



## Bulletin 17

### ➤ First Look for Charity

To: All Exhibitors  
From: Michael P. McGrath, 2017 Chicago Auto Show Chairman

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Over the past few years, a number of exhibitors have requested permission to conduct pre-parties in their display prior to the 7 p.m. opening of First Look for Charity. Show management has approved these requests and will continue to do so with the following provisions:

1. Show management must be informed **in writing** of your desire to conduct the event by Jan. 16, 2017. Direct such correspondence to Erik Higgins, [ehiggins@cata.info](mailto:ehiggins@cata.info).
2. All guests must have a valid admission ticket to First Look for Charity.
3. You may not, under any circumstances, rope off your display during the evening.
4. Your event may not begin prior to 6 p.m.
5. You must provide security to ensure that your guests remain in your display until 7 p.m.
6. Catering is solely the responsibility of the exhibitor. Contact Savor...Chicago at McCormick Place for any special catering needs. 312-791-7252
7. Guests must enter the show via the exhibitor entrance on Level 4 of the South Hall, between rooms S402 and S403. This is on the east side of the South Hall, one level up from the walkway over Lake Shore Drive. A representative from your display must be positioned at the entrance to direct your guests to the proper location.
8. In addition to your special event invitation, a purchased First Look for Charity ticket must be presented at the Level 4 exhibitor entrance.

In the past, exhibitors have also arranged for their own in-booth entertainment. Show management has approved these requests and will continue to do so as long as the above and the following provisions are met:

9. All individuals deemed necessary and essential to the performance must hold a valid First Look for Charity worker pass or have a paid admission ticket. Show management will determine who is necessary and essential. Once complete, list must be sent to Sandi Potempa, [spotempa@cata.info](mailto:spotempa@cata.info) by Jan. 23, 2017.
10. We recommend that the entertainment begin after 7 p.m.
11. You must provide any extra security necessary to protect the safety of your guests and your display.
12. Any additional needs of the entertainment are the sole responsibility of the exhibitor. This includes but is not limited to food and beverage, transportation, special meeting/dressing rooms, and special arrival needs.
13. Sound checks must be pre-arranged and must not interfere with neighboring exhibits, Media Preview events or show management's schedule.
14. All Chicago Auto Show Rules and Regulations must be adhered to by the performer. This includes the **"quiet time"**, no amplified sound, from **8:15 p.m.-9 p.m.**

Thank you for your cooperation.