



Bulletin 16

➤ **Publicity Activities / Celebrity Appearances**

To: All Exhibitors

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.

We request you do so by Jan. 15, 2018. However, we will update our Web site throughout the length of the show.



Publicity Activities / Celebrity Appearances

Exhibitor _____

Contact name _____

Phone # _____ Fax# _____

E-mail address _____

*Please fax to: Show management E-mail: Sandi Potempa
630-495-2260 spotempa@cata.info
By Jan. 15, 2018

Date	Activity/Celebrity	Time	Location
Media Preview February 8			
February 9			
Public Show February 10			
February 11			
February 12			
February 13			
February 14			
February 15			
February 16			
February 17			
February 18			
February 19			