



## Bulletin 16

### ➤ **Publicity Activities / Celebrity Appearances**

To: All Exhibitors

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Many exhibitors add excitement to their displays with appearances by personalities or other entertaining activities. For some reason, such plans often are treated as closely guarded secrets, and the show's communications department is usually the last to know.

If you've planned and budgeted to have the activity take place, let us know, so that you can reap the event's full reward. Help us to help you. The public and media routinely call us to inquire about a celebrity's upcoming appearance that they may have heard about in a fleeting radio spot. We urge exhibitors to notify show management about such activities, so that we can accurately convey that information. With sufficient time, we will be able to publicize your appearance and/or event on the Chicago Auto Show Web site and through our media partners.

Fax your schedules surrounding any such display activities in writing to show management at 630-495-2260. You may also e-mail the schedules to [spotempa@cata.info](mailto:spotempa@cata.info) or [mbilek@drivechicago.com](mailto:mbilek@drivechicago.com).

We request you do so by Jan. 19, 2015. However, we will update our Web site throughout the length of the show.

