

choose CHICAGO

Whether it's a huge convention or a small corporate event, Chicago offers one-of-a-kind meeting spaces, world-class attractions, and first-rate group accommodations to help you host an unforgettable event.

● McCormick Place

// READY, SET, CHICAGO

For half a century, McCormick Place has built a reputation as the country's premier facility for meetings and conventions. We've offered our customers the very best in location, marketing, service, and amenities. And we've dedicated ourselves to continually making the Chicago experience better.

In 2010, we pushed for historic legislation that would ensure we had a reputation for one more thing – affordability. We listened to our customers, and the collaboration that followed was unprecedented. Broad public support from elected officials throughout the state helped pass into law what can only be described as a game-changer.

Chicago recognizes the importance of this industry. We've changed our business model to not only drive down costs, but to provide greater choices for our customers to do business. Our track record as a destination is proven. With these historic changes, we're proud to provide you with the opportunity to take advantage of all McCormick Place has to offer to more people than ever before.



● Left: Crown Fountain, above: Action on the trade-show floor.

// GOVERNMENT AT WORK

Officials of the Metropolitan Pier and Exposition Authority (MPEA), the state-created corporation that promotes and operates McCormick Place and Navy Pier, insisted that the future success of the city's convention and trade-show industry required an aggressive and swift overhaul of how the convention facilities operate.

The culmination of their efforts was recognized in May 2010, when Illinois lawmakers signed into law Senate Bill 28, the McCormick Place Reform Bill – comprehensive legislation that reforms labor rules, establishes exhibitor rights, and realigns McCormick Place among the most competitive major metropolitan venues in the convention and trade-show industry.

“Chicago has always been a great place to do trade shows and conventions,” said MPEA Trustee Jim Reilly. “And it's easy to get to; we're right in the middle of the country. We have all the advantages, and now we're going to have all of the services.”

“We listened to our customers and pushed for reforms that address their concerns. This new law introduces sweeping reforms that will transform Chicago's meeting and convention industry,” said David Causton, General Manager of McCormick Place. “We now have very competitive market offerings that put our customers first across the board. It's a new day in Chicago's convention industry.”

// HEAR WHAT OUR CLIENTS ARE SAYING

Download the **Microsoft Tag Reader** app to your smartphone or go to <http://gettag.mobi>, then scan this tag to watch videos of trade-show exhibitors and organizers sharing their thoughts on the new rules.



// THE BOTTOM LINE OF THE BOTTOM LINE

The changes affect McCormick Place and Navy Pier, collectively lowering prices and improving service for exhibitors and show management. It also relaxes many of the rules associated with union labor, removing what had been a significant obstacle.

The changes include:

Expanded exhibitor rights

Exhibitors and their employees are now able to perform in-booth work regardless of the booth size.

Revised food pricing

Food prices – both concessions and catering – are provided with no markup for McCormick Place. Plus, exhibitors can now bring in food for their staff's personal consumption.

New automobile and small utility vehicle policy

This provision allows exhibitors to deliver, unload, and reload certain exhibits, equipment, and materials by privately owned automobile or small utility vehicle without hiring labor.

Electrical service providers

Formerly Focus One, **McCormick Place Exhibitor and Technical Services** is among the list of pre-approved electrical service providers. All perform work at cost.

Straight-time standardization

The labor savings impact standardized straight time, overtime, and double-time provisions for all show work completed by union labor (electricians, plumbers, carpenters, decorators, riggers, and Teamsters) and feature dramatic cost savings.

Reduced crew sizes

Crew sizes for any task or operation will consist of no more than two people unless otherwise determined by the MPEA Advisory Council.

Free Wi-Fi

Exhibitors can connect to their home offices and emails from common hallways, exhibit halls, and meeting rooms.

Reduced parking rates

The rate in McCormick Place's surface lot has been reduced from \$19 to \$14, affording exhibitors and attendees significant savings.



IN THEIR OWN WORDS

“The best place to do business”

“We are thrilled to be in Chicago because it is the best place to do business. Never before has that ever been clearer than right now with the implementation of the historic McCormick Place reforms.”

// Peter Eelman

Association for Manufacturing Technology



● Left: Chicago in action, above: Attendees at a trade show.

// CHICAGO: BACK TO THE FUTURE

“The industry’s reaction to the changes has been positive,” said MPEA Trustee Jim Reilly.

The McCormick Place Reform Bill has resonated throughout the industry, with exhibitors paying tribute to its significance.

“This law will make McCormick Place a more cost-effective trade-show venue and the International Housewares Association’s (IHA) preferred destination for years to come,” remarked Mia Rampersad, Vice President of Trade Shows for the IHA, whose annual event brings 2,000 exhibitors to McCormick Place. “The IHA has hosted our annual event in Chicago for more than 70 years and believes it is the best convention destination in the world.”

And with the passage of Bill 28, it is certain to retain that designation for many years to come. 🏡