
Collab Space at NeoCon 2026

**A new way to exhibit.
A new way to Connect.**

NeoCon's new Collab Space offers an innovative alternative to the traditional booth. Anchored in the heart of the 7th floor Exhibit Hall, this front-and-center, 2,800 SF installation is curated by leading design firm, Charlie Green Studio, and showcases products from a select group of forward-thinking brands in a contextual, multi-brand environment.

Designed as both an inspirational destination and an interactive hub, Collab Space will feature a curated theme that brings together exhibitor products in a cohesive, designed setting. Programming, networking, and hosted experiences within the space drive additional traffic and amplify visibility for participating brands.

This is more than an exhibit—it's a chance to be part of something bold, memorable, and impactful.

**To be a part of the
Collab Space, please
contact:**

Julie Kohl
Vice President,
NeoCon Exhibitor Sales
jkohl@themart.com
312.527.7083

Holly Cronin
Sales Executive
NeoCon Exhibitor Sales
hcronin@themart.com
312.527.7583

Investment

- **\$34,000** - This turnkey opportunity includes exhibition space, design, drayage, and exhibitor benefits below.

Exhibitor Benefits

- **Fresh approach to exhibiting** – Ideal for manufacturers seeking a booth alternative.
- **High-profile exposure** – Prominent location directly off the main aisle on the 7th floor Exhibit Hall.
- **Branded presence** within a designer-curated, themed environment.
- **Opportunities for activation**—host programming, happy hours, or special events promoted by NeoCon
- **Robust promotion** as a 2026 show highlight and featured across NeoCon eblasts, press, website, directory, floor plans, and social media.
- **Advertising options**—onsite and digital placements available
- **Enhanced visibility year-round** - NeoCon social media sponsorships available.
- Eligibility to participate in **Best of NeoCon Awards**.
- Option to purchase **NeoCon RFID lead retrieval**, available for both onsite and off-site locations.

Exhibitor Listing

- Full exhibitor listing on neocon.com and in the official printed directory
- Dedicated exhibitor profile on neocon.com—searchable by multiple categories, with the ability to add product images, videos, and links.
- Inclusion on NeoCon digital and print floor plans.

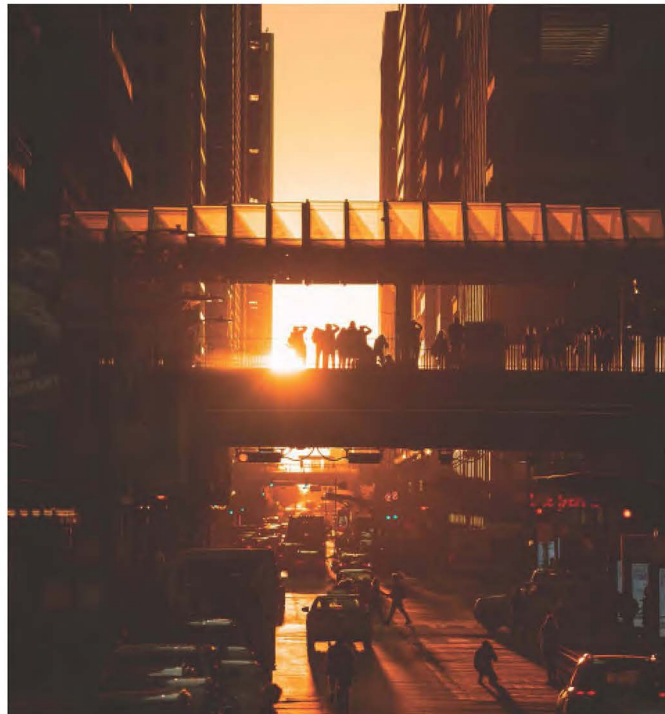
Marketing Tools

- Access to the Exhibitor Toolkit with downloadable “NeoCon Exhibitor” and “Collab Space” badges for digital assets.
 - Pre-packaged social media copy and hashtags to simplify promotion and maximize impact.
-

Collab Space at NeoCon 2026 Concept

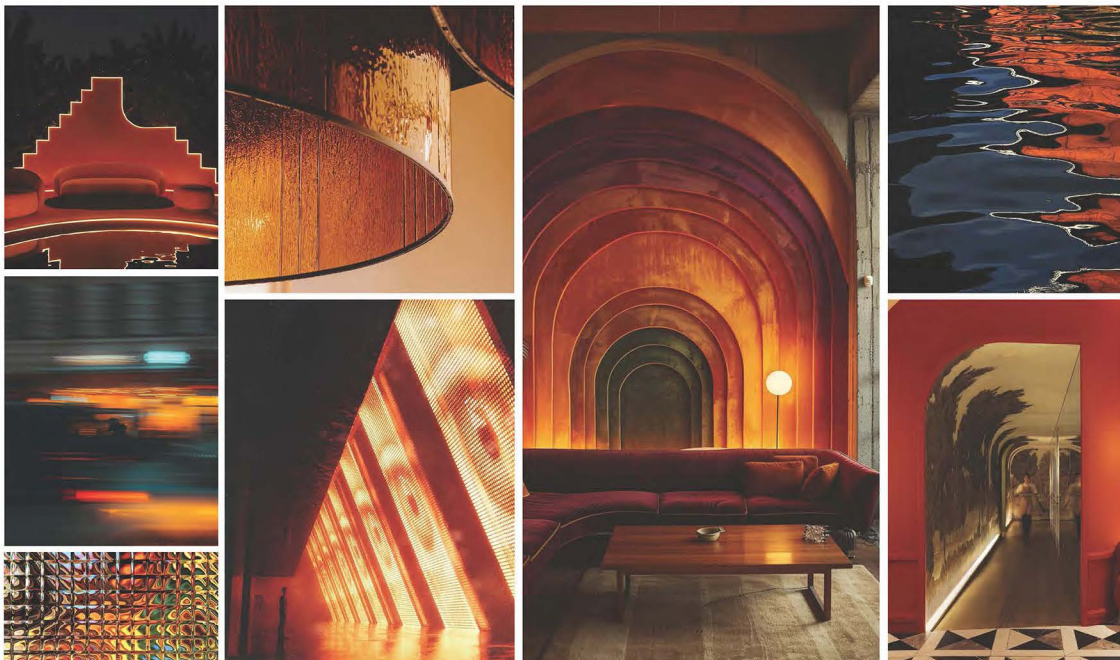
Half Light

The Chicago Henge is a beautifully unique event we believe all guests should be able to experience. Occuring when the sunset perfectly aligns through historic architectural monuments, it's a signifier that urban life is transitory and ever changing. So take a moment, take in the glow, and enjoy the visit.



CHARLIE GREENE STUDIO

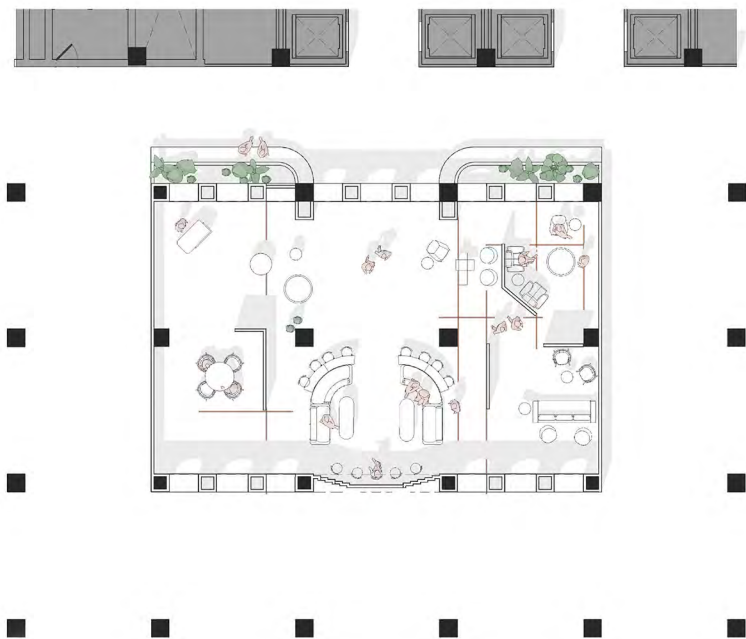
HALF LIGHT



CHARLIE GREENE STUDIO

Collab Space at NeoCon 2026 Concept

SCHEMATIC PLAN



CHARLIE GREENE STUDIO

EXPLORATIONAL SKETCH



CHARLIE GREENE STUDIO