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# NeoCon 2023 Onsite & Digital Sponsorships

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June 12—14, 2023  
THE MART, Chicago

**NeoCon**

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# Elevate Your Company's Presence at NeoCon 2023

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## Digital Sponsorships

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## Contact to reserve your sponsorship:

**Lindsey Martin / 312.527.6449 / [lmartin@themart.com](mailto:lmartin@themart.com)**

Sponsors must be NeoCon showroom tenants of THE MART or temporary exhibitors on the 7th floor for the NeoCon 2023 show. Temporary exhibitors' booth investment must equal or exceed sponsorship investment.

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# NeoCon

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We strive to provide our exhibitors with an array of onsite and digital sponsorship opportunities that will allow your company to share its brand initiatives both at the show and in the months leading up to the show in unique and effective ways.

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**NeoCon**

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# Social Media + Online Content



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NeoCon's social media and online reach is continuously growing to a targeted A&D audience, providing sponsors meaningful ways to engage with the industry year-round through multimedia promotion.

June 2021-June 2022

**Social Media**

80,000 Total Followers  
3,000,000 Impressions  
90,000 Engagements

**NeoCon.com**

920,000 Total Page Views  
794,774 Unique Page Views  
02:02 Avg. Session Duration

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**NeoCon**

# NeoCon Product Spotlight

Showcase product(s) of your choice on NeoCon's Instagram, Facebook and Twitter channels at optimal times. Product Spotlight posts will also be featured on the NeoCon website via the Exhibitor Page Instagram feed.

Additionally, this year, we're introducing the "Instagram Collab" feature to post your spotlight in conjunction with your company's account to maximize reach and engagement. The post will share the same comments, likes, and number of shares.

## 1 Product Image:

**\$400: December 2022 through March 2023**

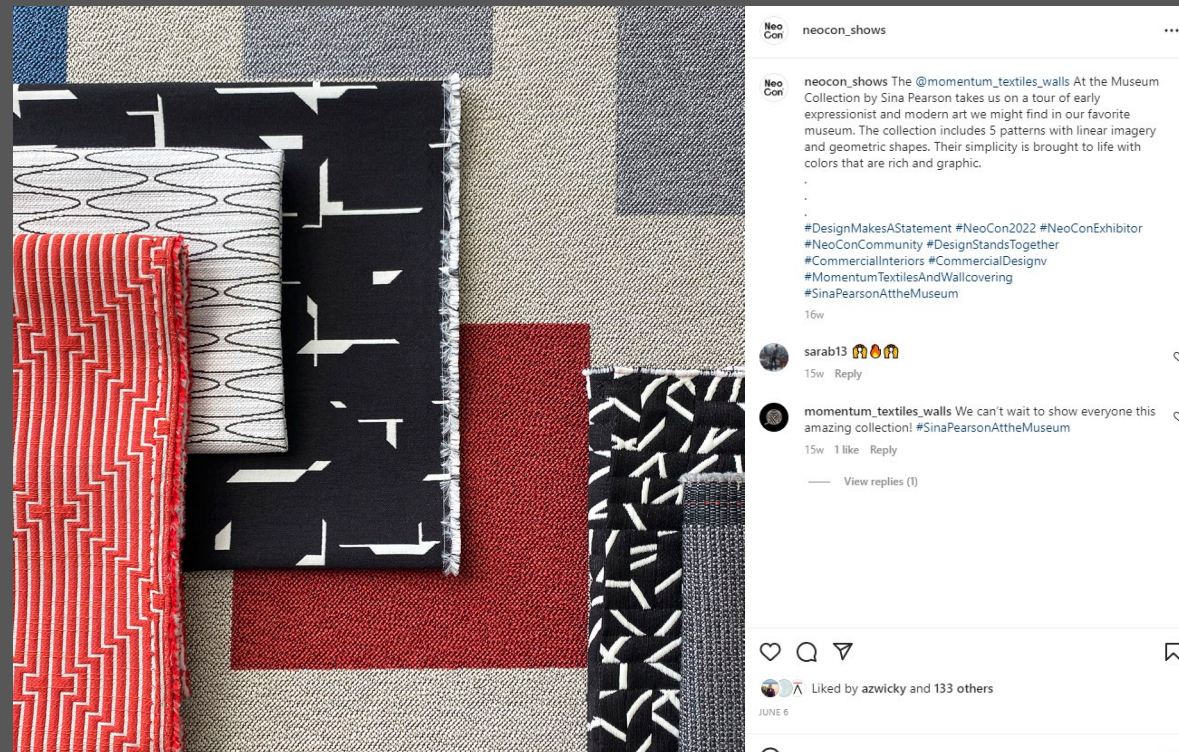
**\$500: April 2023 through July 2023**

**Up to 8 Product Images (8 images on FB and IG only; 1 image on Twitter):**

**\$700: December 2022 through March 2023**

**\$800: April 2023 through July 2023**

***Blackout dates: June 5-16, 2023***



# NeoConTV “At THE MART with...”

Now you don’t have to wait until NeoCon 2023 to show off your showroom to the design community. As a result of last NeoCon’s successful video content from the show floors, we are now offering showroom walk-throughs and on-site interviews for permanent exhibitors year-round.

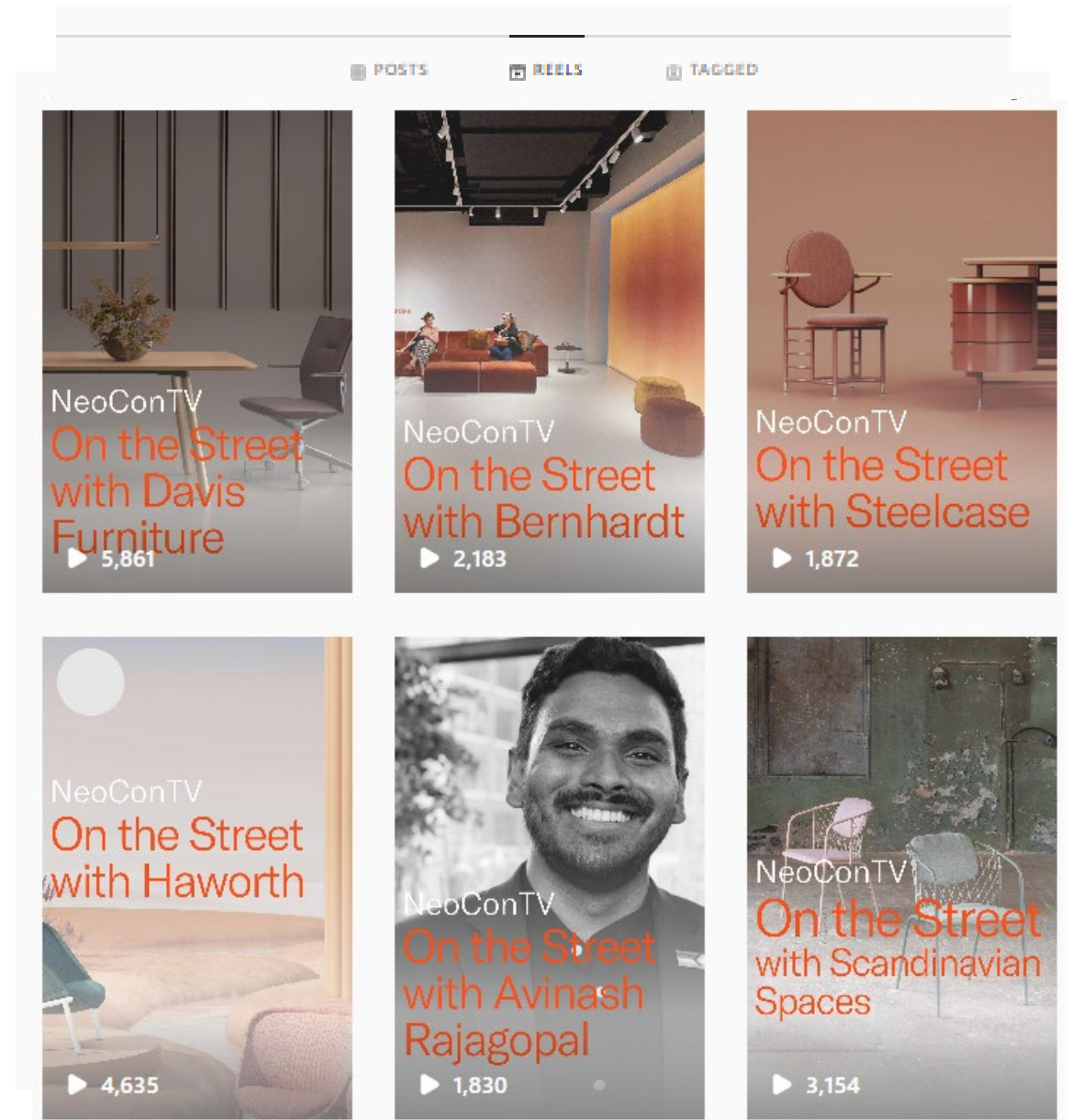
These 30-90 second Reels are a unique opportunity to share your showroom at THE MART and showcase new products and exciting news throughout the year. We will use Instagram Collab to post in conjunction with your company’s Instagram handle to maximize reach and engagement. On-site production assistance and editing can be provided for an additional fee of \$1,000.

Examples can be found [here](#) (Please note that we will not include text over the cover image as shown in examples, in order to follow the most updated practices for maximum engagement on Instagram)

**\$3,000: December 2022 through March 2023**

**\$3,500: April 2023 through July 2023**

***Blackout dates: June 5-16, 2023***





# NeoConTV “Behind the Scenes with...”

Is someone from your brand a mover and a shaker in the industry? Do you have a designer you collaborate with that would make a great interview? Do you want to go behind the scenes at the factory to show how your product is made? Do you want to dig into the inspiration and process behind your latest products?

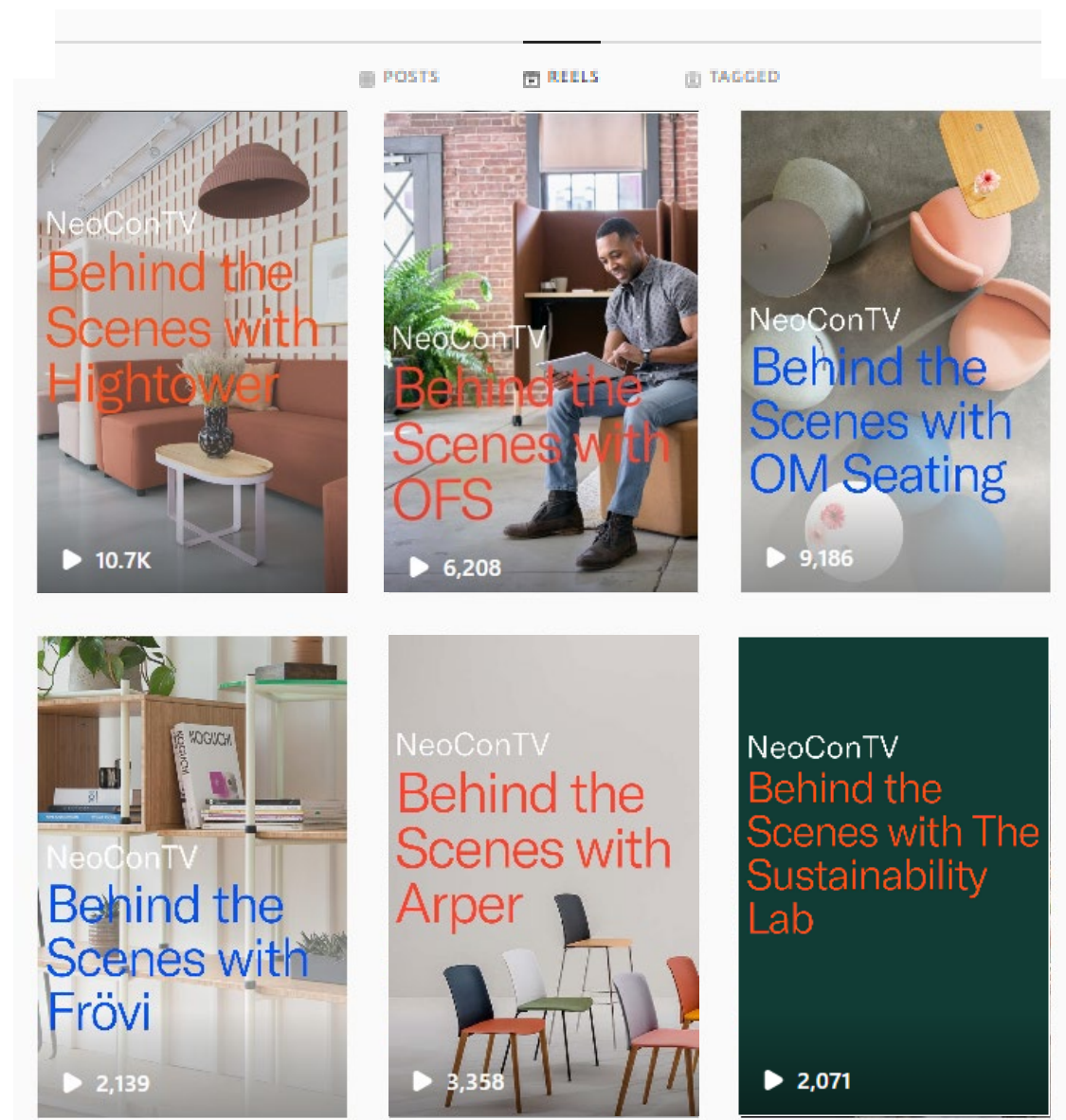
Our “Behind the Scenes With...” series features 15 to 90 second reels created by your team and are an effective and clever way to share your products, brand ethos, and design talent with the NeoCon Community. We will use Instagram Collab to post in conjunction with your company’s Instagram handle to maximize reach and engagement.

Examples of these videos can be found [here](#) (Please note that we will not include text over the cover image as shown in examples, in order to follow the most updated practices for maximum engagement on Instagram)

**\$3,000: December 2022 through March 2023**

**\$3,500: April 2023 through July 2023**

**Blackout dates: June 5-16, 2023**



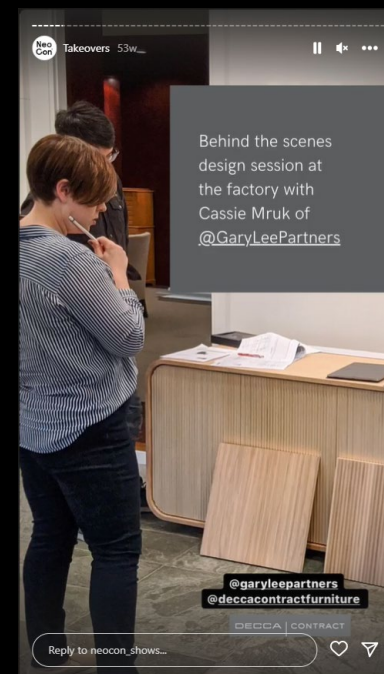
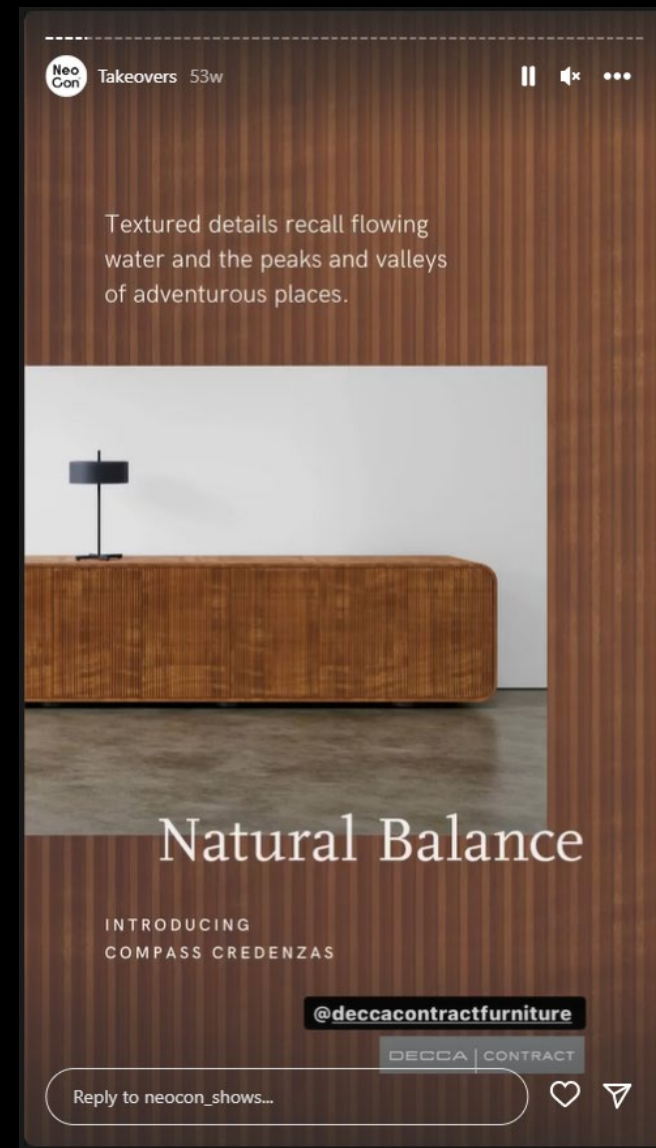
# NeoCon IG Story Takeover

Takeover NeoCon's Instagram stories for one day with an opportunity to post up to 10 image/video frames. Includes 1 static post announcing the takeover on Instagram, Facebook, and Twitter feeds the morning of the takeover, static image chosen by the NeoCon team.

**\$2,000: December 2022 through March 2023**

**\$2,500: April 2023 through July 2023**

***Blackout dates: June 5-16, 2023***





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# Guest Blog Post

NeoCon's "From the Community" blog has become a popular, widely read series featuring engaging and informative content from industry thought leaders. Through sponsorship, 2023 exhibitors can have the opportunity to submit a piece for inclusion in the series. All blogs will be featured on the neocon.com home page, blog page and across our social media platforms. Examples of these blog posts can be found [here](#).

Content must be on a topic that appeals to the greater NeoCon audience. Materials must be pre-approved and must feel editorial in nature. NeoCon's PR firm, Novità, can work with exhibitors to solidify topic/theme and advise on copy/tone.

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**\$3,000: December 2022 through March 2023**

**\$3,500: April 2023 through July 2023**

***Blackout dates: June 5-16, 2023***

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## From the Community Blog

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### The Workplace is Back in Session



Sep 16, 2022 by Alexis Kim, Principal and Workplace Practice Strategist, SmithGroup

As summer came to an end and I prepared my son to head back to school, my thoughts drifted back to a time when my work was focused on designing schools. No matter if the project was for a higher education or grade school client, even decades ago we spoke of the need to create environments that would better serve learners of all types and styles. The wish was to one day help institutions break away from the traditional "sage-on-the-stage" educational model and embrace an approach that is more engaging – one that offered greater connectivity with students, promoted enhanced ...

[Read More →](#)

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# Online Advertising

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# NeoCon.com Rotating Banner Ad

Engage attendees before, during and after the show by displaying your banner ad throughout the NeoCon website and mobile site. *Over 1 million total annual website page views.*

Your banner ad will appear in the following locations on NeoCon.com: Home Page, Show Info Page, Partners & Sponsors Page, Activations Page, Awards Page, Resources Page. Your ad will be on rotation throughout the site - each page will open with a different ad that remains on the screen until user navigates to another page.

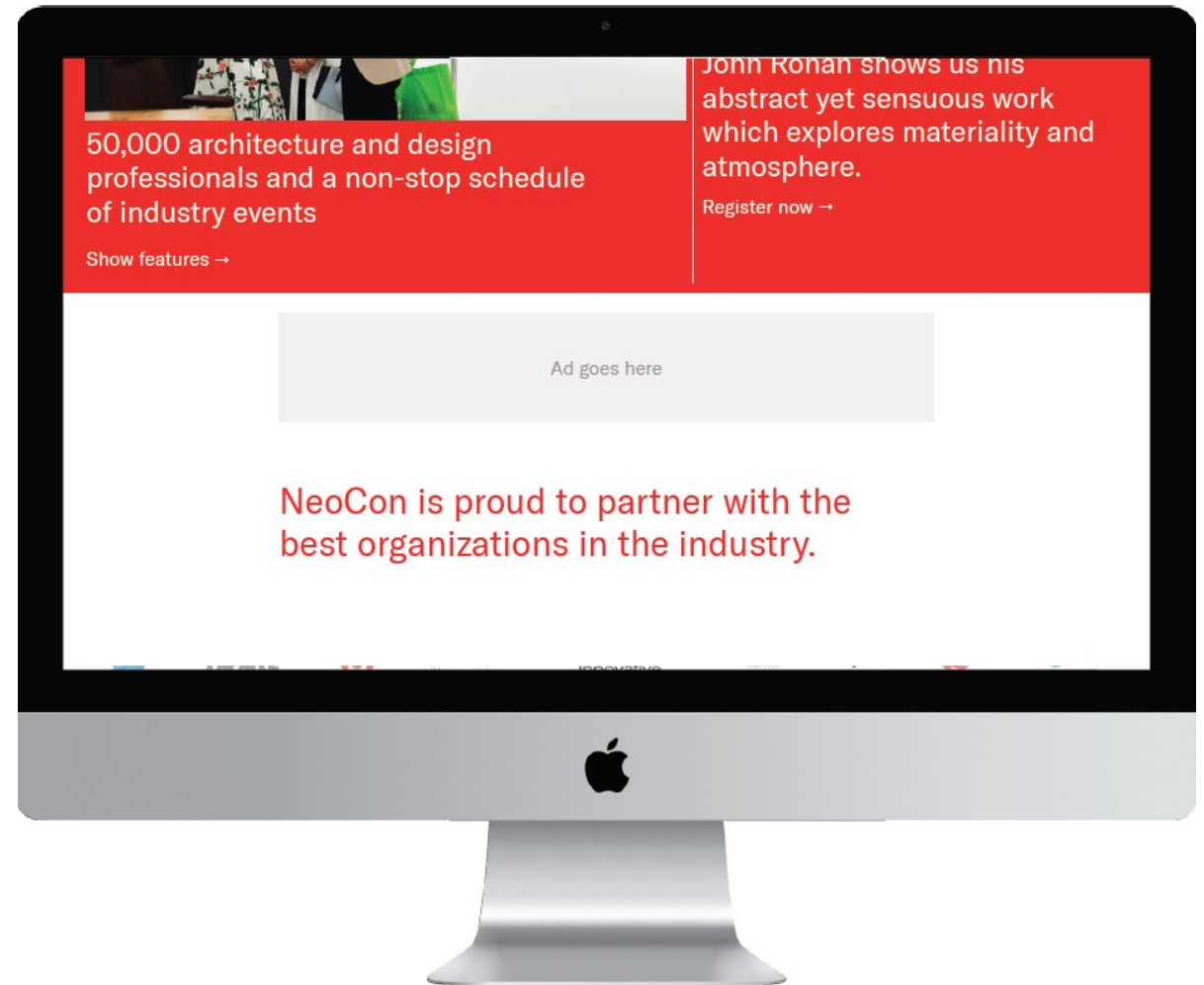
Average Views on Desktop: 322,435

Average Views on Mobile : 23,252

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**\$6,000**

**Limited Availability**





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# Dedicated Email-Blast

Reach the NeoCon audience with a dedicated HTML email blast sent from NeoCon on your behalf pre- or post-show. Email will be sent to registered NeoCon attendees who have opted into 3<sup>rd</sup> party communications (39K+).

Email content and deployment date must be vetted and approved by NeoCon. Sponsor to provide HTML file.

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**\$10,000**

**Limited Availability**



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# Programming

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# New! Presentation Studio Sponsor

Be the exclusive sponsor of the NeoCon 2023 Presentation Studio and all the programming that takes place within it, including Keynotes and Special Presentations. The 2023 Presentation Studio will be located in THE MART's brand new, state of the art, conference center.

**Benefits include:**

Recognition on all relevant marketing materials for Keynotes and Special Presentations including but not limited to, website (*1m+ total pageviews annually*), dedicated HTML email (*150K NeoCon database*), press releases (*1.4K national and international editors and media outlets*), onsite signage, digital presentation signage, social media (*80K+ followers*) and official show directory.

Boardroom within new conference center to host meetings or your VIPs throughout the show.

30 second branded commercial to be played prior to each presentation and live streamed on the Grand Stair and the NeoCon Programming Hub. Sponsor to provide commercial.

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**\$50,000**

**Currently Available**





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# New! CEU Sponsorship

NeoCon provides designers and architects unparalleled programming across a range of educational tracks and categories. Align your brand with NeoCon CEU accredited seminars, featuring world-class expertise and insight on today's most relevant topics. 2023 programming will include both an onsite CEU seminar series and an online CEU seminar series. All CEU seminars will be offered on-demand for 30 days post-show.

## **Benefits include:**

Recognition as the exclusive CEU sponsor on CEU social, email and website promotions.

Sponsor-branded commercial played at the beginning of each CEU seminar. Sponsor to provide commercial.

Post-show sponsor-branded email to CEU registrants.

Sponsorship of complimentary coffee hospitality service for onsite CEU seminar attendees.

Opportunity to gift onsite CEU seminar attendees with promotional item.

Branded onsite signage.

Digital ads on the online NeoCon programming hub.

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**\$25,000**

**Currently Available**





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# New! Pop Up Talks Stage

This new programming series will consist of 15-to-20-minute conversations throughout the show, featuring industry insiders and trending topics. The stage will be located on the 7<sup>th</sup> Floor near a café, serving coffee and cocktails.

Design and outfit a branded stage. This an opportunity to creatively utilize your product.

Benefits also include recognition on Pop Up Talks promotion, onsite signage, and an opportunity to participate in and/or host a Pop Up Talk each day of the show.

Pop Up Talks may also include collaboration with a media partner for content.

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**\$10,000**

**No longer available.**

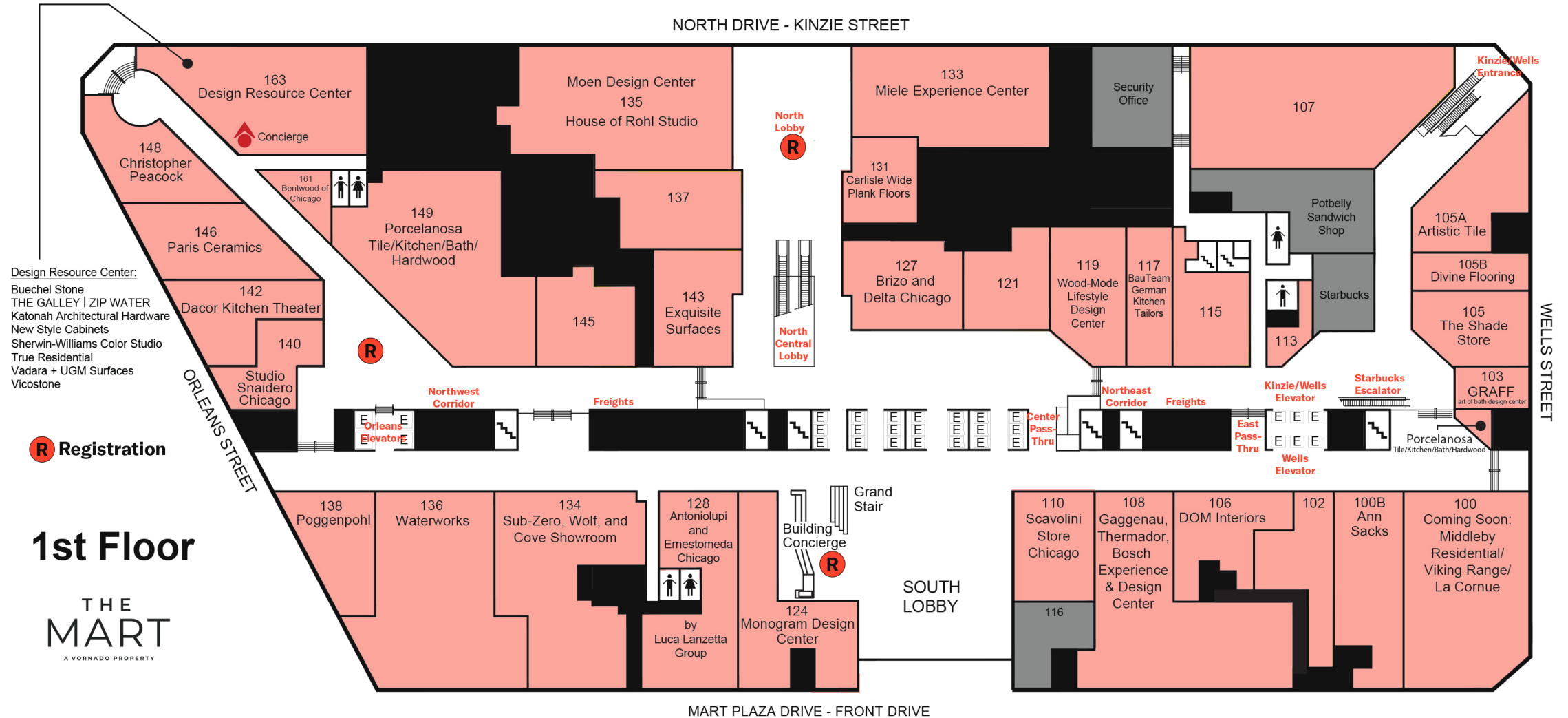
Fee does not include materials and labor costs.



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# Onsite Installations + Activations

# 1st Floor Sponsorship Locations





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# Kinzie/Wells Exterior Entrance

Outdoor space has become an important amenity in all spaces. Located right off the El train, parking garages and the middle of the River North neighborhood, Kinzie/Wells is the most trafficked entrance into THE MART. This highly visible entrance provides unparalleled exposure to NeoCon attendees and passers-by.

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**\$22,000**

**Currently Available**

Fee does not include materials and labor costs.





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# Kinzie/Wells Interior Entrance

Located right off the El train, parking garages and the middle of the River North neighborhood, Kinzie/Wells is the most trafficked entrance into THE MART. Create a memorable activation for your brand right as attendees enter the show.

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**\$25,000**

**No longer available.**

Fee does not include  
materials and labor costs.





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# North-Central Lobby

Install a creative, interactive display in the North-Central Lobby. Centrally located on the first floor, do not miss this opportunity to showcase your product and brand and engage with NeoCon attendees throughout the show.

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**\$32,000**

**No longer available.**

Fee does not include  
materials and labor costs.





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# North Lobby

Create an interactive display in the 15' high North Lobby of THE MART. The stately North Lobby acts as a meeting place throughout NeoCon, houses a taxi pick-up location and direct access up to the new conference center and NeoCon Presentation Studio on the 2<sup>nd</sup> floor, driving even more attendees to your display.

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**\$25,000**

**Currently Available**

Fee does not include  
materials and labor costs



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# East Pass-Through

This pass-through space is located across from Starbucks and will get noticed time and again by all NeoCon attendees and MART visitors. The visibility is exceptional.

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**\$32,000**

**No longer available.**

Fee does not include  
materials and labor costs





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# Center Pass-Through

This major thoroughfare allows a sponsor the opportunity to showcase anything from untraditional furniture vignettes hung from walls, to mosaics of products/story boards/projections, etc. Both walls flanking the pass-through can be branded and all NeoCon attendees would see this repeatedly. The impact would be spectacular.

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**\$25,000**

Fee does not include materials and labor costs





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# Starbucks Escalator 1st Floor Footprint

An exceptional spot for visibility, this sponsorship space allows for branding on the first floor across from Starbucks and near the most trafficked entrance, capturing the attention of attendees daily.

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**\$20,000**

**No longer available.**

Fee does not include  
materials and labor costs.





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# Freight Elevators

Freight elevators are used to transport attendees from the first floor to all NeoCon floors, throughout the show. Outfit these blank canvases with your brand using flooring, lighting, paint and signage.

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**\$10,000**

**Currently Available**

Fee does not include materials and labor costs.





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# Press Office

Keep your brand top of mind to hundreds of press members from around the world by furnishing and branding the Press Office at NeoCon 2023. The NeoCon Press Office serves press members from top design publications, and business and tech publications - as well as the industry leaders who meet with the press. The NeoCon Press Office provides the media with a private space to conduct interviews and work, computers, and printers, as well as complimentary meals, snacks, and beverages throughout the show.

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**\$5,000**

**Currently Available**





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# 7th Floor, Branded Seating, Main Aisle

Your brand will be front and center along the main aisle of the 7<sup>th</sup> Floor Exhibit Hall. Utilize your product and the wall space behind your product to promote your brand.

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**\$6,500 + Furniture Loan**

Fee does not include  
materials and labor costs.



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# 7<sup>th</sup> Floor Pass-Throughs, Main Aisles Activation

Use two highly trafficked pass-throughs, connecting the two main aisles in the 7<sup>th</sup> Floor Exhibit Hall, to showcase more of your product in a creative, interactive space.

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**\$6,500**

**Currently Available**

Fee does not include materials and labor costs.



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# Onsite Advertising



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# South Drive Banners

Provide your company maximum exposure through a South Drive banner sponsorship on the prominent façade of THE MART. All NeoCon attendees, MART visitors, Chicago River traffic, and Wacker Drive traffic will see your brand.

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**\$12,000**

**Limited Availability**

Fee includes production, installation and removal of banner.





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# Elevator Bank Decals

Take advantage of this offering and brand one of THE MART's elevator banks with elevator door decals. Invite attendees to your booth or showroom via these onsite billboards: Sponsor has an opportunity to design the door decal for the elevator doors on floors: 1, 2, 3, 7, 10 and 11. Limited floors and quantities available per sponsor.

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**\$12,000 per Elevator Bank, per Floor**

**Limited Availability**

Fee includes production, installation and removal of decals.





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# Full Wall Elevator Decals - First Floor

Make a huge impact as attendees enter the show. This large-scale opportunity on this NeoCon elevator bank is across from Starbucks and the most trafficked entrance of THE MART.

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**\$25,000**

**No longer available.**

Fee includes production, installation and removal of decals.





# Full Wall Elevator Decals - Second Floor

Located across from the 2<sup>nd</sup> floor Food Hall, several other food/coffee vendors and the indoor El train entrance, this enormous billboard on this NeoCon elevator bank will make an impactful impression on attendees moving through THE MART during the show.

**\$15,000**

**No longer available.**

Fee includes production, installation and removal of decals.





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# Digital Kiosk Signage

Promote your brand and attract attendees to your showroom or booth with THE MART's digital kiosks placed throughout the first and second floor. Your ad will rotate with NeoCon wayfinding and partner signage (Ads can be static or animated).

**Rotation Details:** On average, there are 8 ad slots that run for 8 seconds each, 24/7. A selection of these slots are used for NeoCon show info. On the double and triple screen kiosks, one screen will be dedicated to exhibitor ads and partner ads.

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**\$3,500 / Show Day**

**Limited Availability**





# Northeast or Northwest Corridor Display

Sponsor can brand one of two 20' wide blank canvas in the highly trafficked North Corridor, next to a freight elevator or Orleans elevators, which service all NeoCon floors.

**\$15,000/Wall**

**No longer available.**

Fee does not include plasma screens, materials or labor costs.





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# Printed Billboards Second Floor

These billboards are positioned in three high-traffic locations on the second floor of the THE MART and will provide your brand an effective opportunity to promote its presence at the show.

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**\$7,000 Per Billboard**

**No longer available.**

Fee includes production, installation and removal of billboard.





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# Show Lanyards

Create thousands of walking ads by putting your company name around the neck of NeoCon attendees. Lanyards will be provided to NeoCon attendees for use with mandatory badges. This is a great opportunity to showcase a new color palette, textile pattern, etc. Specs to be coordinated with NeoCon. *Minimum of 15,000 lanyards.*

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**\$10,000**

**No longer available.**

Fee does not include lanyard production or shipping.





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# Official NeoCon Show Bag

This walking promotional vehicle would be distributed to NeoCon attendees throughout THE MART and will long outlive the life of the show. These can be produced in different fabrics, colors, styles – be as creative as you wish. Sponsor to include NeoCon logo on bag. Bags will be distributed on the first floor of THE MART near registration desks. *Minimum of 5,000 bags, but more recommended for higher visibility.*

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**\$10,000**

**No longer available.**

Fee includes NeoCon staff to distribute bags. Fee does not include bag production or shipping.

