



CHICAGO #CAS2022 AUTO SHOW



February 12-21
McCormick Place

ChicagoAutoShow.com

2022 Chicago Auto Show Gets Back to February

The Chicago Auto Show will return to its traditional February dates – Feb. 12-21. The show is open 10 a.m. to 10 p.m. each day, except for the final day (Presidents Day) when it closes at 8 p.m. The Media Preview will be Feb. 10-11 and First Look for Charity the evening of Feb. 11.

"While there were wonderful aspects of our summertime 'special edition' show, we're excited to return to February as it's historically been an ideal time for consumers to experience the industry's latest cars, trucks and SUVs," said Chicago Auto Show Chairman Bill Haggerty. "Plus, the show helps to drive consumer interest and effectively kicks off the region's spring selling season. We learned a lot from the July event that we can implement in February. The show will feature popular exhibits like Camp Jeep and Ram Truck Territory test tracks."

In addition to returning fan-favorite indoor test tracks, the show will feature a lineup of interactive activities. Step into Subaru's National Parks display, take on Toyota's brand-new Tundra indoor test track and get a first glimpse of new EVs that will soon hit the market, like the Subaru Solterra and the Toyota bZ4X.

Also new for 2022, show organizers honor first responders and military personnel by hosting a First Responders and Military Appreciation Day on Tuesday, Feb. 15. On that day, all first responders and military are granted free entry and their guests are admitted for just \$10 – a \$5 discount off the adult ticket price.

"The auto show is a highlight on Chicago's winter calendar," said Dave Sloan, Chicago Auto Show general manager. "We received very positive feedback on our summer show in 2021, but fans are even more excited for its return to a traditional February date, where it provides a much-needed break from the winter blues."

Tickets are on sale at ChicagoAutoShow.com. The Chicago Auto Show will operate in full accordance with health and safety protocols. Check the <http://www.chicagoautoshow.com> for the latest updates.

2022 CHICAGO AUTO SHOW

MEDIA PREVIEW

Feb. 10-11

FIRST LOOK FOR CHARITY

Feb. 11

PUBLIC SHOW

Feb. 12-21

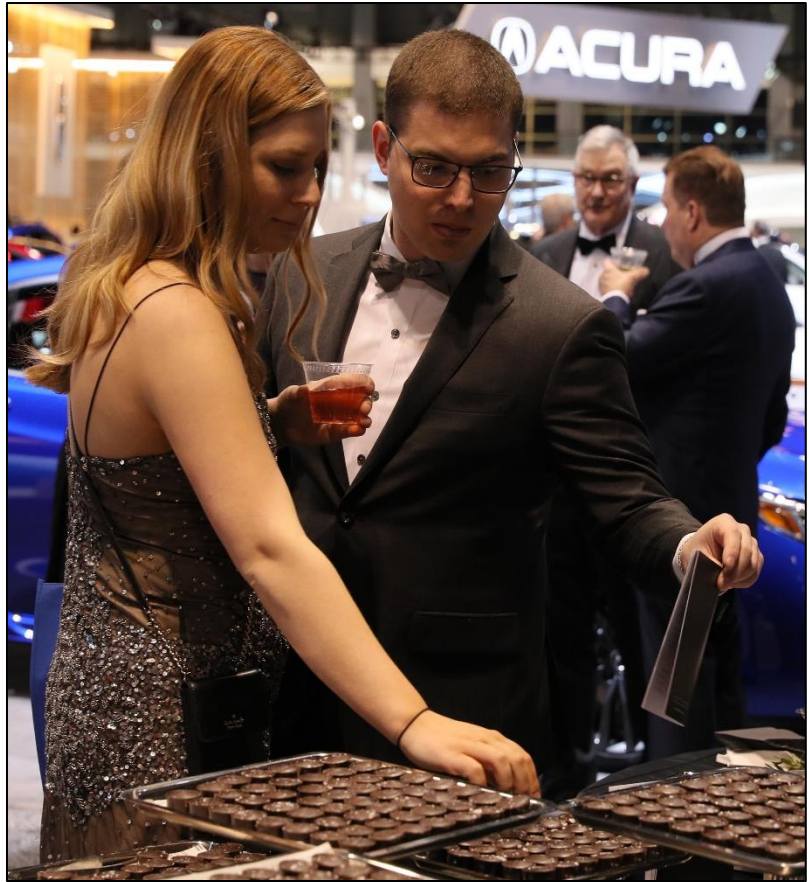


Chicago Auto Show Gala Returns, Expected to Raise Millions for Local Charities

Seventeen Chicago area charities will benefit from more than \$2 million expected to be raised by a black-tie gala held in conjunction with the 2022 Chicago Auto Show in February. Now in its 30th year, First Look for Charity is held the evening before the auto show opens to the public.

The “First Look” event, on Feb. 11, gives benefactors the chance to see hundreds of new vehicles on display amid an elegance not present when the masses converge on McCormick Place during the auto show’s 10-day consumer run, Feb. 12-21.

Benefactors in attendance also have the chance to win a 2022 Buick Enclave Avenir and a 2022 GMC Yukon Denali. Attendees at the charity gala will be treated to fine hors d’oeuvres; champagne, wine, mixed drinks, beer and soft drinks; and special entertainment presented by the automakers in their displays.



First Look for Charity has become one of the special events on the winter schedules of Chicago socialites and car buffs.

“The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories,” said Bill Haggerty, chairman of the 2022 show. “It’s also about giving something to the charities of our community.”

The 16 organizations participating in this year’s First Look for Charity predominantly are children-oriented. Some operate on a global level; others, locally. The charities receive all of the proceeds from the event, and all those proceeds are used in their efforts in the Chicago area, Haggerty said.

Charities involved in the 30th First Look for Charity gala are the 100 Club of Illinois; Advocate Health Care; the ALS Association Greater Chicago Chapter; the Boys & Girls Clubs of Chicago; and Catholic Charities of the Archdiocese of Chicago. Also, Catholic Charities of the Diocese of Joliet; Franciscan Community Benefit Services; Glenwood Academy; Susan G. Komen, Chicago; Ann & Robert H. Lurie Children’s Hospital of Chicago; Lydia Home & Safe Families for Children; and Misericordia. And, New Star; Special Olympics Illinois; Turning Pointe Autism Foundation; and the Jesse White Tumbling Team.

Tickets to the event are \$275 each and can be ordered by telephone at (630) 495-2282 or online. Benefactors should indicate which charity or charities they want their donation to benefit. Of each ticket, \$223 is tax-deductible as a charitable expense. Tickets and additional information about First Look for Charity can be found at <http://www.FirstLookforCharity.org>.

Chicago Auto Show and Association of National Advertisers Partner on Driving Influence Award

As part of the Chicago Auto Show's partnership with the Association of National Advertisers (ANA), campaign submissions are now being accepted for the Driving Influence Award. Show organizers are encouraging its automotive manufacturer exhibitors to submit a creative and effective influencer marketing campaign for consideration of the 2022 Driving Influence Award.

The deadline for submissions is Jan. 24, and the top three manufacturer finalists will be notified shortly thereafter. One final winner will be announced in conjunction with the Chicago Auto Show's Media Preview.

"The ANA is proud to partner with the Chicago Auto Show on the 2022 Driving Influence Award to honor automakers' creative and engaging influencer marketing campaigns," said Leah Marshall, director of influencer marketing for the ANA. "According to Hub's 2021 Influencer Marketing Benchmark Report, influencer marketing is a \$13.8 billion industry – projected to reach \$25 billion by 2025 – and has proven effective in reaching Gen Z and Millennial audiences. With marketers investing in influencers at higher levels, the ANA is committed to helping our members capitalize on its potential and celebrate creative campaigns," continued Marshall.

To be eligible, the campaign must have launched on or after Jan. 1, 2021 and ended by Dec. 31, 2021. In addition, the campaign needs to be centered around a digital creator/influencer and must have leveraged the influencer's social media channels and audience to promote an automotive product or service. Finally, the campaign must demonstrate measurable results. The ANA judges will be looking for strategy, creativity and results. For more information or to submit a campaign for consideration, please visit

<https://www.chicagoautoshow.com/media/2022-ana-award/>.

Nissan North America Hosts Media in Windy City

The Chicago Auto Show is proud to resume its media travel program with the assistance of Nissan. Over the past decade, the Chicago Auto Show and Nissan have teamed up to provide travel and lodging for approximately 140 A-list journalists and influencers over the show's two-day Media Preview. The 2022 program will continue to provide the top automotive, lifestyle and social media influencers the opportunity to capture content firsthand from the nation's largest auto show and distribute the news to industry viewers, readers and listeners.



"The Chicago Auto Show is an excellent venue for Nissan to showcase one of America's freshest vehicle lineups," said Brian Brockman, vice president of Communications for Nissan in the U.S. and Canada. "We cannot wait to share our newest models with media attendees and Chicagoland consumers, from the all-electric Ariya crossover to the iconic Z sportscar."

"As the media landscape continues to evolve with the conglomeration of outlets and roles, we're thrilled to be able to continue this program that brings top-tier media from across the country," said David Sloan, Chicago Auto Show general manager. "We're committed to delivering value to our exhibitors, and this program is just one example of how we achieve that goal."

Media have been identified and vetted through show organizers and manufacturers. Travel arrangements are being made by G. Schmitz and Associates. All inquiries should go through the Chicago Auto Show communications team.

Sponsors continue to show their support of the 2022 Chicago Auto Show with annual renewals from partners including State Farm, Wintrust and Cars.com.

Premier partners, like State Farm and Wintrust, enjoy category exclusivity, custom branding packages, social media integration and more to help positively position these brands in front of consumers.

As the Chicago Auto Show's longest-standing premier partner, State Farm returns with exhibit space featuring safe driving simulators bringing virtual reality to life. Show-goers



will be encouraged to hop in the driver's seat and experience the unexpected while earning points for their safe-driving ability and free swag. The State Farm Help Center also returns to the Grand Concourse where State Farm representatives are on hand throughout the duration of the public show to answer and direct attendees' questions.

Wintrust also returns as the exclusive bank sponsor of the Chicago Auto Show and presenting partner of the exclusive Supercar Gallery, an area at the show



featuring rare, exotic and ultra-high-performance sports cars. As in past years, Wintrust will host a contest on its website and via Chicago Auto Show social channels to give attendees the chance to go behind the glass and see vehicles like Lamborghini, Rolls-Royce, Bentley and more up close with VIP access. Current Wintrust customers will also have access to discounted weekday admission and ATMs will be placed throughout the show.

Based in Chicago, Cars.com also returns as the official map sponsor of the Chicago Auto Show to help show-goers find their perfect match when car shopping. In addition to its map sponsorship, Cars.com will have a branding presence with banners throughout the show and highlight an online sweepstakes surrounding their Best of Vehicles for 2022.

Hyatt McCormick Place and Marriott Marquis Chicago Named Official Hotels

McCormick Place is blessed as one of the few convention centers in North America to have hotels directly connected to the facility. This provides exceptional access for media, exhibitors and attendees throughout the run of the show.

For 2022, the Chicago Auto Show is proud to announce Hyatt McCormick Place and Marriott Marquis Chicago as official hotels. These partnerships will provide exclusive rates as well as additional booking advantages – including special rates for the Media



Preview and First Look for Charity. Rates for the Media Preview start as low at \$159. More info available at our [Official Hotels](#) page.



Chicago Auto Show Media Preview

The 2022 Chicago Auto Show will host a two-day media preview on Thursday, Feb. 10 and Friday, Feb. 11. The Media Preview will feature traditional manufacturer press conferences, new-vehicle walkarounds and the opportunity to explore the show floor.

Media Credentials - Journalists seeking access to the Media Preview **MUST** apply for credentials in advance. There is NO ONSITE REGISTRATION. Registration can be found at <https://www.chicagoautoshow.com/media/>. Approved credentials will be delivered via email. As in years past, a government-issued PHOTO ID WILL BE REQUIRED in addition to your media credential for access to the Media Preview.

Social Influencers - Show organizers will host key influencers who create content for a variety of topics ranging from automotive, technology, family, Chicago lifestyle and events on Friday, Feb. 11. Influencers must **REGISTER IN ADVANCE**. Requests can be made [Jennifer Morand](#). Influencers are also welcome to attend the public show.

Concept & Technology Garage - We invite manufacturers to showcase concept vehicles and demo the latest technologies. It's a great opportunity to allow media to take a deep dive into the latest electric vehicles, concept cars, safety technologies and automotive telematics. The Concept & Technology Garage will be held on **Friday, Feb. 11 from 9 a.m. to Noon** immediately adjacent to the show floor.

Show Floor Access - Media Credentials provide the following access to the show floor:

- Media Preview Day 1: 9 a.m. - 5 p.m.
- Media Preview Day 2: 8 a.m. - 2 p.m.

Media Credentials **ARE NOT** valid for First Look for Charity or the Public Show. Media wishing to access the Chicago Auto Show on Public Days (Feb. 12-21) or at any other time must make a request to the Chicago Auto Show communications team. Requests can be made to [Jennifer Morand](#) or [Mark Bilek](#)

Media Center - The Chicago Auto Show will host a **POP-UP** media center adjacent to the show floor on Thursday, Feb. 10 and Friday, Feb. 11. Hours are 7 a.m. - 6 p.m. on Feb. 10 and 7 a.m. - 2 p.m. on Feb. 11.

Hotel Accommodations - The Chicago Auto Show will offer discounted rates at our official hotels. Details area available at <https://www.chicagoautoshow.com/media/media-information/>.

Parking - Parking is **NOT** complimentary. For more information on parking and directions to McCormick Place, please visit our [Parking & Directions](#) page.

Coat Check - During the Media Preview the Chicago Auto Show provides a complimentary coat check. The coat check is located adjacent to the Grand Ballroom in the Grand Concourse. You will need a media credential to use this room for your belongings. Please note clearly posted closing times.

MEDIA CONTACTS

Mark Bilek

Sr. Director of Communications & Technology
E – mbilek@drivechicago.com

Jennifer Morand

Director of Public Relations & Social Media
E – jmorand@drivechicago.com

Grace Darling

Communications Specialist
E – gdarling@drivechicago.com

MEDIA DESK: (630) 424-6016