



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

The Chicago Auto Show issues credentials to our exhibitors to ensure that they can properly staff their displays during each phase of our show: installation and dismantle, media preview, and the public show. Not only is the Chicago Auto Show online credential registration easy to use, but it also allows show management to monitor who is on show site. Electronic credentials consisting of a QR code will be issued to all approved exhibitors and exhibitor appointed contractors.

Electronic credentials along with a government picture identification are required and valid for Media Preview and Public Show days.

Online registration is hosted at www.chicagoautoshow.com. Click on Exhibitor at the top left of the page, click on Credential Registration/Tracking, and enter the password previously emailed to confirmed exhibitors and registered EAC's. If you are not on these lists, passwords can be requested from the registration area of the website.

Exhibitor registration lists should include only those who work directly for the manufacturer and who are required to work in their display, such as corporate personnel, manufacturer executives, PR firms, and dealership sales representatives staffing the display. Your Exhibitor Appointed Contractors (EACs) for the display, their sub-contractors, models, narrators, product specialists (including those affiliated with a modeling or talent agency), all official contractors and labor are required to create their own separate company list. Group lists, **by company**, are required, we will not accept individual registrations.

An Exhibitor's registration list should include those working in their display such as corporate personnel, manufacturer executives, PR firms, and dealership sales representatives staffing the display (schedules will be required). Your Exhibitor Appointed Contractors for the display, their sub-contractors, models, narrators, product specialists (including those affiliated with a modeling or talent agency), all official contractors and labor should create their own separate company list. Group lists **by company** are required. We do not accept individual registrations.

All EAC's must submit all required paperwork, including show and McCormick Place EAC registration, as well as McCormick Place Building Entry and Exit Procedures (BEEP) requirements, if applicable, before credentials are released. Credentials to gain access to the exhibit floor, will be sent electronically to each person registered.

Each registrant must have a unique email address. One email cannot accept multiple credentials. Badges will not be printed by Show Management.

The online credential portal will remain open during the run of show to allow for additions and edits.

An onsite Credential Help Desk will be operational in room S401 as follows.

12 noon - 4 pm, Monday, Feb. 5

8am - 4pm, Tuesday, Feb. 6 - Wednesday, Feb. 7

7am - 4pm, Thursday, Feb. 8 - Friday, Feb. 9

8am - 4pm, Saturday, Feb. 10 - Monday, Feb. 19

Special COVID-19 Procedures

We are currently following CDC [Guidance for COVID-19](#) | [CDC](#) and the City of Chicago guidelines [COVID-19 Orders](#) | [COVID 19 \(chicago.gov\)](#) and/or restrictions.

Deadline to register is January 30, 2024. Electronic credentials will be sent Feb. 1 and 2

BEEP Registration is not required for exhibitor staff, the Chicago Auto Show issued electronic credential will be accepted for entry to the facility.

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

Install and Dismantle Pass

This pass will be used primarily by labor that will not need access during the public show. 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.

If access to the public show is required, a personalized name badge will be needed. When registering online, under the duties section, please note if your credential is needed for install/dismantle or install/dismantle/public. A supervisor will pick-up the Install and Dismantle passes needed for staff beginning at noon, Friday, February 2.

BEEP registration (to enter the building) will be required with the first day of lighting, January 28, 2024. A Personalized Electronic Name Badge or Install and Dismantle Pass will be required to gain access to the exhibit floor beginning Wednesday, February 7.

This Install and Dismantle Pass is not valid for entry into First Look for Charity.

EAC registration must be completed in advance. EAC's must submit all required paperwork before credentials will be released. If you need on-site assistance, please see Lori Gundlach credentials@drivechicago.com or Mark Bilek mbilek@drivechicago.com in S401 during the aforementioned Credential Help Desk hours of operation.

Credentials of any kind will not be provided to those under the age of 18. If you have workers under 18, please contact us.

First Look for Charity Electronic Name Badge

This credential is now electronic. This electronic badge is a single use admission for personnel who are deemed necessary and essential to operate the display. Only the Exhibit Manager, or the person they appoint, can manage this independent, one-night only, on-line registration. An email with registration instructions will be sent February 1 to the Exhibit Manager.

The chart below should be used as a guideline as to the number of credentials you will be provided. It is based on square feet purchased. However, each booth will be evaluated based on the activations occurring within the booth that evening. The number is not guaranteed but should be used when reviewing necessary and essential personnel. If you feel additional personnel are required, show management will review on a booth-by-booth basis.

The electronic name badge, along with a government picture identification is valid for entry between 6 p.m. and 7:30 p.m. only. After 7:30 p.m. the electronic name badge will not be valid for admission. This electronic name badge can only be used at the exhibitor entry to the exhibit hall, 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, February 12 – Friday, February 16 and Monday, February 19. This ticket is good for one admission. A handstamp 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 a reduced-price regular adult weekday admission. Valid Monday, February 12 – Friday, February 16 and Monday, February 19. This is a coupon and cannot be used for admission on its own. It also cannot be used along with other coupons or discounts, or on already discounted tickets.

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

CHICAGO AUTO SHOW

Bulletin 11 - First Look for Charity

➤ Credentials for Admission

To: All Exhibitors Managers

Credentials are issued allowing exhibitors to properly staff their displays during First Look for Charity. This electronic badge is a single use admission for personnel who are deemed necessary and essential to operate the display.

The Exhibit Manager, or the person they appoint, will manage this independent, one-night only, on-line registration. An email that will include a web link and tracking number to register for our First Look for Charity personalized electronic name badges will be sent in early February to the Exhibit Manager. These web links will be unique and will only access First Look for Charity credentials and will not access any other online credential.

Only one list per exhibit is accepted. Your registration should include but is not limited to all Exhibitor Appointed Contractors and their sub-contractors that must be present to operate components of the display or be present in case there is a problem with a part of the display; models, narrators, and or product specialists required to staff the display based on the four hours the display will be open; supervisors for those working the display; and any entertainment or celebrities the display hires for the event. Please work together with your contractors and regional offices to create an inclusive list of mandatory and essential personnel for this four-hour event.

The chart below should be used as a guideline as to the number of credentials you will be provided. It is based on the square feet of the booth. However, each booth will be evaluated based on the activations occurring within the booth that evening. The number is not guaranteed but should be used when reviewing necessary and essential personnel. If you feel additional personnel are required, show management will review on a booth-by-booth basis.

Show management will refer all on-site questions, including omissions, relating to these cards to the Exhibit Manager or the person they appoint to handle this registration.

The registration deadline is Tuesday, Feb. 6. Name changes will be allowed after this date but must be complete by 8 p.m. Thursday, Feb. 8. Each list will be reviewed and approved by show management. Credentials will be emailed the afternoon of Friday, Feb. 9. If you have not received your electronic badge by 5pm, please contact the Exhibitor Office.

The personalized electronic name badge is issued to a specific individual who was registered in advance online. This personalized name badge is not transferable and is good for one admission. A Government issued picture ID will be required along with this electronic badge for entry to the show floor.

This electronic name badge can only be used at the exhibitor entry to the exhibit hall, located on Level 4, on the East side of the South Hall, between rooms S402 and S403. **The electronic name badge is valid for entry onto the show floor between 6 p.m. and 7:30 p.m. only. After 7:30 p.m. the electronic name badge will not be valid for admission.**

With electronic badges there is no on-site pick-up. If you have a problem with your electronic badge or did not receive one please contact the Exhibitor Office, 630-495-2282.

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

CHICAGO AUTO SHOW

Table

Min. Sq. ft.	Max Sq. ft.	First Look for Charity Admission Card
Mfg. Up to:	2,000	2
2,001	4,000	3
4,001	8,000	5
8,001	14,000	7
14,001	17,000	8
17,001	20,000	9
20,001	23,000	10
23,001	26,000	11
26,001	30,000	12
30,001	50,000	13
50,001	100,000	15
100,001	And up	17