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# Year-Round Digital Sponsorships

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**NeoCon**

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We offer exhibitors a dynamic mix of onsite and digital sponsorship opportunities—designed to showcase your brand, amplify your initiatives, and create meaningful engagement before, during, and after the show.

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**NeoCon**

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# Reach the NeoCon Audience Year-Round

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## Reserve your sponsorships, contact:

Year-Round Social Media Sponsorships:  
Katie Fosdick | [katiefosdick@novitapr.com](mailto:katiefosdick@novitapr.com)

NeoCon Show – Marketing, Year-Round Digital  
Advertising, and Onsite Sponsorships:  
Lindsey Martin | [lmartin@themart.com](mailto:lmartin@themart.com)

**Sponsors must be confirmed NeoCon 2026 exhibitors, either as showroom tenants at THE MART or as temporary exhibitors. Temporary exhibitors’ booth investment must equal or exceed sponsorship investment for onsite sponsorship activations.**

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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, facility managers, manufacturers, specifiers, corporate end-users, and media; providing sponsors meaningful ways to engage with the industry through **year-round multimedia promotion**.



**105,046 Followers**  
*+9.8% since last year*



**4,063,363 Annual Impressions**  
*+54.9% since last year*



**4.7% Avg. Engagement Rate**

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*Reporting period: July 2024 - June 2025*

**NeoCon**

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# Multi-Platform Product Spotlight

Showcase your product innovations on NeoCon's Instagram, LinkedIn, and Facebook. Your 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
- Material deadline: 14 days prior to deployment

**\$0.17 Avg. Cost per Impression**  
**4.8% Avg. Engagement Rate**

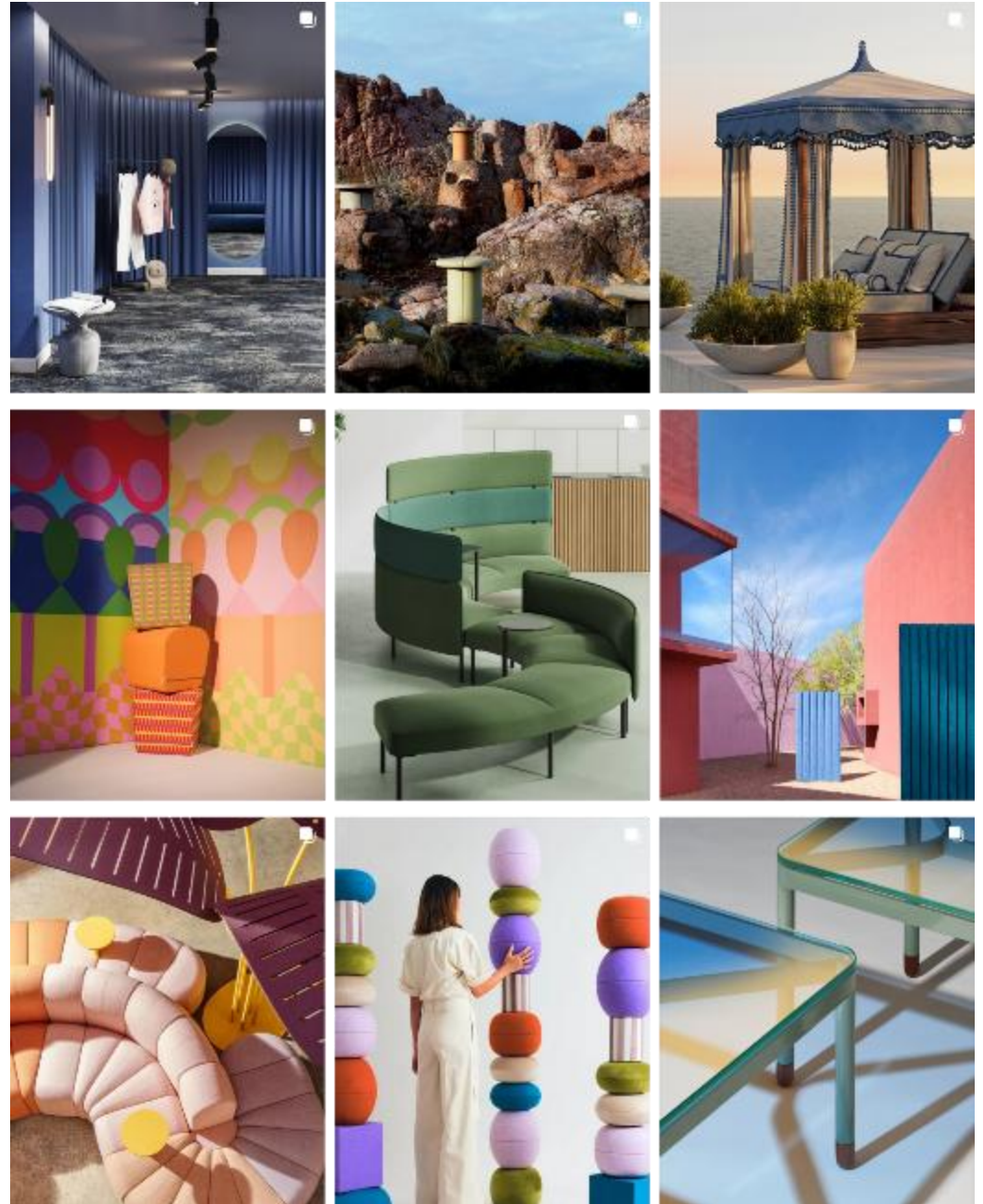
Optional IG Collab Add-On: For an additional fee, the Instagram feature can be a collaborative post to maximize reach and engagement. (\$500)

*High-resolution lifestyle images required. [Here](#) is a 2025 show example. We are unable to use any image submissions with graphic or text overlay.*

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**\$1,000: September 2025 - March 2026**  
**\$1,300: April 2026 - August 2026**

**Blackout dates: June 1-12, 2026**  
**Multiple deployment dates must be spaced out by a minimum of 3 weeks**



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“We definitely saw the benefits of this high-performing post. In June, our follower growth on Instagram was 4-5x our average growth rate on that platform. We found the opportunity to be very worthwhile.”

– Kate E. Bogdan, Digital Marketing Manager, Takeform

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**NeoCon**

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# ***NEW!*** Best of NeoCon Winner Spotlight

Shine a spotlight on your Best of NeoCon win with this exclusive social media sponsorship available only to this year's award recipients. This opportunity includes a dedicated feed post on NeoCon's Instagram, LinkedIn, and Facebook, celebrating your win and showcasing your product to our highly engaged audience.

Each post will highlight the winning product and tag your brand, helping amplify your recognition to A&D professionals, media, and specifiers who follow NeoCon for the latest in commercial design innovation.

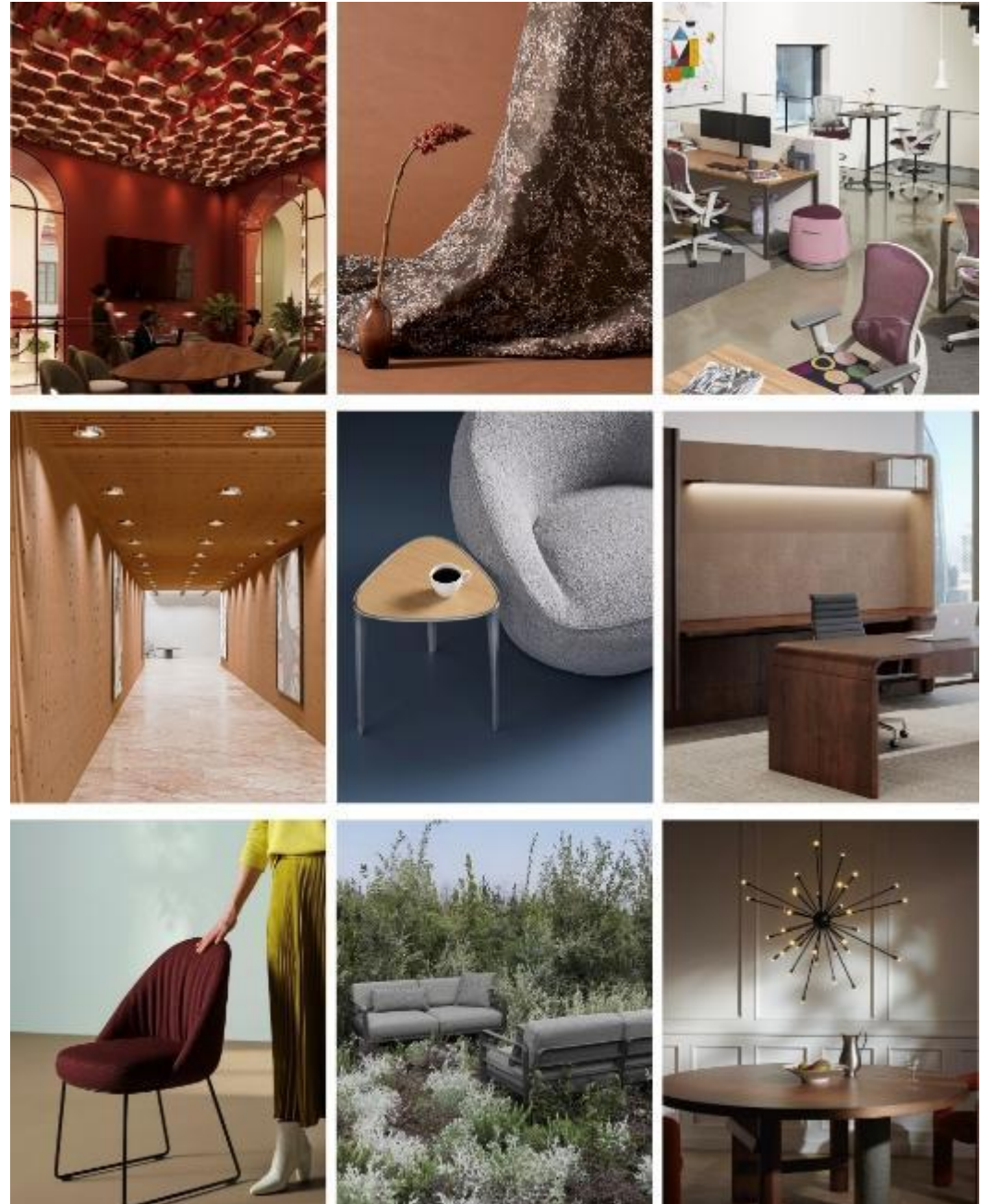
- *3 posts (1 per platform) on one date*
- *Minimum of 3 images, maximum of 8*
- *Material deadline: 14 days prior to deployment*

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**(\$800: Jun – Dec 2026 (2026 Exhibitors promoting 2026 wins)**

**\$700: Jan – May 2027 (2027 Exhibitors promoting 2026 wins)**

***Limit 1***



# 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 they remain accessible and visible beyond the initial 24-hour story lifespan.

**\$0.67 Avg. Cost per Impression**

*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.*

*Material deadline: 7 days prior to deployment*

**\$800: September 2025 - March 2026**

**\$900: April 2026 - August 2026**

**Blackout dates: June 1-12, 2026**

**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.

**\$0.98 Avg. Cost per Impression**  
**1.6% Avg. Engagement Rate**

*High-resolution, professionally produced 1080x1920 video required. We are unable to use any video or Reel cover submissions with graphic or text overlay. [Here](#) is a 2025 example.*

*Material deadline: 14 days prior to deployment*

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**\$2,250: September 2025 - March 2026**  
**\$2,750: April 2026 - August 2026**

**Blackout dates: June 1-12, 2026**  
**Limit 2 posts - must be spaced out by a minimum of 3 weeks.**



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# NEW! On-Site Instagram Reel

Capture the energy of your NeoCon presence with an Instagram Reel produced by the NeoCon team. Filmed on-site on **Sunday, June 7**, these 30-60 second videos offer a dynamic way to generate real-time engagement while showcasing your brand, whether it's an inside look at your showroom or booth, a moment with your leadership, or a peek at a product debut.

Each Reel will be posted to NeoCon's Instagram Reels tab during the show (Day 1, 2, or 3), with an **Instagram Collab** (valued at \$500) baked in to maximize reach through your brand's account.

**4.8% Avg. Engagement Rate**

Includes: Filming, editing, and 1 round of review.

Material and filming coordination deadline: May 12, 2026

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Day 1 Posting: No Longer Available  
Day 2 Posting: \$3,500\*  
Day 3 Posting: \$2,000

**Limited availability — book early to secure your preferred day.**



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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 their professional network. Whether it's a standout memory, a meaningful takeaway from a past show, or what they're most excited about for #NeoCon2026, this is an opportunity to join the conversation within the #NeoConCommunity.

**\$0.15 Avg. Cost per Impression**  
**5% Avg. Engagement Rate**

*High-resolution professional headshot required. [Here](#) is a 2025 show example.*

*Material deadline: 7 days prior to deployment*

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**\$400: September 2025 - March 2026**  
**\$500: April 2026 - August 2026**

**Blackout dates: June 1-12, 2026**  
**Limit 2 posts - must be spaced out by a minimum of 3 weeks.**

**NeoCon**  
16,157 followers  
2mo • 

"The Schiavello showroom has seen an endless stream of designers, architects, and curious folks pouring through in previous years, all buzzing about our Australian design flair. The overwhelmingly positive reaction to our bold, innovative designs made it clear we'd brought something fresh to the NeoCon scene. These moments cement NeoCon as the place where Schiavello's innovation shines and industry connections get real," says **Jeff Thompson**, Executive VP of North America at [Schiavello](#).

"This year we're continuing to highlight our 'Anything is Possible' ethos, showcasing exciting new, tailored solutions. Fundamentally good design, malleability and integrated technology is central to Schiavello's design philosophy and ensures we deliver workspaces that are perfectly in sync with the designer and client's vision, enhancing functionality and style. See you at showroom 10-135!"



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# NEW! LinkedIn Trends, Research & Insights Article

Position your company as a thought leader in the commercial design industry by sponsoring a LinkedIn Article on NeoCon's official page. This opportunity allows exhibitors to showcase their **original research, sustainability initiatives, design trend reports, or post-show insights** to a highly engaged professional audience.

NeoCon's LinkedIn followers include top A&D professionals, brand leaders, specifiers, media, and buyers, all seeking ideas and innovations that move the industry forward.

**3.5% Avg. Engagement Rate**  
**1.8K Avg. Impressions**

*Material deadline: 14 days prior to publication date*

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**\$400: September 2025 - March 2026**  
**\$500: April 2026 - August 2026**

**Blackout dates: June 1-12, 2026**  
**Limit 1**

**NeoCon** 16,178 followers  
2mo · 🌐

As the design community looks forward to [#NeoCon2025](#), four powerful design themes are shaping the future of our shared spaces. Aligned with this year's narrative, [#DesignAhead](#), these directions—sensory-based design, cross-sector adaptability, material innovation, and resilience—are reimagining how we work, play, learn, heal, and connect.

Below, explore the full trends report and discover standout products and solutions from NeoCon exhibitors driving these ideas forward.

**NeoCon 2025 Spotlights The Future of Commercial Design**

NeoCon

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# “From the Community” Blog

NeoCon’s blog series highlights fresh perspectives and thought leadership from innovators across the commercial interiors industry and beyond. Collaborating with NeoCon's PR firm, Novità, exhibitors are invited to share insights on timely, relevant topics that reflect their expertise and point of view. Novità can work closely with participating brands to shape themes, refine content, and ensure alignment with the overall voice and tone of the NeoCon platform.

All blogs are featured across NeoCon’s digital channels, including the homepage and blog section of neocon.com, as well as Instagram, Facebook, and as a LinkedIn Article. Examples of these blog posts can be found [here](#).

*Material deadlines: Topic ideas due 14 days prior to deployment, draft and images due 7 days prior to deployment*

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**\$3,000: September 2025 - March 2026**  
**\$3,500: April 2026 - August 2026**

**Blackout dates: June 1-12, 2026**  
**Limit 1**

VCT, Reimagined: From Utility to Creative Canvas



Crafting Conversations for Wellness: The Power of Poetic Healthcare Furniture Design



The Next Frontier: Nature-Inspired Circular Materials



From Uniform to Universal: Inclusive Design for the Modern Workplace



## A New Framework for Neuroinclusive Workplace Design



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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 (41,000+).

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

*Material due 7 business days prior to deployment*

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**\$10,500**

**Available through August 2026  
for 2026 Exhibitors**

*Blackout dates:  
June 1-12, 2026*



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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 be featured on rotation throughout neocon.com - each page will open with a different ad that remains on the screen until user navigates to another page.

*Average ad views: 55,000*

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**\$6,500**

**Available through August 2026  
for 2026 Exhibitors**

