



Tribune

Events group

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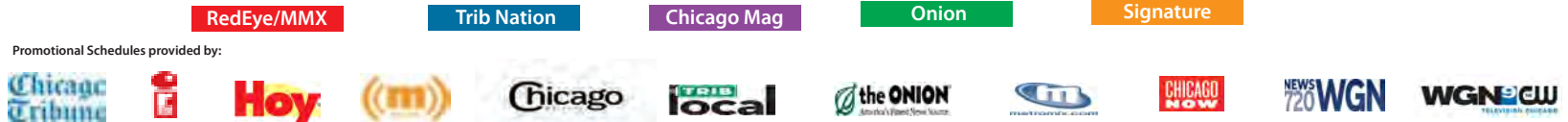
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	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
RedEye		Best Bartender	Bracket Racket		Rock 'n Vote				RedEye 'Hood Party	RedZone Raids	RedZone Raids iBall	RedZone Raids
Trib Nation	Trib U (4) Printers Row Live Luis Alberto Urrea	Trib U (4) Chicago Live! (4) Chicago Forward: Public Safety, Police Chief, Garry McCarthy Printers Row Live Wael Ghonim Press Pass Oscar Preview	Trib U (4) Chicago Live! (4) Printers Row Live Ayad Akhtar	Trib U Press Pass Cubs Chicago Forward: State of the State Affording Illinois Printers Row Live Poetry	Trib U (4) Press Pass White Sox Chicago Live! Printers Row Live Chad Harbach	Printers Row Lit Fest Chicago Forward: The Status of Women in Chicago Trib U (4) Chicago Live! (4)	Trib U (2)	Printers Row Live Music or Biography Press Pass Cooking with Kass Trib U (5)	Chicago Forward: Chicago's President Chicago Live! (2) Printers Row Live Chris Ware Trib U (2) Social Media Week	Press Pass Bears Chicago Live! (4) Printers Row Live Military History Trib U (3)	Chicago Forward: Healthcare Chicago Tribune Literary Awards Printers Row Live Tom Wolfe Top Workplaces Trib U (2) Chicago Live! (2)	Trib U (4) Songs of Good Cheer Printers Row Live Collectible Books
Chicago magazine	Chicagoan of the Year	Top Docs Illinois Super Lawyers	50 Most Powerful Chicagoans	Green Awards		Summer Lovin'			Best of Chicago	Chicago's TABLE Picture This	Chairs for Charity	
The Onion			Onion Beer For Enjoyment			Onion Beer For Enjoyment			Onion Beer For Enjoyment			
Tribune Co.										Pink Tie Gala		



Promotional Schedules provided by:



2012 Signature Events Calendar

Signature Events

Tribune Events Group 'Signature Events' are produced and marketed from the ground up by our team of experts and supported by the promotional resources of the Tribune Media Group portfolio. We connect brands and people through face-to-face interactions and once-in-a-lifetime opportunities.

Tribune Events Group designs experiences that will influence, inform and entertain your consumers and clients. Creatively showcase your brand in a unique and highly engaging atmosphere with a Tribune Events Group Production.

RedEye Events

Best Bartender (February 2012)

The RedEye staff picks the top ten bartenders in Chicago and posts them on RedEyeChicago.com for readers to narrow the field to their four favorites. The top four bartenders are then invited to compete in the RedEye Best Bartender Bash, where guests have the opportunity to sample each bartender's signature cocktail and vote for their favorite drink and bartender via text message.

Bracket Racket (March 2012)

Tie your brand to the excitement of March Madness with Bracket Racket. RedEye celebrates each round with Chicago sports enthusiasts by awarding them with complimentary drinks, prizes, and giveaways. Our enthusiastic street teams help keep the party going at over thirty-two locations around the city.

Rock 'n Vote (May 2012)

Merge your brand with the eclectic music scene of Rock 'n Vote. Each year, hundreds of submissions are received from unsigned bands from all over Chicagoland. RedEye picks the top ten acts and posts them on RedEyeChicago.com with photo galleries and audio files for readers to narrow the field by selecting the four bands they want to see live. These top four bands are then invited to play for a live audience that draws crowds of around 600 to 700 people each year.

RedEye 'Hood Party (September 2012)

To coincide with the launch of the RedEye neighborhood guides, RedEye invites Chicagoans to celebrate their 'hood, mingle with neighbors, and compete in various games to win neighborhood prize packs.

RedZone Raids (September-December 2012)

During this sixteen week promotion, teams storm the top NCAA & NFL football venues in Chicago and shower patrons with complimentary drinks, prizes and giveaways. Capitalize on the opportunity to incorporate your brand with a promotion that urban sports enthusiasts look forward to every year.

iBall (November 2012)

Showcase your brand at one of the years hottest parties. iBall10 is the perfect opportunity to reach young, vibrant trendsetters at RedEye's 10th birthday bash & most celebratory event. Capitalize on this chic opportunity to showcase your brand to RedEye's top clients and consumers.

Chicago magazine

Chicagoans of the Year (January 2012)

For the past 17 years, Chicago magazine has honored individuals who have changed life in the city for the better in the prestigious Chicagoans of the Year editorial feature. The magazine celebrates their achievements at a luncheon.

Top Docs (February 2012)

Every January, Chicago magazine's editorial cover feature is dedicated to a health-related topic, from medical breakthroughs to the most advanced medical procedures. To celebrate the excitement of the January 2012 cover, Chicago magazine will team with Cadillac to co-host an exclusive, invitation-only event honoring these physicians, their affiliated institutions, and their accomplishments. The two-hour reception will include passed hors d'oeuvres and wine.

Green Awards (April 2012)

In its sixth year, the annual "Green Awards" editorial feature in Chicago magazine's April issue honors entrepreneurs, as well as standouts from the community, whose efforts in the areas of conservation and sustainability are considered groundbreaking. To salute these individuals, Chicago magazine hosts an annual cocktail reception to toast the winners' achievements.

50 Most Powerful Chicagoans (April 2012)

Celebrating Chicago magazine's March 2012 cover story, the Most Powerful Chicagoans event will celebrate those that were featured in the magazine. Attendees will consist of those highlighted in the March 2012 issue, their guests, Chicago magazine staff and VIPs.

Illinois Super Lawyers (February 2012)

Each February, Law & Politics and the publishers of Chicago magazine produce Illinois Super Lawyers – a resource guide that lists the top attorneys in Illinois. Along with presenting a list of outstanding lawyers in 70 areas of practice, this celebratory event also includes a Rising Stars list that includes top attorneys who are 40 years old & younger or who have been in practice 10 years or less.

Summer Lovin' (June 2012)

This annual event celebrates Chicago magazine's 20 hottest singles in Chicago. Held at the Museum of Contemporary Art, as many as 1,200 guests enjoy delectable food from some of Chicago's finest restaurants, signature cocktails, dancing, games, a silent auction, and more. This event is held in partnership with the Auxiliary Board of Northwestern Memorial Hospital and all proceeds go to a charity of their choosing. Connect your brand to a great cause and showcase your products to Chicago's social movers and shakers.

Best of? (September 2012)

Chicago magazine celebrates the "Best of Chicago" honorees featured in the August issue. Winners and guests enjoy hors d'oeuvres, specialty cocktails, and a presentation by the editor-in-chief and publisher of Chicago magazine.

Picture This (October 2012)

Chicago Home + Garden readers receive free, in-person advice from interior design professionals when Chicago Home + Garden and the American Society of Interior Designers present Picture This! Attendees will bring pictures of their latest design dilemmas and receive complimentary consultations from ASID designers as they enjoy cocktails and great food at The Chopping Block.

Chicago's Table (October 2012)

Chicago magazine will host the second annual signature-dining event in October 2012. Aligning with Chicago magazine's award-winning dining coverage, the event will celebrate the restaurant, dishes, and chefs featured in Chicago magazine's dining-focused May and November issues. The ticketed event will be for 300-400 guests and will highlight dishes from 13-15 of the city's best restaurants along with beer, wine, and spirits pairings for the dishes. One grand prize will be raffled off at the end of the evening. All proceeds from this event will go to support a designated area of research at Northwestern Memorial Hospital.

Chairs for Charity (November 2012)

Chicago Home + Garden's signature event invites readers and friends to gather as fifteen local interior designers present restored antique chairs. The one-of-a-kind chairs are bid on in a silent auction. Guests enjoy cocktails and hors d'oeuvres as the auction heats up. The auction's proceeds benefit a designated charity.

Trib Nation

Trib U (January-December 2012)

TribU classes, taught by Tribune professionals, will cover photography, food and wine, writing for pleasure and business, using social media, as well as film and theater. These events deliver provocative and informative conversations with journalists such as Amy Dickinson, John Kass, Jon Yates, Dawn Turner Trice and Chris Jones as we help our audience make sense of the world—and sometimes laugh at it.

Chicago Forward (Jan-Dec. 2012)

Chicago Forward is a series of public policy discussions on issues critical to our city and state. For 163 years, the Tribune has been Chicago's leading citizen – shedding light, providing context and asking the hard questions. We now extend that work to the stage with these events.

Printers Row Live (February-November 2012)

Chicago Tribune Literary Editor, Elizabeth Taylor, hosts monthly conversations with renowned authors throughout 2012. The lineup includes authors who have new works and/or are beloved for their classics. A book signing by the author follows each event.

ChicagoLive! (February-December 2012)

This 60-minute multiplatform show brings the Chicago Tribune to life on stage, featuring the hottest stories, newsmakers and entertainers of the week. Each show is taped in front of a live audience for broadcast on WGN Radio, podcast and interactive quizzes on www.chicagolive.com. Chicago Live! highlights Tribune's best-known faces and guests ranging from touring celebrities to beloved Chicago sports legends to real Chicago characters. Three 8-week seasons are held throughout the year.

Press Pass (Feb-August 2012)

Chicago Tribune journalists offer an insider's view of their beats. Press Pass takes you on a virtual ride-along with Chicago Tribune reporters as they explore their corner of the Chicago community. Cubs, White Sox, Bears: Join sports reporters at area stadiums as they talk with Cubs, Sox and Bears players and management. Oscar Preview: Chicago Tribune movie critic, Michael Phillips, brings together a panel of experts to host a lively and entertaining conversation previewing the upcoming Academy Awards. Cooking with Kass: Join favorite Chicago Tribune columnist and part time chef extraordinaire John Kass for an exclusive dining event.

Printers Row Lit Fest (June 2012)

The Chicago Tribune celebrates the written word with over 130,000 attendees during this two-day outdoor festival. Printers Row Lit Fest brings together national best-sellers to discuss their works through panel discussions, forums, cooking demos, and poetry slams. It also features booksellers, exhibitors, kids programs and family activities with a portion of the proceeds donated to local literacy efforts. The Lit Fest offers your brand countless creative options to get in front of a large, engaged, highly affluent audience.

Social Media Week (September 2012)

Social Media Week Chicago, part of the global Social Media Week movement, brings together top brands, innovators and influencers in the world of social media for a week of events, discussions, networking and celebrations that put Chicago on the map as a social media industry leader. We expect over 100 events throughout the week in 2012.

Chicago's Top Workplaces (November 2012)

Chicago Tribune teams with a leading independent research firm to identify and celebrate Chicago's top workplaces. A special Chicago Tribune magazine supplement details the area's best places to work, judged by those who know best—the employees. Large, medium and emerging companies are all eligible to win.

Tribune Co.

Pink Tie Gala (October 2012)

In partnership with Susan G. Komen for the cure in Chicago, Tribune company will host the 2nd annual Pink Tie Gala, an upscale cocktail affair in recognition of Breast Cancer Awareness month. Tribune company will name the "Pink Tie Guys," influential leaders in the Chicagoland area that have supported breast cancer initiatives.

The Onion

Onion Society for Beer Enjoyment (March, June, September)

The Onion Society for beer enjoyment events are designed for Onion readers to mix and mingle with friends, engage with your brand, and enjoy complimentary beer. These two-hour events are a perfect opportunity to reach the desirable Onion demographic.

Custom Promotions

Tribune Events Group has built a reputation for creating unique and sustainable experiences and promotions. Our team develops creative and customized events that are organic to our clients' brands and products, create momentum in the marketplace, and help our partners achieve maximum results.



Best Buy Grand Opening

To increase awareness and drive traffic to the Grand Opening of the new Best Buy store on Michigan Avenue, the Tribune Events Group (RedEye) organized street teams wearing TV screens and positioned them along high traffic areas on Michigan Avenue and in The Loop. The uniqueness of the TV screens, which highlighted Grand Opening events, helped attract the attention of pedestrians so street teams could inform them of the events and hand out coupons to further drive in-store traffic.



Broadway In Chicago/Bloomington

Tribune Events Group designed this event to achieve the differing marketing initiatives of both Bloomington and Broadway in Chicago. We appealed to both companies' congruent target demographics with an in-store meet and greet and giveaway with Billy Elliot at the Bloomington's on Michigan Avenue.



RedEye's El Crawl

To build excitement for the Corona brand, the Tribune Events Group (RedEye) organized the first annual El Crawl, one of the most unique bar crawls in Chicago history. Nearly 150 Chicagoans partied down the Red and Brown El lines, while sporting Corona swag and stopping at various bars along the way to enjoy cold Corona beverages.



Mercedes Benz Men of Style

On August 11, 2011, over 200 guests gathered at Balani Custom Clothiers to honor five influential men in the Chicago community. These honorable Mercedes-Benz "Men of Style" consisted of Jason Bergard, Jon Conway, Shane Inman, Rob Katz, and Rob Sapaula. Jay Schmid, regional general manager of Mercedes-Benz Chicagoland Dealers was present to help commemorate the men.

Venue Services

Choose from a variety of spacious locations, from bustling Michigan Avenue to our large outdoor space along the river. No matter what your occasion, Tribune Events Group Venue Services has a solution.



560 West Grand Avenue & 650 West Chicago

This large space can accommodate over 15,000 people, offers ample parking, and is right along the Chicago River. With the Chicago skyline as a picturesque backdrop, this space is ideal for concerts, festivals and sporting events.



445 N. Michigan Avenue

Whether you need it for a day, a week, a month or longer, you can turn one of Chicago's prime real estate spots into a high traffic, high impact success story for your brand or business. The 445 Retail Space includes two levels with over 13,000 square feet of space. It can be easily transformed for product launches, vehicle displays, expos, trade shows, promotions, pop-up stores, and special events.



Pioneer Court

This large outdoor space offers high visibility along Michigan Avenue's lively Magnificent Mile and next to the Chicago River. The Magnificent Mile is a commercial district of 460 retail stores and 275 restaurants. With over 50,000 pedestrians daily (22 million each year), this area is ideal for product demonstrations, exhibits, or anything you want to showcase to a large crowd. It offers eye catching display opportunities for vehicles, live music/theatrical events, demonstrations, product sampling, or any type of public gathering. Space includes power supply and Wi-Fi.



Tribune Tower, 25th Floor

This newly unveiled event space showcases breathtaking views of the city with its gothic and landmark flare. Perfect for a cocktail reception or catered dinner for up to 200 guests. Our premiere Tower party room features indoor and outdoor access, incredible 360° views of the Magnificent Mile, The Chicago River, and Lake Michigan, and it is available seven days a week.

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