



ENTHUSIAST MARKETPLACE

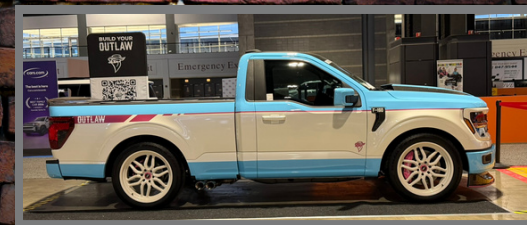
Chi-Town Alley is a returning space on the show floor dedicated to car culture. This is a designated area where car enthusiasts can join together to connect with other local car clubs, modification vendors, auto-themed merchandise, accessories, and more. Immerse yourself among likeminded car people, share stories, share content, and connect as if you were at a local car meetup. The 2026 Chicago Auto Show brought over 215,000 attendees to McCormick Place and reached millions more online. Chi-Town Alley was all over social media and welcomed celebrities like Sung Kang and Rutledge Wood. The alley was filled with likeminded crowds and even crowned our first Showcase Vehicle of the Year to locally owned vehicle. It's going to be even bigger and better for 2027!

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



SUNG KANG



CASE STUDY: CHI-TOWN ALLEY 2026

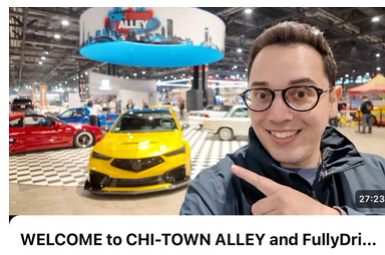
Chi-Town Alley became a standout new attraction in 2026, capturing the attention of broadcast crews and traditional media. That momentum carried onto social media, where new audiences amplified the experience and extended its reach beyond the show floor.

BROADCAST & NEWS

More than **1,160+ news stories** specific to Chi-Town Alley at CAS (print, online and broadcast) reaching **706 million**



DIGITAL LIFT



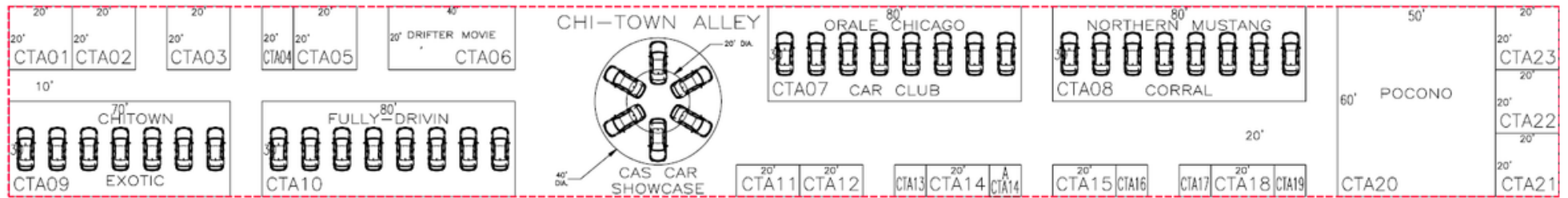
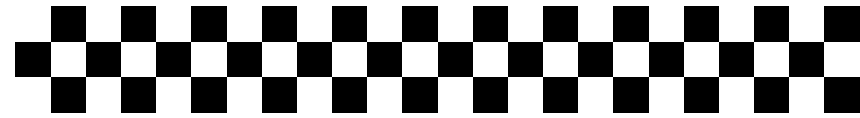
Chi-Town Alley drove social impact, generating **987+ posts** trending across public facing social media platforms

15.4M+ potential impressions

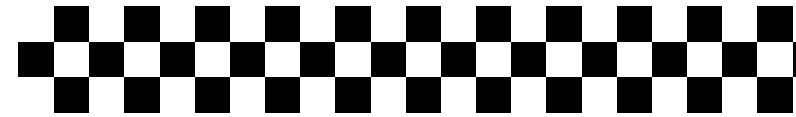
1.04M+ direct engagements

Chicago Auto Show platforms amplified the activation through **364+ posts**, creating **1.6M+ views**

2026 LAYOUT CHI-TOWN ALLEY



CHI-TOWN ALLEY: EXHIBIT SPACE



Level 1	Level 2	Level 3	Level 4
\$3,000	\$5,000	\$7,500	\$8,500
10x10 Space (100 Sq ft)	10x20 Space (200 Sq ft)	10x30 (300 sq ft)	20x20 (400 sq ft)
Opportunity to activate during Media Preview and First Look for Charity			
10-12 Days Activation			
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			
One 10 AMP electrical outlet			
Listing on Chi-Town Alley website page on ChicagoAutoShow.com with logo and URL			

Looking for more space?

500 - 1,000+ square foot spaces are available as a customized vendor package.

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

LARGE Exhibit Space

- Minimum 1,000 sq. ft. required
- Includes exhibit space & carpet
Auto OEM: \$9/sq. ft.
(with main showfloor exhibit space)
Non-OEM: \$12/sq. ft.

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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2027 Dates
Media Preview: Feb. 11-12
Public Show: Feb. 13-21