



## Bulletin 11

### ➤ **Credentials for Admission**

- **All Exhibitor Personnel, including Corporate Personnel, Manufacturer Executives and Sales Representatives; Model, Narrator, Product Specialists and Talent; All Contractors, Exhibitor Appointed Contractors and Sub-Contractors**

To: All Exhibitors and Contractors

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The Chicago Auto Show continues to monitor and improve its online credential registration. The policies set forth allow show management to be aware of all individuals on show site. They also allow us to be more responsive toward our exhibitors' needs. The Chicago Auto Show issues credentials allowing exhibitors to properly staff their displays during each phase of our show: installation and dismantle; media preview; First Look for Charity; and the public show.

The most important policy to remember: **no one will be admitted to the exhibit floor without a valid credential and picture identification.**

Online registration is hosted at [www.chicagoautoshow.com](http://www.chicagoautoshow.com) , click on Exhibitor Info, click on Credential Registration/Tracking, and enter your password. Passwords will be emailed to those on our Exhibitor List as well as the primary contacts from the 2014 registration. If you are not on these lists, passwords can be requested from the registration area of the Web site.

Exhibitors are required to complete an advanced registration that lists every individual who will need access to the show floor, everyone must be registered. Group lists, **by company**, are preferred over individual registrations. Lists should include but are not limited to corporate personnel, manufacturer executives, PR firms, the Exhibitor Appointed Contractor for the display along with their sub-contractors, models, narrators, product specialists (including those affiliated with a modeling or talent agency), dealership sales representatives staffing the display, all official contractors and labor.

Registrations completed by the deadline will be mailed or, if preferred, available for pick-up at the on-site Registration Desk. Personalized credentials, as requested, will be sent to the individual completing the registration form, that person will assume responsibility for the proper distribution of the credentials. On-site pick-up is also available at our on-site registration desk, located in room S401. Either a group or individual pick-up can be requested during the registration process. On-site pick-up and registration will be available Tuesday, Feb. 10 – Wednesday, Feb. 11 from 8 a.m. until 5 p.m., Thursday, Feb. 12 – Friday, Feb. 13 from 7 a.m. until 5 p.m. and Saturday, Feb. 14 – Sunday, Feb. 22 from 7:30 a.m. until 7 p.m. daily. Show management will refer all on-site questions relating to credentials and admission to the on-site registration desk or to the primary contacts.

**Deadline to register and receive credentials by mail January 26, 2015.**  
**After this date credentials will be available for on-site pick-up only.**  
**Target mail date for approved credentials January 30, 2015.**

### **Personalized Name Badge**

The personalized name badge is valid during installation and dismantle, media preview and the public show. It is issued to a specific individual who has registered in advance online or on-site in our registration area, room S401. This personalized name badge is not transferable and is good for one admission per day. Picture identification will be required along with this badge for entry to the show floor. A hand stamp will be required for reentry on the same day. This credential allows access to the show floor beginning at 7 a.m. during the public show unless otherwise authorized by show management. The personalized name badge is not valid during First Look for Charity.

**Remember, every individual seeking access to the show floor will be required to show a valid credential and picture identification.**

### **Install and Dismantle Admission Card**

This card will be used primarily by labor that will not need access during the public show. If access to the public show is required, a personalized name badge will be needed. You may only register for this card on-site. Advance registration is not available. On-site registration for this card is open Tuesday, Feb. 10 – Wednesday, Feb. 11 from 8 a.m. until 5 p.m., Thursday, Feb. 12 – Friday, Feb. 13 from 7 a.m. until 5 p.m. and Saturday, Feb. 14 – Sunday, Feb. 22 from 7:30 a.m. until 7 p.m. daily in room S401. If an admission card is required outside of these hours, they will be available in the Show Security Office, room N231.

This multi-day admission card is valid only on Feb. 11, 12, and before 3 p.m. on Feb. 13, as well as after 7 p.m. Feb. 22 and on Feb. 23. This card is not valid during First Look for Charity. All EACs and their sub-contractors will need to register with show management the names of their workers, including supervisors, who will be working on the exhibit floor.

### **First Look for Charity Admission Card**

This single use admission card is for personnel who are deemed necessary and essential to operate the display. Only the Exhibit Manager or the person they appoint can register for this card. This on-line registration will be managed independently of your exhibitor credentials. An email with instruction will be sent in early January to the Exhibit Manager.

A chart is provided in this bulletin indicating the number of credentials that will be issued based on the amount of square feet purchased. The number is not guaranteed as this is based on necessary and essential personnel as approved by show management. If additional cards are required show management will review on an individual basis.

This is not a personalized name badge, and will be scanned and surrendered upon admission. The admission card is valid for entrance only between 6 p.m. and 7:30 p.m. After 7:30 p.m. the card will not be valid for admission. This card can only be used at the exhibitor entry to the exhibit halls, located on Level 4 on the East side of the South Hall, between rooms S402 and S403. This is a black-tie event and all exhibit personnel are required to dress in either black-tie or their exhibit issued uniform. Improperly dressed personnel will not be admitted. Also refer to Bulletin 17.

### **Employee Appreciation Days Tickets**

This ticket will be sent to either the Exhibit Manager or the Regional contact as directed. Quantity is based on the amount of space purchased. Please see the chart below for quantities. It is a single-use ticket; valid Monday, Feb. 16 – Friday, Feb. 20. This ticket is good for one admission. A hand stamp will be required for reentry on the same day. These are to be used only by exhibitor employees and their families on the designated days.

### **Weekday Discount Coupons**

This coupon will be sent to either the Exhibit Manager or the Regional contact as directed. Quantity is based on the amount of space purchased. Please see the chart below for quantities. It is a single-use coupon that entitles the bearer to reduced price regular adult weekday admission. Valid Monday, Feb. 16 – Friday, Feb. 20. This is a coupon that will reduce the cost of a full price adult admission ticket and can not be used for admission on its own.

### **Credential Chart**

Min. Sq. ft.	Max Sq. ft.	First Look for Charity Admission Card	Employee Appreciation Days	Weekday Discount Coupons
Mfg. Up to:	2,000	2	25	50
2,001	4,000	3	25	50
4,001	8,000	5	50	100
8,001	14,000	7	50	100
14,001	17,000	8	75	150
17,001	20,000	9	75	150
20,001	23,000	10	100	200
23,001	26,000	11	100	200
26,001	30,000	12	100	200
30,001	50,000	13	100	200
50,001	100,000	15	125	250
100,001	And up	17	125	250