

CASE STUDY: CHICAGO

TAXI: YOUR CONVENTION CONNECTION

Chicago is known as a powerhouse business center and a sophisticated city of friendly people. It is widely recognized for its daring approach to culture and the arts and its fierce passion for sports.

During conventions, the same rules apply. McCormick Place is one of the largest convention facilities in the country and attracts millions of delegates each year.

It is located just a few miles south of the center of the city along Lake Michigan – too long to walk but just a short cab ride. There is only one Hotel that is within walking distance and the average delegate takes a taxi 8-10 times during a convention. With dinners, shows, and the city's fabulous views, Taxis play a vital role in a conventioners experience. Taxis literally line up in a taxi stand along a looped driveway adjacent to the front door of the convention center dropping off and picking up passengers. With no billboard media available, Taxis provide messaging directly to your customer.



Events to consider:

- NXTCOMM
- Cubs Events
- Bears Events
- Sox Events