

CHICAGO**** AUTO SHOW

February 8-17

McCormick Place

ChicagoAutoShow.com



Show Update 1

Chicago Auto Show Dates and Event Highlights Announced

The Chicago Automobile Trade Association (CATA), producer of the Chicago Auto Show, released the dates and plans for the 2025 event, held Feb. 8-17 at McCormick Place. Show goers can once again expect an engaging show with the latest new vehicles, outdoor ride-and-drives, indoor test tracks and a variety of interactive events.

The Chicago Drives Electric indoor EV test track will return, expanding from one track to two, providing attendees the opportunity to get inside the latest EVs to experience the power and performance of electrified vehicles.

New and exciting experiences at the 2025 show will include:

- **Overlanding Chicago** is a space dedicated to overlanding and outdoor lifestyles. This new area on the show floor is expected to draw a unique crowd of show goers looking to explore a life outside the urban jungle with their vehicles. With a focus on the overlanding lifestyle, the space will feature manufacturer displays of specialty vehicles, upfitting vendors, off-road accessories, and much more. Plus, a dedicated space focusing on demonstrations, education, and specific product features.
- **Family Zone** is an exciting, dedicated area on the show floor designed for families and aimed at entertaining children aged 2-16. This safe and fun environment allows kids to enjoy themselves while being immersed in the auto show experience.
- **Exclusive VIP Tours** of the show floor led in-person by the best and brightest in the automotive industry. Four specialty tours will be offered, allowing guests to find a tour that matches their preferred interests. The 60-minute tours will be focused on family vehicles, SUV and outdoor vehicles, electrified vehicles and auto enthusiasts. VIP tours will only be offered on Friday, Feb. 7, and will include an extended opportunity for an exclusive look at the show floor before it opens to the public. A limited number of tickets for the tours, each offered twice, will be available for pre-purchase at ChicagoAutoShow.com in the coming weeks.

For more details and highlights of the 2025 Chicago Auto Show, [read the full press release here](#).

Tickets to the 2025 Chicago Auto Show are currently on sale at ChicagoAutoShow.com. The 2025 show runs Feb. 8-17 at McCormick Place and opens to the public daily at 10 a.m.

Special Days & Events

Toyota Miles Per Hour Run Sunday, Feb. 9

First Responders & Military Appreciation Day Tuesday, Feb. 11

Automotive Career Day Wednesday, Feb. 12

Chicago Auto Show Food Drive Wednesday-Friday, Feb. 12-14

Friday Night Flights Friday, Feb. 14



2025 Chicago Auto Show

MEDIA PREVIEW

Feb. 6-7

FIRST LOOK FOR CHARITY

Feb. 7

PUBLIC SHOW

Feb. 8-17

Chicago Auto Show's 2025 First Look for Charity Gala Set to Raise Millions for 18 Chicagoland Organizations

The Chicago Auto Show's 33rd First Look for Charity gala will take place on **Friday, Feb. 7**, from 7-11 p.m. at McCormick Place. Since its inception, the First Look for Charity has raised more than \$63 million for local charities. This year, the money raised at First Look will benefit 18 local charities.

This black-tie affair offers an exclusive, first chance to experience the Chicago Auto Show ahead of the 10-day public opening at McCormick Place on Feb. 8. Guests will be treated to a variety of gourmet food and drink stations from local restaurants, specialty cocktails, and live music across the show floor.

Another highlight of First Look for Charity is the vehicle giveaway. Over the years, lucky winners have driven off with the keys to more than 50 vehicles. This year, two vehicles will be given away, the 2025 Chevrolet Equinox EV and the 2025 Hyundai Palisade. Any attendee who has purchased a ticket is eligible to win. However, the winner must be present at the time of the drawing.

The 2025 First Look for Charity beneficiaries include: 100 Club of Illinois; Advocate Health Care; ALS United Greater Chicago; Ann & Robert H. Lurie Children's Hospital of Chicago; Boys & Girls Clubs of Chicago; Cal's Angels; Folds of Honor; Franciscan Community Benefit Services; Glenwood Academy; Habitat for Humanity; Jesse White Tumbling Team; Lydia Home & Safe Families for Children; Misericordia; Sertoma Star Services; Special Olympics Illinois; Susan G. Komen, Chicago; Turning Pointe Autism Foundation; and Violet Foundation for Pediatric Brain Cancer.

Tickets to the event are \$325 each and can be ordered at www.FirstLookforCharity.org.



What Drives Her Awards Return for 2025 Auto Show



Chicago Auto Show organizers, in partnership with A Girls Guide to Cars, have announced that the What Drives Her networking event and awards program will return to the show's industry day for the eighth year. What Drives Her was started in 2017 as a way to bring together influential women in the automotive industry and amplify the female leadership and innovation contributions across manufacturing, retailers, media and beyond.

The annual What Drives Her awards recognize and applaud outstanding females and advocates in the industry. Nominations are submitted from individuals within the industry ranging from auto manufacturers, suppliers, media and dealers. The panel of distinguished jurors are made up of female automotive journalists.

The four award categories include:

- Trailblazer
- Automotive Ally
- Best in Craft Media
- Best Retailer

Nominations are open for the 2025 awards, closing on Jan. 10. For more information on the What Drives Her program and to submit an award nomination, [click here](#). The awards will be presented during the 2025 Chicago Auto Show's Media Preview on Thursday, Feb. 6. Details about the What Drives Her event program along with the award finalists will be announced in mid-January.



Newsletter Sign Up

Click here to [sign up](#) to receive
A Girls Guide to Cars
newsletter.

Chicago Auto Show Partners with FastSensor to Enhance Exhibitor Analytics

The Chicago Auto Show is excited to announce a new partnership with FastSensor, a leader in AI-powered analytics for in-person events. This partnership aims to bring cutting-edge visitor engagement insights to exhibitors of the 2025 Chicago Auto Show, enabling show producers and exhibitors alike to optimize strategies and amplify impact throughout the event.

FastSensor's ecosystem utilizes strategically placed sensors to capture and analyze foot traffic and visitor engagement. By tracking movement patterns and interactions, FastSensor equips exhibitors with comprehensive data on visitor behavior, engagement levels and traffic flow within their footprint.

Through FastSensor, exhibitors at the 2025 Chicago Auto Show will have access to detailed post-event reports, providing deep insights into visitor patterns, engagement hotspots and peak interaction times. These comprehensive analytics reports allow exhibitors to evaluate their performance and gather actionable takeaways for future event strategies. The ability to measure and assess engagement metrics empowers exhibitors to adjust booth layouts, refine content and improve overall effectiveness.

Chicago Auto Show exhibitors looking to learn more and request information can visit ChicagoAutoShow.com/FastSensor.



Hyatt Regency McCormick Place Named Official Hotel

McCormick Place is blessed as one of the few convention centers in North America to have hotels directly connected to the facility. This provides exceptional access for media, exhibitors and attendees throughout the run of the show.



For 2025, the Chicago Auto Show is proud to announce Hyatt Regency McCormick Place Chicago as its official hotel. This partnership will provide exclusive rates as well as additional booking advantages – including special rates for the Media Preview and First Look for Charity. Rates for the Media Preview start as low at \$173.

Rates are subject to availability and booking deadlines. For more information or to book your room, visit our [Official Hotel page](#).

New Contractors Appointed for 2025 Show

The Chicago Auto Show has appointed two new show contractors who will be supporting the 2025 Chicago Auto Show. Event Design Group has been named as the General Show Contractor and will assist show producers with event logistics including freight, décor, carpentry and the associated labor needed to deliver those services. Prime Electrical and Exhibition Services (Prime EES) has been named as the primary show utility contractor supporting all electrical and plumbing needs.

The unique combination of these two contractors is designed to bring efficiency and cost savings to Chicago Auto Show exhibitors and partners of the show.

"This dual-contractor model is our innovative approach to helping reduce pricing for our exhibitors while still providing high level service for our exhibitors and show sponsors," said Chicago Auto Show Director of Show Operations Chris Konecki. "We're confident in their collective abilities to not only produce a high-quality event like the Chicago Auto Show, but also innovate alongside of our team and take the show to the next level."

[Read the full release.](#)

Chicago Auto Show Media Preview

The 2025 Chicago Auto Show will host a two-day Media Preview on Thursday, Feb. 6 and Friday, Feb. 7. The Media Preview will feature traditional manufacturer press conferences, new vehicle walk-arounds, the latest technology demonstrations, and the opportunity to explore the show floor including the many test tracks.

Media Credentials

Journalists seeking access to the Media Preview must apply for credentials in advance. There is **NO ONSITE REGISTRATION**. Registration can be found at www.chicagoautoshow.com/media. Approved credentials will be mailed out prior to the show and also available for pickup at the show. As in years past, a government-issued **PHOTO ID WILL BE REQUIRED** in addition to your media credential for access to the Media Preview.

Media Credentials provide the following access to the show floor:

- Media Preview Day 1: 9 a.m. - 5 p.m. / Media Preview Day 2: 9 a.m. - 2 p.m.
- Public Days: 10 a.m. - 9 p.m. (Must check in at Show Office, S401 in advance)

Media Credentials are not valid for First Look for Charity. Broadcast media wishing to access First Look for Charity must make a special request to the Chicago Auto Show communications team (contacts listed below).

Public Show & Early Access: Media wishing to access the show floor during the public show or prior normal show opening must contact the Chicago Auto Show communications team prior to arrival.

Concept & Technology Showcase

We invite manufacturers to showcase concept vehicles and demo the latest automotive technologies. It's a great opportunity for media to take a deep dive into the latest electric vehicles, concept cars, safety technologies and automotive telematics. New this year, the Concept & Technology Showcase will be held on Friday, Feb. 7 from 9 a.m. - 11 a.m. on the show floor's Chicago Drives Electric track. Media Credentials are required for entry.

Social Influencers

Show organizers will host key influencers and content creators for a variety of topics ranging from automotive, technology, family, lifestyle and events on Friday, Feb. 7. Influencers must **REGISTER IN ADVANCE**. Registration is open and can be completed [online](#). Influencers are also welcome to attend the public show.

Media Center

The Chicago Auto Show will host a pop-up media center adjacent to the show floor on Thursday, Feb. 6 and Friday, Feb. 7. Hours are 9 a.m. - 5 p.m. on Feb. 6 and 9 a.m. - 2 p.m. on Feb. 7. A media check-in will be provided, but all credential requests and changes must be made in advance.

Hotel Accommodations

The Chicago Auto Show will offer discounted rates at our official hotel - Hyatt Regency McCormick Place. The Media Preview rate is \$173 per night, which includes hi-speed internet as well as free access to the fitness center. Details are available at the [Official Hotel page](#).

Parking

Parking is NOT complimentary. For more information on parking and directions to McCormick Place, please visit the [Parking & Directions page](#).



[Apply for Media Credentials](#)



Media Contacts

Hayley Feichter

*Communications & Marketing
Manager*

hfeichter@drivechicago.com

630-424-6002

Megan Plahm

Communications Project Manager

mplahm@drivechicago.com

630-424-6065