



Challenging Limits...Changing Lives

EVENT INFORMATION

FIRST LOOK FOR CHARITY

FRIDAY, FEB. 6, 2026

McCormick Place

Chicago

5:30 p.m. to 7:30 p.m.

SERTOMA STAR SERVICES PRE-SHOW RECEPTION – ROOM S102BC

7 p.m. to 11 p.m.

FIRST LOOK FOR CHARITY – MAIN SHOW FLOOR

5:30 P.M. TO 7:30 P.M. - PRE-SHOW RECEPTION – HOSPITALITY ROOM

You are invited to join us for a pre-show event in Sertoma Star Services's hospitality suite on "Charity Row" in Room S102BC. Be our guest and mingle with fellow Sertoma Star Services supporters while enjoying cocktails and hors d'oeuvres from 5:30 p.m. to 7:30 p.m. In the room, each Sertoma Star Services ticket holder will be able to select a chance to win one of our great door prizes.

Coat Check: In addition to the free McCormick Place coat check service, we offer a complimentary coat check in our hospitality room. The room will be staffed and open all night in order for you to retrieve your coat. The room will close at 11:00 p.m.

7 P.M. TO 11 P.M. - FIRST LOOK FOR CHARITY SHOW FLOOR

The doors to the First Look for Charity Event will open at 7 p.m. The event will run until 11 p.m.

**FIRST LOOK FOR CHARITY'S ATTIRE FOR MEN IS TUXEDO-MANDATORY, AND
WOMEN SHOULD BE DRESSED APPROPRIATELY IN FORMAL WEAR**

Men's Warehouse is offering a discount of \$70 discount on rentals (Group ID #13436175) and a 15% discount on purchases (Discount Code is BBZD1010101).

SCAVENGER HUNT

To add to the excitement, our guests are invited to join a virtual scavenger hunt for a **chance to win two tickets to the 2027 First Look for Charity**. The "scavenger" hunt will ask you to take pictures in response to different "missions" throughout the evening. Download the SCAVVY app at <https://scavvy.com> and join the Sertoma Star Services Scavenger Hunt using invite code: xocCSe.

OFFICIAL HOTEL

The Hyatt Regency McCormick Place is the official hotel for the 2026 Chicago Auto Show and is conveniently connected to McCormick Place Convention Center.

HYATT MCCORMICK PLACE

2233 S Martin Luther King Dr, Chicago, IL

[HTTPS://WWW.CHICAGOAUTOSHOW.COM/FIRST-LOOK-FOR-CHARITY/HOTEL/](https://www.chicagoautoshow.com/first-look-for-charity/hotel/)

SECURITY

There will be security checkpoints to get onto the Chicago Auto Show floor. All items are subject to visual inspection by security personnel. **Only clutch purses (under 9" x 5" x 2" or smaller) are permitted to be carried into the event. Clear tote bags measuring 12" by 12" by 6" or smaller are also acceptable.** No one will be allowed past a security checkpoint with weapons of any type including persons who have concealed carry permits.

DIRECTIONS

McCormick Place
2301 S King Dr, Chicago, IL 60616

For drop off by car service, drop off at Gate 4

- **From the NORTH via LAKE SHORE DRIVE:** Exit at 18th St. or 31st St., and follow signs to McCormick Place.
- **From the NORTH via I-90/I-94:** Exit at Ohio St. or Roosevelt Rd. to Lake Shore Drive. Exit at 18th St. or 31st St., and follow signs to McCormick Place.
- **From the WEST via I-290:** Congress Pkwy. to Columbus south, and follow signs to McCormick Place.
- **From the WEST via I-55:** Exit I-90/I-94 east and go south to Cermak Rd. or 31st St. Head east, and follow the signs to McCormick Place.
- **From the SOUTH via I-90/I-94:** Exit at 31st St. or 22nd St. east. Follow the signs to McCormick Place.
- **From the SOUTH via LAKE SHORE DRIVE:** Exit at 31st St. or 18th St. Follow the signs to McCormick Place.

PARKING

McCormick Place offers on-site parking.

- Please use Parking Lot A
- **Parking Lot A is closest to the action and a much shorter walk.**
From **Parking Lot A**, enter McCormick Place from **Level 4** of the parking garage and proceed towards the South Building over the MLK Walkway to a set of escalators and elevators. At the bottom of the escalators, turn right to head to the Sertoma Star Services Hospitality Room (Suite S102BC) or left to proceed to the First Look for Charity/Auto Show Floor.
- Parking fees can be paid by cash or credit card; VISA, MasterCard, and American Express are accepted. Parking lots are open throughout event hours. **Overnight parking is not available, and there are no in-and-out privileges.**