



Returning to the 2027 Chicago Auto Show is Family Zone – an exciting, dedicated area on the show floor designed for families and aimed at entertaining children aged 2-18. We invite you to take part in this new feature and connect with families in a fresh and engaging way. Whether through presenting sponsorships or individual exhibit spaces, there are numerous opportunities to get involved. Unique to this space is the flexibility to activate booths for a single day or throughout the entire duration of the show. This safe and fun environment allows kids to enjoy themselves while being immersed in the auto show experience.

Features include:

- Power Wheels Track
- Teen Gaming Zone
- RC Race Track
- Play Zone
- Targeted vendors:
 - Local sports teams
 - Chicago museums
 - Park districts

**Perfect for
ages 2-18**



Targeted Family Zone Areas

Teen Gaming Zone

Vendor Booths

Power Wheels Track

Vendor Booths

Toddler Play Area

OEM Activations



Family Zone Sponsorships

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

- Included in all Family Zone branding with the designation as “Family Zone Presented by_____”
- The right to use “Family Zone 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 the Family Zone to promote sponsor products/services
 - :30 second video included on media screens in the Family Zone that will run on a loop with other advertisers
- Opportunity to host educational panels on the Family Zone 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 the Family Zone

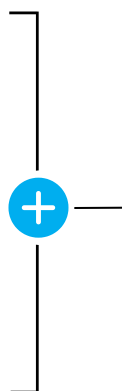
Power Wheels Kid Track: \$40,000

Teen Gaming Zone: \$30,000

Toddler Play Area: \$25,000

RC Track: \$15,000 - \$20,000

Touch-A-Truck: \$20,000



- Branding on and naming rights to the designated area
- Up to 200 square feet of exhibit space
- Two (2) meter boards in designated area to promote sponsor products/services
- Listed in events calendar on ChicagoAutoShow.com
- Social media integration (opportunities include shared content posts, online contests, Instagram Reels, giveaways, etc.)

Family Zone Video Screen Advertisement: \$5,000

- :30 second video included on media screens in the Family Zone that will run on a loop with other advertisers (max. 8 advertisers)

Contact: Jim OBrill

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2027 Dates

Media Preview: Feb. 11 - 12
Public Show: Feb. 13 - 21

Family Zone Vendor Exhibit Space

Level 1	Level 2	Level 3
\$3,000	\$5,000	\$8,500
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.) - 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	10x20 Space (200 sq. ft.) - 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	20x20 Space (400 sq. ft.) - 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
Back wall & half side wall (scrim wall*)	Back wall & half side wall (scrim wall*)	Back wall & half side wall (scrim wall*)
Listing on Family Zone website page on ChicagoAutoShow.com with logo and URL	Listing on Family Zone website page on ChicagoAutoShow.com with logo and URL	Listing on Family Zone website page on ChicagoAutoShow.com with logo and URL

***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) for more information.