

NeoCon

NeoCon 7th Floor
Exhibit Hall

June 12–14, 2023
theMART, Chicago



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PRODUCED BY

theMART
A VORNADO PROPERTY

The world's leading platform and most important event of the year for the commercial design industry.

The Products

With nearly 1 million square feet of exhibition space, NeoCon features game-changing products and services from more than 400 leading companies and emerging players—providing unparalleled access to the latest and most innovative solutions in commercial design.

The Programming

In today's rapidly changing world, there is certainly much to discuss, evaluate, and learn. We are thrilled to offer the NeoCon community a compelling series of highly topical and educational programs running throughout the year and culminating at NeoCon in June.

The People

NeoCon serves as the hub for the commercial design community, uniting its designers, architects, end-users, manufacturers, dealers, service providers, associations, educators, students and media each year in June. The NeoCon community remains connected year-round online and on social.

Who Exhibits at NeoCon?

Manufacturers of products for commercial interiors including:

- Corporate
- Healthcare
- Entertainment
- Public Space
- Hospitality
- Education
- Retail
- Government
- Lighting

Product Categories:

- Acoustics + Privacy
- Flooring
- Furniture
- Interior Products + Solutions
- Lighting
- Outdoor
- Technology
- Textiles

NeoCon Attendees Design & Specify For All Types of Commercial Environment

- 67% Corporate
- 42% Education
- 40% Hospitality
- 39% Healthcare
- 36% Public Space
- 29% Government
- 29% Residential
- 23% Retail
- 10% Other
- 10% Lighting

* Attendees can select more than one industry

Attendance by Region

52%

Midwest (U.S)

17%

South (U.S)

14%

Northeast (U.S)

12%

West (U.S)

11%

International



Attendance by Title

26%

Manager

23%

Owner, C-Level, Principle

15%

Other

14%

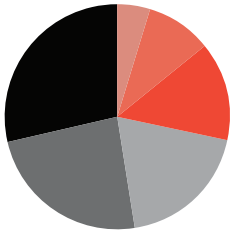
Director

14%

Junior Level

8%

Senior Executive Vice President



8% provided no response

Attendance by Age Range

23%

35-44 years

22%

25-34 years

19%

45-54 years

15%

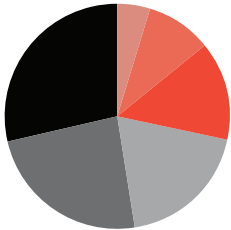
55-64 years

9%

Under 25 years

3%

65-74 years



9% provided no response

Attendance by Profession

42%

A&D

18%

End User

16%

Dealer / Rep

10%

Other*

7%

Non-Exhibiting Manufacturer

4%

Academia

2%

Retail

1%

Press



*Includes non-exhibiting manufacturers

NeoCon by Floor

Floor 15 Outdoor @ NeoCon	
Floor 14 Design Center @ NeoCon	
Floor 11 NeoCon Showrooms	→ Furniture + Fabrics → Flooring → Interior Building Products → Finishes + Materials → Technology
Floor 10 NeoCon Showrooms	
Floor 7 NeoCon Exhibit Hall Food Options	
Floor 6 Design Center @ NeoCon	
Floor 3 NeoCon Showrooms	
Floor 2 Marshall's Landing Food Options	
Floor 1 LuxeHome @ NeoCon Registration, NeoCon Plaza, Coat & Luggage Check, Food Options	

NeoCon Booth Package



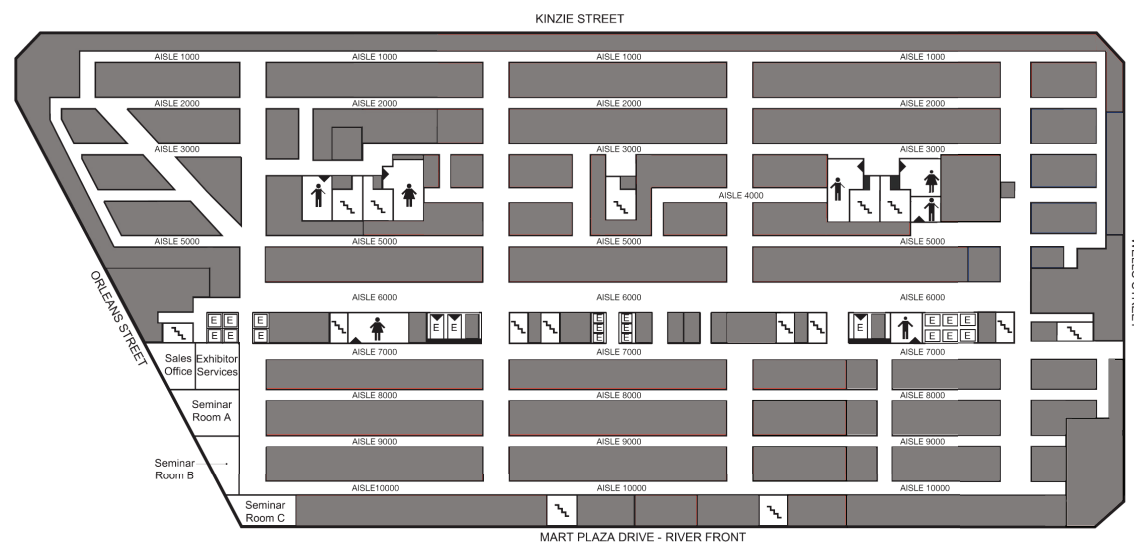
The NeoCon booths are located in the 7th Floor Exhibit Hall. Booth space is sold per square foot in approximately 100 square foot increments and include the following at a rate of \$70/SF

- Back and side white hard walls
- Gray carpet tile
- (1) 120 volt, 150-watt duplex electrical outlet
- (1) 1' x 4' LED light fixture
- (4) LED track lights
- 8" x 11" booth sign
- Exhibitor profile page on The NeoCon Hub
- Free wi-fi to exhibitors

NeoCon Temporary Exhibitors Are Located in The 7th Floor Exhibit Hall

Products + Interior Finishes

- Acoustical Solutions
- Cable & Wire Management
- Ceilings
- Glass & Hardware
- Lighting
- Paints & Coating
- Raised Floor
- Signage
- Sound Masking
- Specialties
- Walls & Doors
- Green Walls
- Laminates
- Metal
- Specialty Leather & Textiles
- Wall Finishes
- Wall Tile
- Wood Veneer
- Interiors + Sources Materials
- Pavilion



Furniture + Fabrics

- Accessories/Art
- Casegoods
- Lounge Seating
- Seating
- Storage/Files
- Systems Furniture
- Sound Proof Pods and Acoustic
- Divided Spaces
- Textiles
- Work Environments

Flooring

- CRM/Software
- Data Storage
- Drafting
- Rendering
- Scanning
- Sourcing
- Specification
- Technology Integrated Furniture
- Solutions

Technology

- Broadloom
- Carpet Tile
- Ceramic/Porcelain Tile
- Hardwood
- Poured Concrete, Terrazzo
- Raised Floor
- Resilient Flooring
- Solid Surface-Epoxy
- Vinyl/Vinyl Tile

Promotional Opportunities For Exhibitors

- Onsite and Digital Sponsorship Activations
- Best of NeoCon and Other High Profile Industry Awards
- Media Partners Opportunities - Advertising, Special Sections and Onsite Activations
- Exhibitor Profile Pages on The NeoCon Hub
- Free Social Media and Press Opportunities



NeoCon targets the most highly qualified A&D professionals through an extensive multimedia marketing campaign.

- Print and digital ads run in top trade and business publications and media platforms
- A series of 20 promotional e-blasts are sent to close to 200,000 targeted prospects from NeoCon's substantial database
- A robust show website communicates all show components and industry content throughout the year
- The NeoCon Hub, NeoCon's online platform, provides access to exhibitor pages, floor plans, streaming programming and networking with the NeoCon community, before, during and after the show
- Media efforts, managed by Novita PR, are directed to more than 1,000 trade and consumer publications and media outlets
- Extensive social media campaign includes Exhibitor Spotlights, Takeovers, NeoConTV and more. 75,000+ followers on Instagram, Twitter and Facebook

Exhibit at NeoCon

neocon.com/apply-to-exhibit

Join our mailing list

neocon.com/subscribe

NeoCon is Proud to Partner With the Best Organizations In The Industry Including:

Media Partners

- Archello
- Archilovers
- Archiproducts
- ARCHITECT Magazine
- The Architect's Newspaper
- Architectural Record
- AZURE
- Bellow Press
- Buildings
- Business of Furniture
- Business of Home
- Contemporary Stone & Tile Design
- Contract Furnishing News
- Design Applause
- Design Chicago
- Design Guide
- Designer Pages
- Design Milk
- Environments for Aging
- Facility Executive
- Floor Covering News
- Floor Covering Weekly
- Floor Focus
- Floor Trends
- Forum by Mortarr
- gb&d (Green Building & Design)
- Healthcare Design
- Hospitality Design
- IFDM
- IN Magazine
- Interior Design
- i+s
- Love that Design
- The McMorrow Reports
- Medical Construction & Design
- Metropolis
- Midpoint
- MMQB
- My Resource Library
- officeinsight
- Office Snapshots
- restaurant development + design
- Sixtysix
- Stone World
- TILE Magazine
- Work Design Magazine

Partner Organizations

- AAHID
- AIA Chicago
- ASID
- ACT
- AEC Daily
- BIFMA
- CIDA
- DCASE
- Designs 4 Dignity
- Design Museum of Chicago
- DIFFA
- IIDA
- INDEAL Cares
- NAIRC
- USGBC

Visit neocon.com for a full list of partners

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