
- Engaged consumers spend over 5 hours at the show



CHICAGO AUTO SHOW

Jim OBrill
Senior Director of Marketing
Chicago Auto Show
jobrill@drivechicago.com
630-424-6085

Star	Official*	Premier* (Category Exclusivity)
\$35,000	\$50,000 minimum	\$100,000 minimum
10-12 Days Activation	10-12 Days Activation	10-12 Days Activation
1,000-1,500 square feet - The right to use exhibit space to exhibit and distribute information - The right to use exhibit space to sell products and services on-site - The right to use exhibit space to display company logos and signs	1,500-2,000 square feet - The right to use exhibit space to exhibit and distribute information - The right to use exhibit space to sell products and services on-site - The right to use exhibit space to display company logos and signs	2,000-4,000 square fee - The right to use exhibit space to exhibit and distribute information - The right to use exhibit space to sell products and services on-site - The right to use exhibit space to display company logos and signs
Carpet	Carpet	Carpet
One 10 AMP electrical outlet	One 10 AMP electrical outlet	One 10 AMP electrical outlet
Inclusion in press release announcing Star Sponsors	Inclusion in press release announcing Official Sponsors	Dedicated press release announcing Premier Sponsors
Logo/link on website and mobile app	Logo/link on website and mobile app	Logo/link on website and mobile app
Presence/activation during Media Preview	Presence/activation during Media Preview	Presence/activation during Media Preview
	Opportunity to invite 25 influencers during Social Media Preview	Opportunity to invite 25 influencers during Social Media Preview
Activation within First Look for Charity	Activation within First Look for Charity	Activation within First Look for Charity
ChicagoAutoShow.com Marketplace premier listing - Logo - Brief description - URL link	ChicagoAutoShow.com Marketplace premier listing - Logo - Brief description - URL link	ChicagoAutoShow.com Marketplace premier listing - Logo - Brief description - URL link
Identification on official show map	Identification on official show map	Identification on official show map
Opportunity to purchase branding/banners	Opportunity to purchase branding/banners	Premier Partner Branding Package (with option to purchase additional branding/banners)
Social media integration	Social media integration	Social media integration
	Additional digital option (social media live, custom contest, sponsored content)	Additional digital option (social media live, custom contest, sponsored content)
Rights to use official Chicago Auto Show logo and marks for advertising, marketing and communications purpose	Rights to use official Chicago Auto Show logo and marks for advertising, marketing and communications purpose	Rights to use official Chicago Auto Show logo and marks for advertising, marketing and communications purpose
	<i>*Final package customized to sponsor's needs</i>	<i>*Final package customized to sponsor's needs</i>