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# NeoCon 2025 Sponsorships

# Social Media + Online Content

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June 9—11, 2025  
THE MART, Chicago

**NeoCon**

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# Elevate Your Company's Presence

We 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 the show in unique and effective ways.

**Contact to reserve your sponsorship:**

**Katie Fosdick** | [katiefosdick@novitapr.com](mailto:katiefosdick@novitapr.com)

Sponsors must be NeoCon showroom tenants of THE MART or temporary exhibitors on the 7th floor for the NeoCon 2025 show. Temporary exhibitors' booth investment must equal or exceed sponsorship investment for onsite sponsorship activations.

*For additional onsite, advertising, and programming sponsorship opportunities, click [here](#).*

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# NeoCon

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NeoCon's social media content **regularly achieves high reach and engagement rates across Instagram, Facebook, and LinkedIn**, reaching a targeted audience of architects, designers, dealers, distributors, manufacturers, specifiers, facility managers, corporate end-users, and media; providing sponsors meaningful ways to engage with the industry year-round through multimedia promotion.



**73,459 Followers**

*+22.1% since last year*



**3,630,868 Impressions**

*668,723 on Instagram Reels alone*



**9% Avg. Engagement Rate**

*Compared to accounts with similar following size at 5%*

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*\* Reporting period: July 2023 - June 2024*

**NeoCon**

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# 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 homepage, ensuring maximum visibility.

- 3 posts (1 per platform) on one date
- Minimum of 3 images, maximum of 8

*Material due 7 business days prior to deployment*

## 8.7% Avg. Engagement Rate

*Optional IG Collab Add-On: For an additional \$500 fee, the Instagram feature can be a collaborative post to maximize reach and engagement.*

High-resolution lifestyle images required. [Here](#) is a 2024 show example. We are unable to use any image submissions with graphic or text overlay.

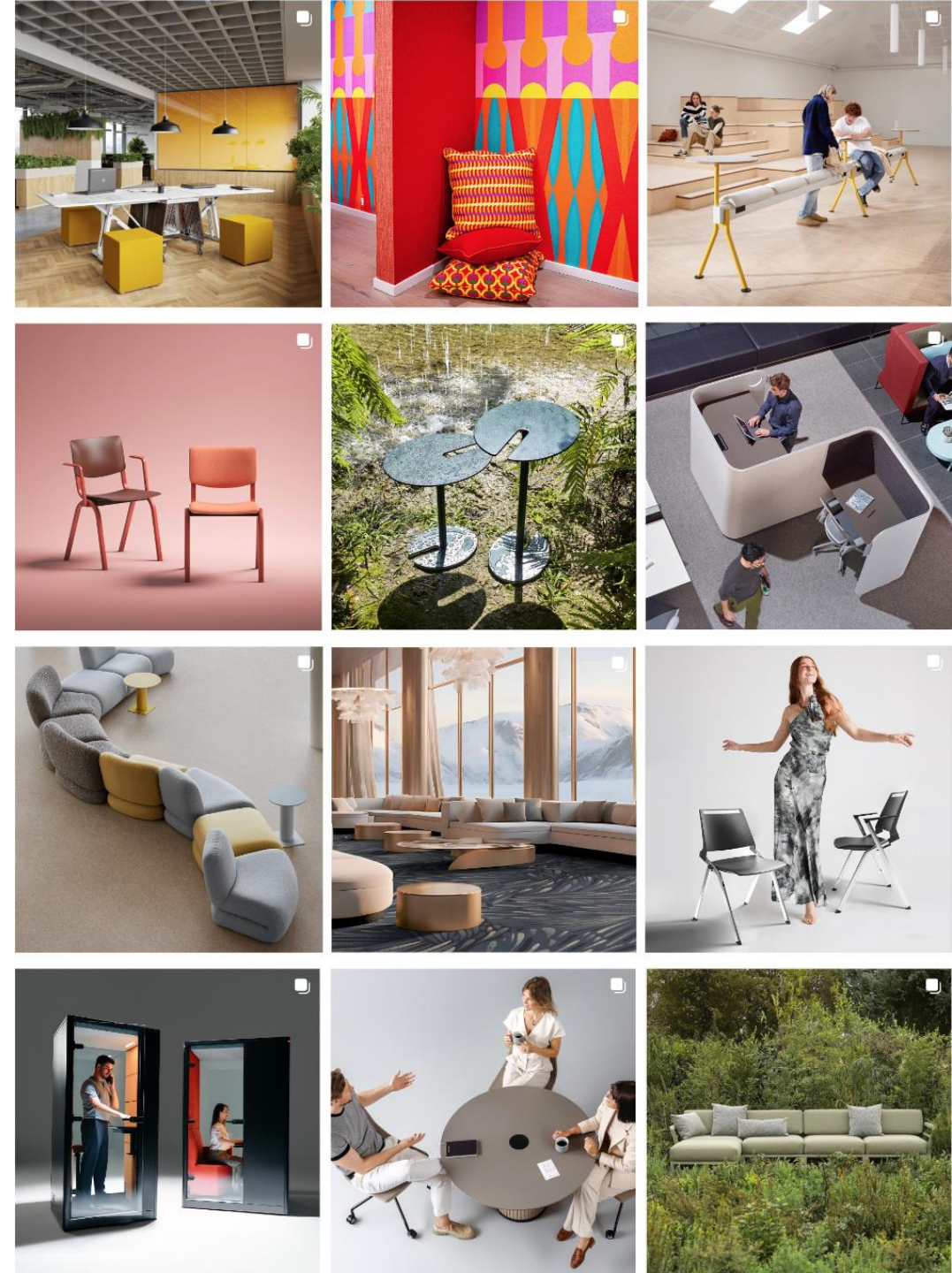
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**\$1,000: December 2024 - March 2025**

**\$1,250: April 2025 - August 2025**

*Blackout dates: June 2-13, 2025*

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



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

*Material due 7 business days prior to deployment*

High-resolution lifestyle images required and must be sized vertically at 1080x1920. We are unable to use any image submissions with graphic or text overlay.

**\$800: December 2024 - March 2025**

**\$900: April 2025 - August 2025**

*Blackout dates: June 2-13, 2025*

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



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# 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 do just that. Reels allow for immersive engagement and increased reach among both existing and potential followers. Your Reel will have a permanent spot on our profile grid and under the Reels section.

*Material due 7 business days prior to deployment*

**3.7% Avg. Engagement Rate** (Industry Avg. 1.48%)

High-resolution, professionally produced vertical 1080x1920 video required. [Here](#) is a 2024 show example. We are unable to use any video or Reel cover submissions with graphic or text overlay.

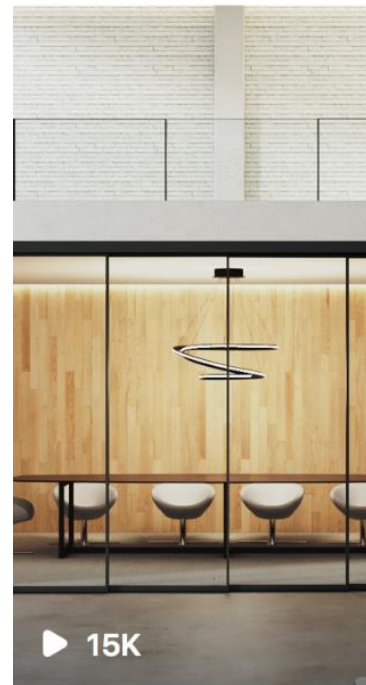
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**\$2,250: December 2024 - March 2025**

**\$2,750: April 2025 - August 2025**

*Blackout dates: June 2-13, 2025*

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



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# 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 and the commercial design industry at large, while elevating your 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 #NeoCon2025.

*Material due 7 business days prior to deployment*

## 5.1% Avg. Engagement Rate

High-resolution professional headshot required. [Here](#) is a 2024 show example. We are unable to use any image submissions with graphic or text overlay.

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**\$350: December 2024 - March 2025**

**\$400: April 2025 - August 2025**

*Blackout dates: June 2-13, 2025*

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

"NeoCon 2024 presents a great opportunity for us to build on the momentum of our debut last year. Our updated showroom has been designed to challenge perceptions, inspire creativity, and prompt reflection on the increasing diversity of tailored spaces, experienced in contemporary workplaces now and in the future," says Peter Schiavello, CEO of [Schiavello](#).

After their iconic Hedge Seating became the talk of the 10th floor at hashtag [#NeoCon2023](#), Schiavello are looking forward to continuing the theme of play and exploration with some exciting new innovations. These include a focus on the diversity and functionality of their Focus Quiet Room range, as well as new tech integrations and the next evolution in workstation design.

"After welcoming thousands of attendees to our showroom and being recognized with five Best of NeoCon awards, last year will be hard to beat but we're very excited to see what NeoCon 2024 has in store."



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# “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 to the industry. Novità can work closely with exhibitors to define topics, themes, and advise on the overall copy and tone of the blog posts.

All blogs will be featured on the neocon.com home page, blog page, Instagram, Facebook, and as a LinkedIn Article. Examples of blog posts can be found [here](#).

*Material due 14 business days prior to deployment*

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**\$3,000: December 2024 - March 2025**  
**\$3,500: April 2025 - August 2025**

*Blackout dates: June 2-13, 2025*  
*Limit 1*

Eaves-Learning: The Benefits of Working Together in Person



Empowerment Through Diversity and Community Engagement at Via Seating



Bridging Communities and Cultures Through Design



Designing for Wellness: Creating Healthy Environments in Medical Education Buildings



## Bringing Culture and Connection Back to the Workplace

