

CHICAGO AUTO SHOW

Overlanding Chicago returns to the 2027 show floor with an expanded presence and a passionate audience eager to explore the overlanding and outdoor lifestyle. The space showcases specialty vehicles, upfitting vendors, off-road accessories and more, creating an engaging destination for enthusiasts and adventure seekers. With demonstrations, education and product features, Overlanding Chicago offers exhibitors a unique opportunity to connect with an enthusiastic audience and generate attention around the latest trends in outdoor exploration and vehicle customization.



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

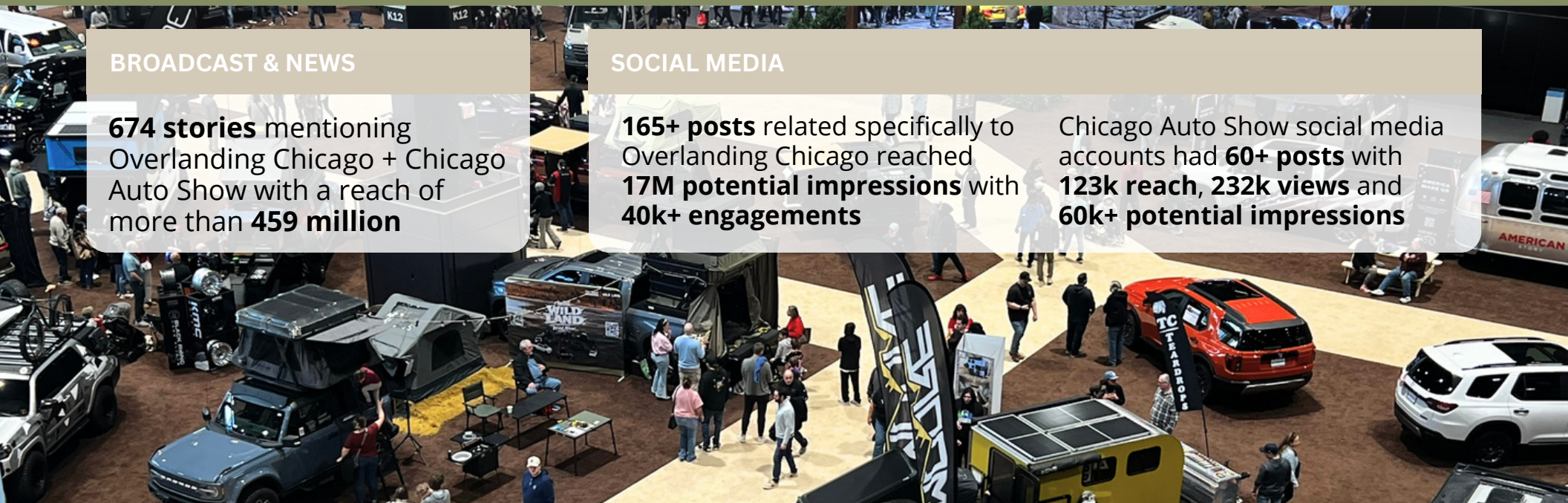
BROADCAST & NEWS

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

SOCIAL MEDIA

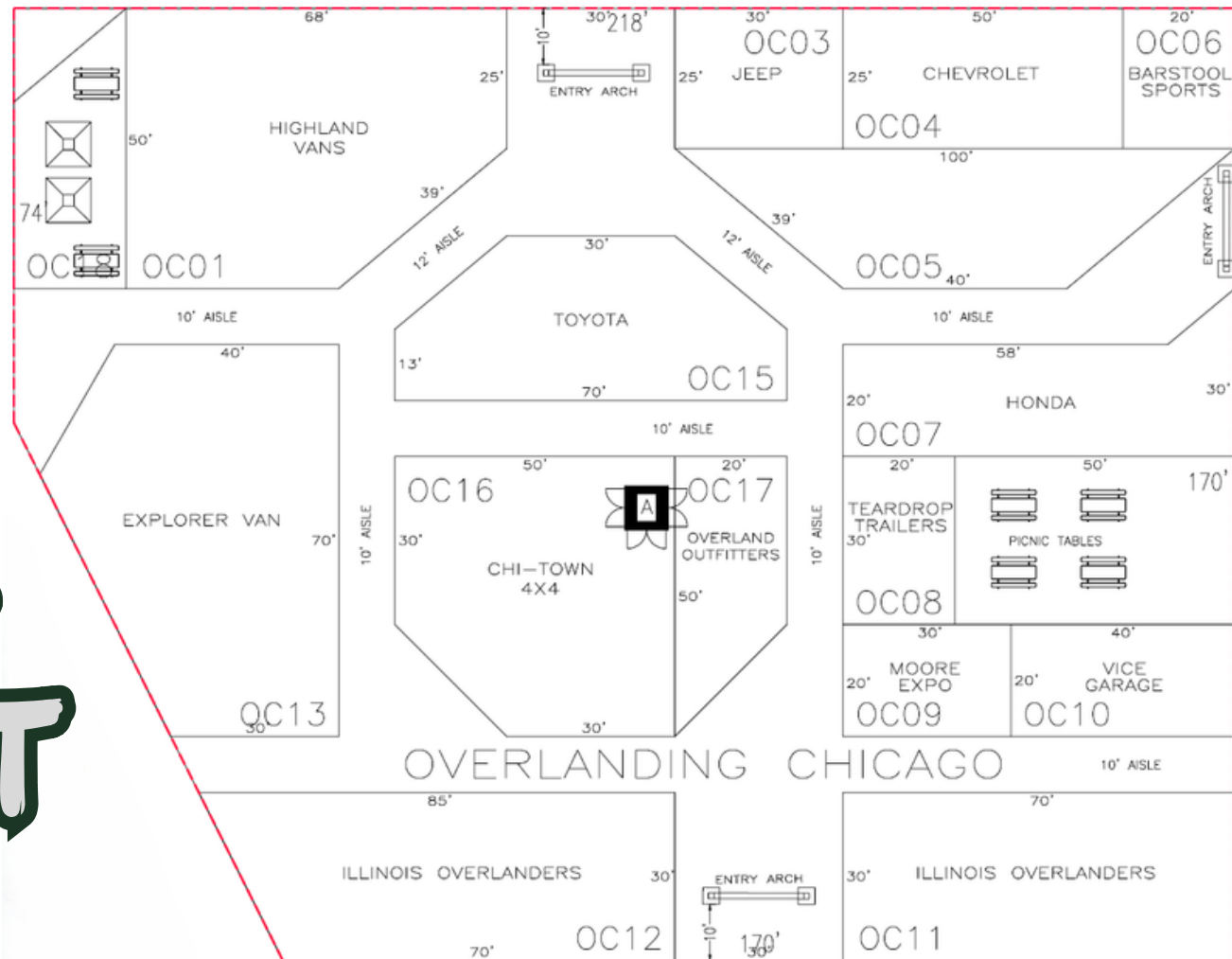
165+ posts related specifically to Overlanding Chicago reached **17M potential impressions** with **40k+ engagements**

Chicago Auto Show social media accounts had **60+ posts** with **123k reach, 232k views** and **60k+ potential impressions**





2026 LAYOUT



LARGE Exhibit Space

- Minimum 1,000 sq. ft. required
- Includes exhibit space & carpet

Auto OEM: \$9/sq. ft.
Non-Auto: \$12/sq. ft.



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		
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	40x20 Space (800 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
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**

Looking for more space?	<i>1,000+ square foot spaces are available as a customized vendor package. Please reach out to Jim OBrill (jobrill@drivechicago.com) for more information.</i>
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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 2,500 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