
NeoCon 2024 Sponsorships

Social Media + Online Content

June 10—12, 2024
THE MART, Chicago

NeoCon

Elevate Your Company's Presence

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

Contact to reserve your sponsorship:

Emma Reuland / emma@novitapr.com

Katie Fosdick / katiefosdick@novitapr.com

Sponsors must be NeoCon showroom tenants of THE MART or temporary exhibitors on the 7th floor for the NeoCon 2024 show. Temporary exhibitors' booth investment must equal or exceed sponsorship investment.

NeoCon

Social Media

NeoCon's overall social media channels ***grew by over 200%*** in 2023, reaching a targeted audience including architects, designers, dealers, distributors, facility managers, manufacturers, specifiers, corporate end-users, and media; providing sponsors meaningful ways to engage with the industry year-round through multimedia promotion.

June 2022 - June 2023 Statistics:

NeoCon's total Impressions clipped nearly **3 million**.

NeoCon's Instagram Reels received just shy of 500,000 total impressions, over **420,000 total views** and garnered a **4.2% engagement rate** – outperforming the industry average of 3.7%.

Overall, NeoCon's content exceeded typical industry engagement and reach rates across Instagram, Facebook, and LinkedIn.

NeoCon

Multi-Platform Product Spotlight

Showcase your product(s) on NeoCon's Instagram, LinkedIn, and Facebook. Your Product Spotlight will also receive placement on the NeoCon website, ensuring maximum visibility.

- 3 posts/1 per platform on one date
- Minimum of 3 images, maximum of 8
- Materials due 7 business days prior to deployment

4.2% Avg. Engagement Rate compared to 2% Industry Average

Optional Add-On: For an additional fee, the Instagram feature can be a collaborative post. Known as an IG Collab, your post will be jointly shared from your company account as well as NeoCon's--maximizing reach and engagement. (\$500)

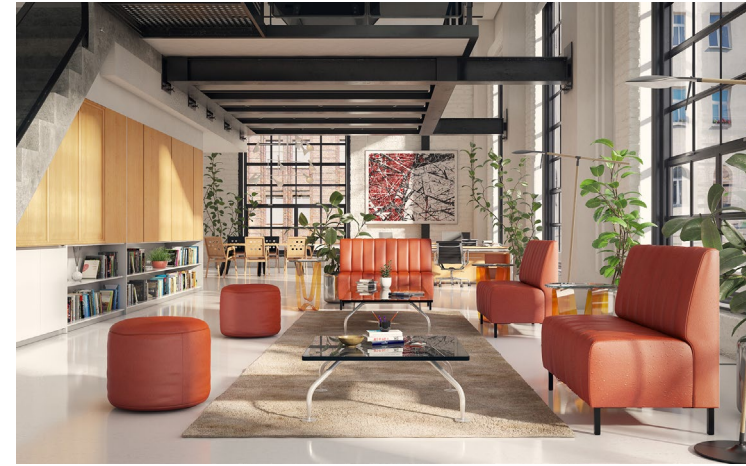
\$900: December 2023 - March 2024

\$1,000: April 2024 - July 2024

Blackout dates: June 3-14, 2024

Multiple deployment dates must be spaced out by a minimum of 3 weeks.

SOLD OUT



Instagram Stories

Share your brand story and showcase your products and services through up to 5 image/video frames on NeoCon's Instagram stories. This can feature interactive elements such as embedded links, tags, and handles, allowing viewers to learn more about your brand, more directly engage with your content, and allow for calls to action.

Your featured content will be added to NeoCon's Instagram Highlights, ensuring that your stories remain accessible and visible beyond the initial 24-hour story lifespan.

Materials due 7 business days prior to deployment.

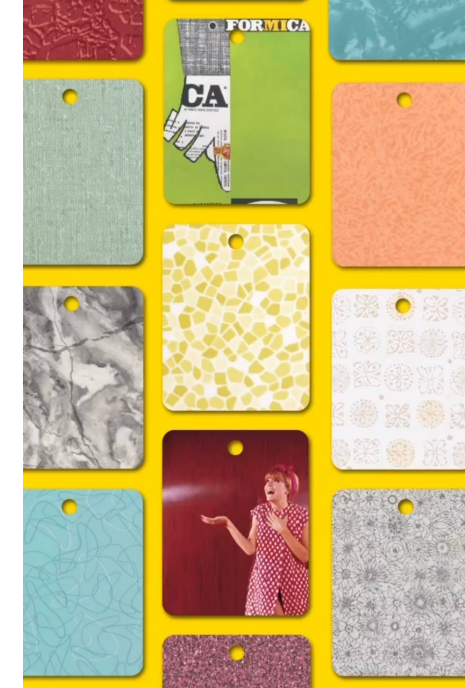
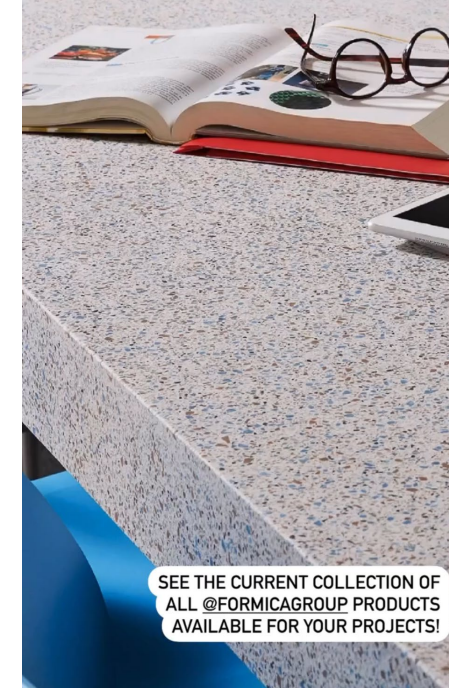
\$700: December 2023 - March 2024

\$800: April 2024 - July 2024

Blackout dates: June 3-14, 2024

Multiple deployment dates must be spaced out by a minimum of 3 weeks.

SOLD OUT



Instagram Reel

Want to offer the NeoCon community a behind the scenes look at your production process, dig into the inspiration behind your latest collections, or shine a spotlight on a notable figure from your brand? These 30-90 second Instagram Reels are a powerful and dynamic way to present your products, convey your brand ethos, and showcase your design prowess. Examples can be found [here](#).

Instagram Reels allow for a deep and immersive engagement with an increased reach, among both existing and potential followers. Your Reel will have a permanent spot on our profile grid and under the Reels section.

Materials due 7 business days prior to deployment.

13.9% Avg. Reach Rate compared to 10.6% Industry Average

\$2,000: December 2023 - March 2024

\$2,500: April 2024 - July 2024

Blackout dates: June 3-14, 2024

Limit 2 posts – must be spaced out by minimum 3 weeks



LinkedIn Community Spotlight

Shine a spotlight on your team's talent through NeoCon's LinkedIn, a platform that celebrates the power of people, connections, and community. Position your company's representatives as thought leaders by sharing their unique perspectives on NeoCon, design trends, and the commercial design industry, while elevating their professional network. Contribute to the vibrant #NeoConCommunity by sharing what makes NeoCon special, a favorite memory or takeaway from a past show, or something to look forward to at #NeoCon2024.

Materials due 7 business days prior to deployment.

\$300: December 2023 - March 2024

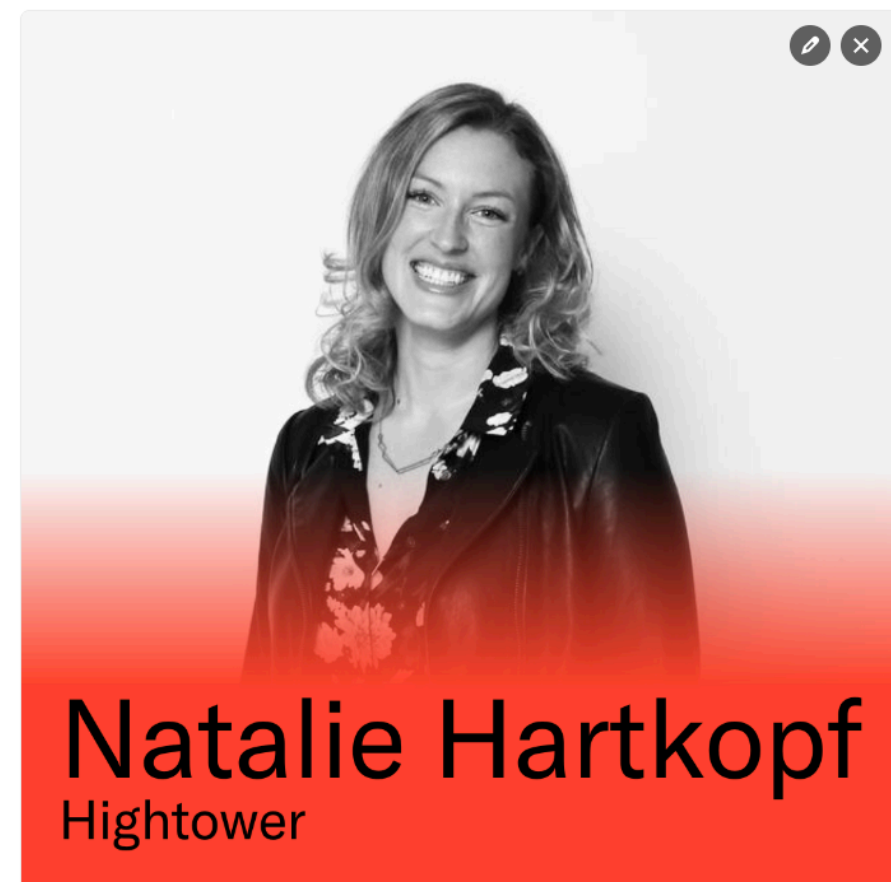
\$350: April 2024 - July 2024

Blackout dates: June 3-14, 2024

Limit 2 posts – must be spaced out by minimum 3 weeks

"During NeoCon, THE MART has an energy that is unparalleled. Our showroom traffic was steady throughout the event. Having so many attendees in our redesigned space allowed us to tell the story of not only our award-winning products but also our overall brand ethos of inclusion and diversity, and our new certification as a B Corp, which was very exciting news to share at the show. We look forward to additional developments in 2024."

Natalie Hartkopf, Co-owner and CEO of **Hightower** is today's #NeoConCommunity spotlight!



Online Content

“From the Community” Blog

NeoCon’s Blog series highlights thought-provoking, original features from movers and shakers in the commercial interiors industry and beyond. Collaborating with NeoCon's PR firm, Novità, exhibitors are invited to participate by sharing their expertise and insights on topics that matter. Novità will work closely with exhibitors to define topics, themes, and advise on the overall copy and tone of the blog posts. Prompts for these guest blogs include "Five Trends Shaping the Future of Work," "Anatomy of a Project (and What I Learned)," "Five Challenges Affecting the Industry and How to Address Them," and more.

All blogs will be featured on the home page and blog page of neocon.com (*356,000 page views | June 2022-June 2023*), Instagram, Facebook, and as a LinkedIn Article (*nearly 3 million total social media impressions | June 2022-June 2023.*)

Examples of these blog posts can be found [here](#).
Materials due 14 business days prior to deployment.

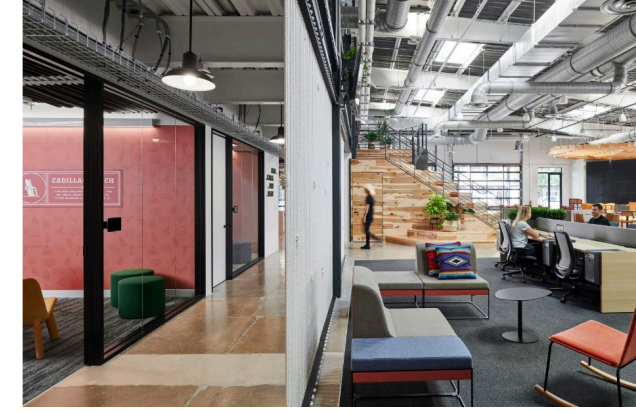
\$3,000: December 2023 - March 2024
\$3,500: April 2024 - July 2024

Blackout dates: June 3-14, 2024
Limit 1

How to Make Your Workplace a Collaboration Hotspot



Gen Z: Intentionality & Authenticity



A Practical Guide to Furniture Decommissioning



Rethinking Office Buildings as Multi-Functional Destinations



Workspitality: A Harmonious Blend of Work and Hospitality in Architecture

