

NeoCon

Exhibit at
NeoCon 7th Floor
Exhibit Hall

June 13-15, 2022
theMART, Chicago



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

The Forefront of Design

The industry's major manufacturers as well as hot emerging companies will showcase thousands of new products and services in categories including Furniture, Fabrics, Flooring, Interior Building Products, Interior Finishes and Technology.

Connecting the Design Community

Representing markets ranging from Workplace, Healthcare, Hospitality, Retail, Education, Public Space and Government, the commercial design community converges each year at NeoCon to connect, learn and do business.

Inspiration and Knowledge Sharing

The exhibition of NeoCon is complemented by first-class educational programming featuring an array of accredited seminars and special programs both virtual and in-person.

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

Attendance by Region

52%

Midwest (U.S)

17%

South (U.S)

14%

Northeast (U.S)

12%

West (U.S)

5%

International



Attendance by Title

22%

Owner, C-Level, Principle

22%

Manager

14%

Junior Level

13%

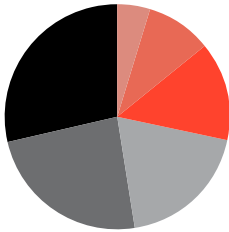
Director

13%

Other

8%

Senior Executive Vice President



9% provided no response

Attendance by Age Range

23%

35-44 years

22%

25-34 years

19%

45-54 years

15%

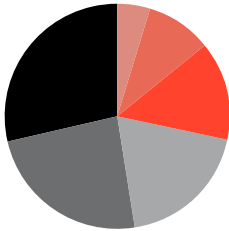
55-64 years

9%

Under 25 years

3%

65-74 years



9% provided no response

Attendance by Profession

41%

A&D

18%

Other*

17%

End User

15%

Dealer/Rep

6%

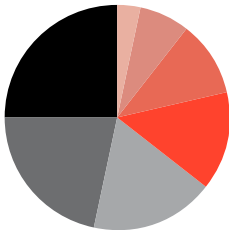
Academia

2%

Retail

1%

Press



*Includes non-exhibiting manufacturers

NeoCon by Floor

Floor 15 Outdoor @ NeoCon	
Floor 14 Design Center @ NeoCon	
Floor 11 NeoCon Showrooms	→ Fabrics
Floor 10 NeoCon Showrooms	→ Flooring
Floor 7 NeoCon Exhibit Hall Food Options	→ Furniture
	→ Interior Building Products
	→ Interior Finishes + Materials
	→ Technology
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 includes:

- 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
- Through NeoCon Access Program, exclusive corporate end users
- 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. 68,000+ followers on Instagram, Twitter and Facebook

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

Media Partners

- Archiproducts
- The Architects Newspaper
- Architectural Record
- Azure
- Design Milk
- Facility Executive
- Floor Covering News
- gb&d (Green Building & Design)
- Healthcare Design
- Hospitality Design
- i+D
- i+s
- Interior Design
- Metropolis
- Office Insight
- Restaurant Development + Design
- Sixtysix
- Workplaces Magazine

Partner Organizations

- ACT
- AIA Chicago
- ASID
- BIFMA
- CMG
- Designs 4 Dignity
- DIFFA
- IIDA
- ILFI
- NAIRC
- OFDA
- USGBC

Visit neocon.com for a full list of partners

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Exhibit at NeoCon

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