



DMCNETWORK
COMPANY

2012 ADME ACHIEVEMENT AWARDS

THE DETAILS



END USER
AUTOMOTIVE COMPANY

PROGRAM
MEDIA PREVIEW EVENT

LOCATION
CHICAGO, IL

DATE
FEBRUARY 9, 2011

ATTENDEES
400

OUR PLAN

A national automotive company approached Chicago Travel Consultants, Inc. (CTC), a DMC Network Company to source a unique venue to host a media preview event in conjunction with the 2011 Chicago Auto Show, as well as coordinate and manage the event. The client had very specific requests of needing a venue they had never used for this annual event, and it having the capability to host two vehicles inside while still providing an intimate and inviting experience. CTC embraced the challenge and successfully negotiated with an ultra-hip, contemporary restaurant to allow us to remove their floor to ceiling windows to allow the installation of two vehicles. Along with a carefully selected menu to compliment the exclusivity of the event, as well as strategically placed branding, the event mirrored the company's standard for supreme experience and attention to detail.



THE CHALLENGE

- Select a venue that highlights the client's brand of uniqueness, superior quality, and bold innovation
- Specific requirements by the client to source a venue that they had not used before for similar events, as well as could host two vehicles inside while still providing an intimate and inviting experience
- Chicago's frigid, cold February weather did not allow hosting of the event outside
- The "almost" ideal venue was determined but their freight door was just centimeters too small to fit the vehicles
- Explore the possibility of removing the restaurant's floor to ceiling windows to allow the installation of the two vehicles



OUR SOLUTION



CTC coordinated with the restaurant, a window removal-installation company, and a local dealer of the automotive company to synchronize the intricate logistics of moving in the vehicles. As a preferred restaurant, we had a strong relationship that gave us an advantage in asking for such a potentially damaging request. We needed to close the restaurant all day to allow enough time to remove the permanent windows, move in and place the vehicles, and then re-install the windows before the event start time. By choosing a unique venue, thinking creatively to make it work for the event and incorporating distinctive touches, we surpassed our client's expectations.

BEST INNOVATIVE EVENT \$50,000-\$100,000