

Exhibit at NeoCon 2025

June 9-11
THE MART
Chicago

Thank you for your interest in having a presence at NeoCon 2025!

We're excited to provide a full-scope of NeoCon, which includes the following:

- What is NeoCon?
- NeoCon by Floor
- Exhibit Hall Booth Package
- NeoCon 2024 Recap, Programming, Features & Events
- Let's get started!



June 10-12, 52,000 architects, designers, specifiers, facility managers, manufacturers, and end-users from across the globe converged at THE MART for the 55th edition of NeoCon, to connect, share ideas, inspire one another and do business!

The creative energy and collaborative spirit of innovation ran high with nearly 400 leading companies showcasing pioneering new solutions across sectors—from workplace and education, to healthcare and hospitality.

NeoCon 2024 continued to prove that together we can shape what's next in design to create ideal environments for the spaces in which we work, live, travel, learn, and heal.

NEOCON BY FLOOR

NeoCon is comprised of the 7th floor Exhibit Hall along with permanent showrooms which have a year-round presence at THE MART.

NeoCon by Floor

Floor 14

Residential & Hospitality Showrooms

Floor 11

Commercial Showrooms

Floor 10

Commercial Showrooms

Floor 7

Exhibit Hall/NeoCon Talks Lounge

Food Service, Mother's Room

→ Hall 7.1 | **European-Design Forward**

→ Hall 7.3 | **Architectural Products +
Flooring + Technology**

→ Hall 7.5 | **Global Sourcing**

→ Hall 7.7 | **Furniture + Fabrics**

Floor 6

Residential & Hospitality Showrooms

Floor 3

Commercial Showrooms

Floor 2

NeoCon Presentation Studio at WorkLife Meetings

Registration, Marshall's Landing, Additional Food Service, Mother's Room

Floor 1

Kitchen & Bath Showrooms

Registration, River Park, Food Service

EXHIBIT HALL BOOTH PACKAGE

New Hall within a Hall concept will segment the 7th floor into 4 main sections to highlight product categories and simplify navigation.

The following details are related to booth space:

- Booth Pricing: \$74 per square foot
- Booth Sizes: Exhibit space is sold per square foot in approximate 100 square-foot increments and can be combined for larger booth sizes.

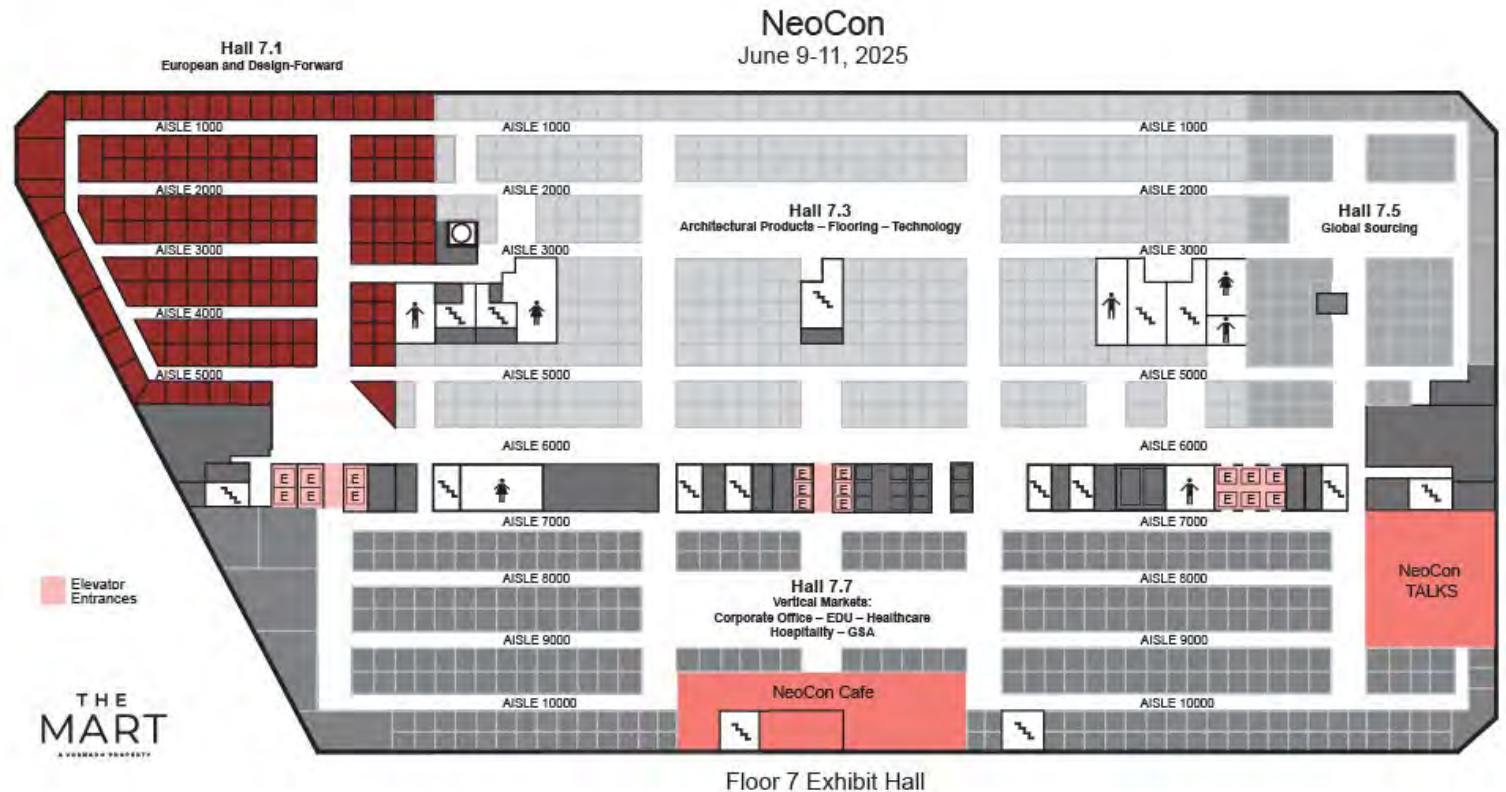


EXHIBIT HALL BOOTH PACKAGE (continued)

What's Included (per 100 sq. ft / Approx. 10' x10'):

- White hard walls based on booth configuration
- Gray carpet tile
- 120 volt, 150-watt duplex electrical outlet
- 1' x 4' LED fixture
- (4) LED track lights
- 8" x 11" booth sign
- Exhibitor listing on website and printed directory
- Profile page on the NeoCon website
- Free exhibitor Wi-Fi

MARKETING SUPPORT

Marketing Support:

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 300,000 targeted prospects from NeoCon's substantial database
- A robust show website communicates all show components and industry content throughout the year
- 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, Exhibitor Reels, and more. 80,000+ followers on Instagram, Twitter, and LinkedIn

Design Takes Shape

June 10–12
THE MART
Chicago

NeoCon

BOOTH SERVICES

Booth Services:

Drayage is not included in the booth price. Drayage / Material handling involves receiving freight during move-in, delivering it to your booth, removing empty containers and returning them after the show for outbound shipping.

Union Regulations:

Union labor will be required for certain aspects of your exhibit handling, including install and dismantling of all systems furniture. You may set up your exhibit display if one person can accomplish the task in less than ½ hour, without the use of tools and the booth is 100 sq ft (10' x 10') or smaller. Your personnel may work along with a union installer. The use of power tools, including battery operated tools, and ladders are strictly prohibited. Any such work must be completed by union labor.

Booth Payment Terms:

50% payment due within 10 days of contract submission prior to January 10, 2025. Thereafter, payment due in full within 10 days of contract submission.

Design Takes Shape

NeoCon

2024 Recap

June 10-12 | THE MART

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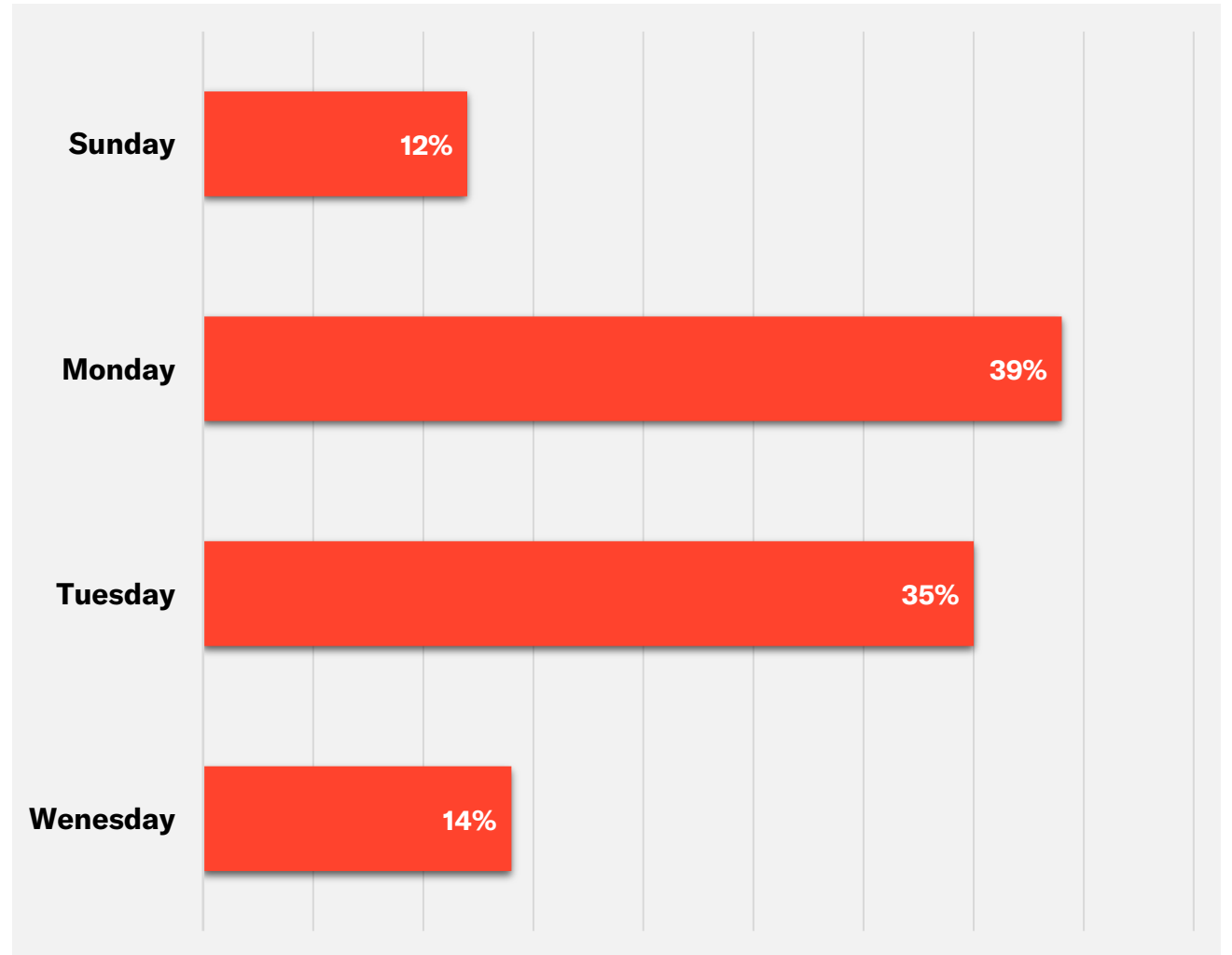
A photograph of four people at a trade show booth. On the left, a man in a white t-shirt with a colorful 'MillerKn' logo and jeans. Next to him, a man in a grey blazer, white shirt, and glasses, wearing a NeoCon lanyard. To his right, a woman in a white turtleneck and black pants, also with a NeoCon lanyard. On the far right, a man in a dark blue blazer is gesturing with his hands while talking to the others. The background features a large neon sign that says 'FUN FÖM', a hand-drawn poster titled 'AWESOME!' with a list of items like 'Mario Kart', 'Tigers', and 'X-Ray Vision', and three small framed photos of children. Two skateboards are mounted on the wall to the right.

ATTENDEES

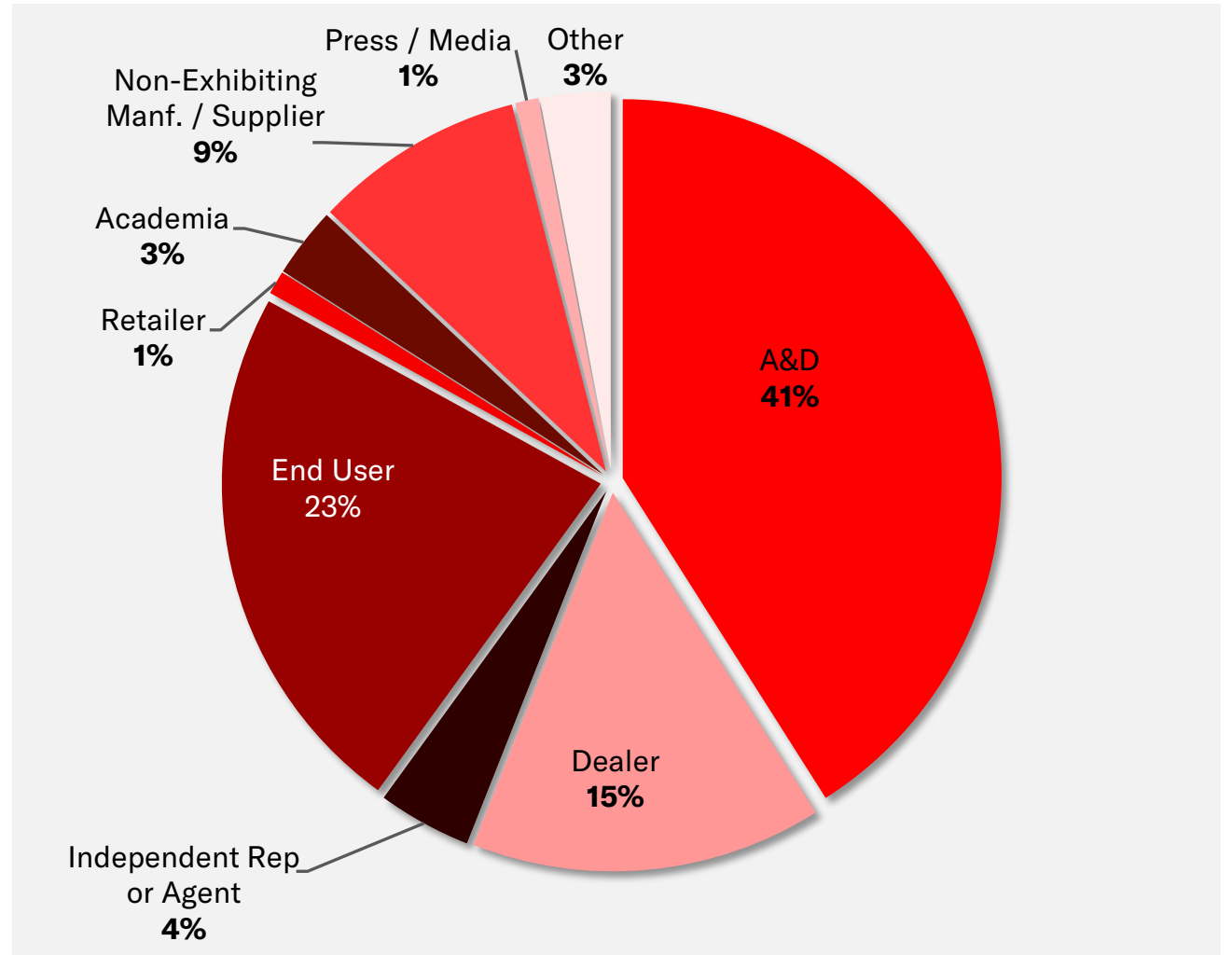
2024 TRAFFIC

BY DAY

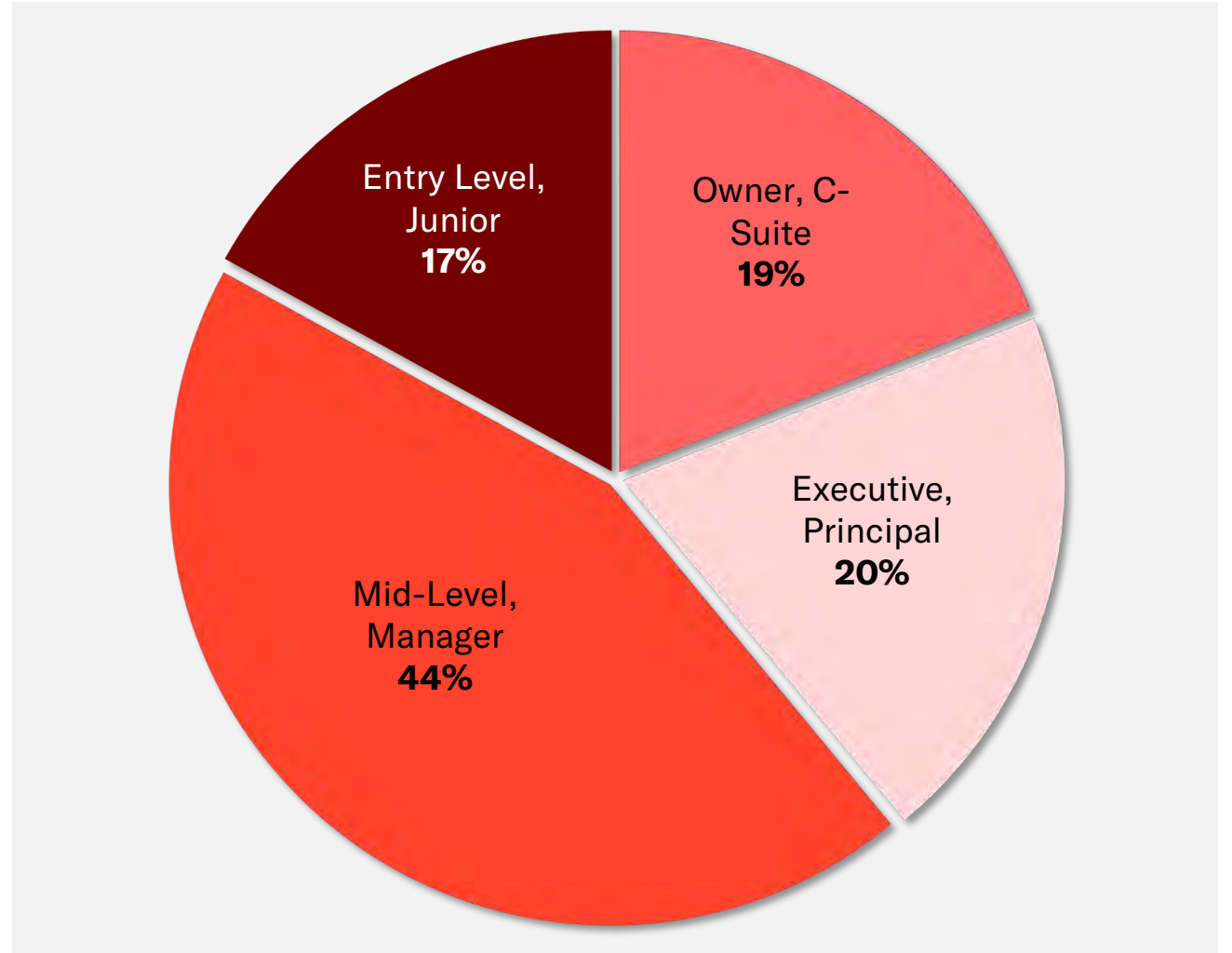
Showgoers spent an average of 5 hours 2 minutes per show day at the Show.



2024 ATTENDEES BY PROFESSION

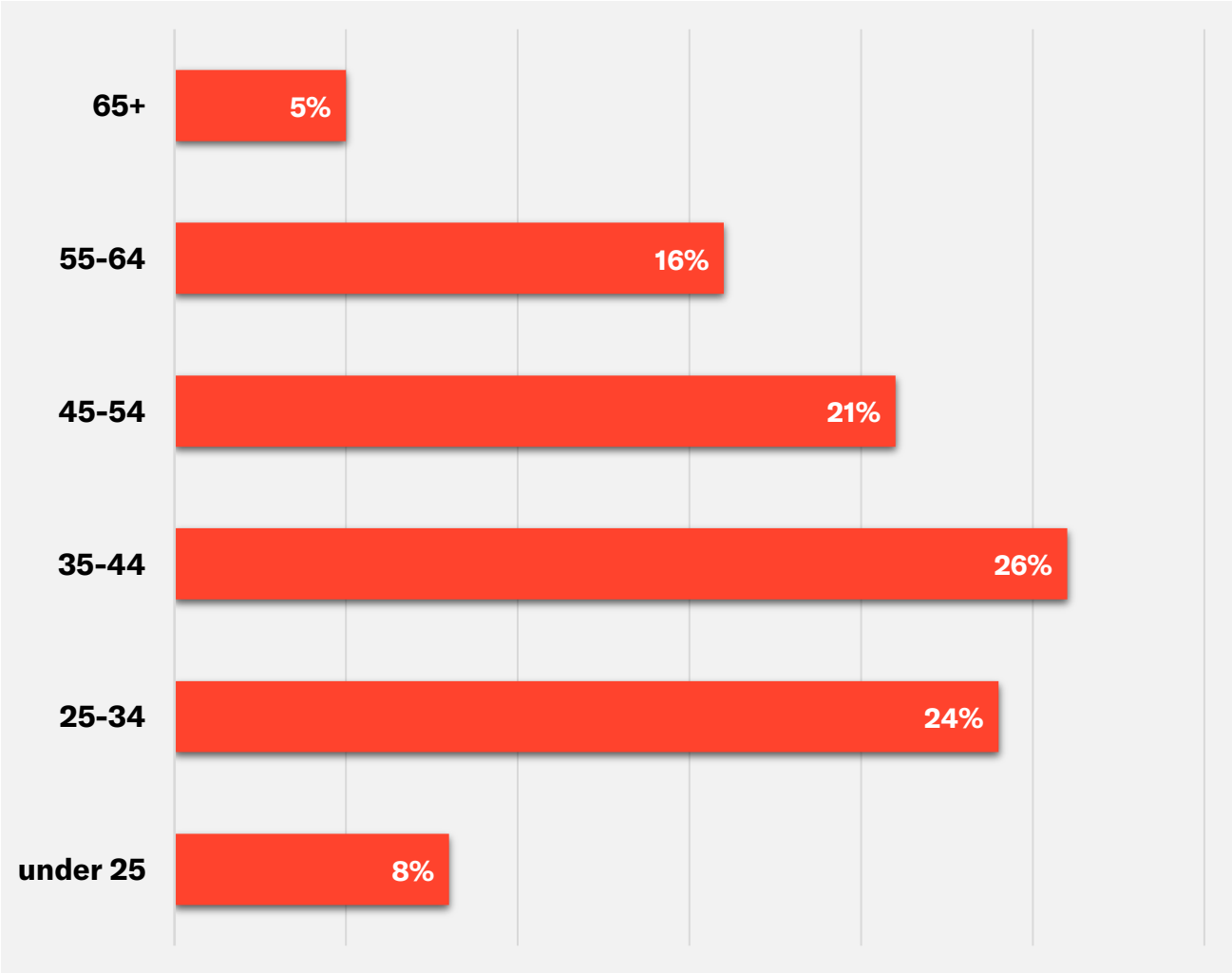


2024 ATTENDEES BY POSITION



2024 ATTENDEES

BY AGE RANGE



2024 ATTENDEES BY INDUSTRY*

The higher education sector continues to grow year over year (2% over 2023).

**Attendees can select more than one industry.*



Corporate
65%



Hospitality
35%



Healthcare
32%



Education
Higher Ed: **32%**



Public Space
32%



Government
28%



Residential
25%

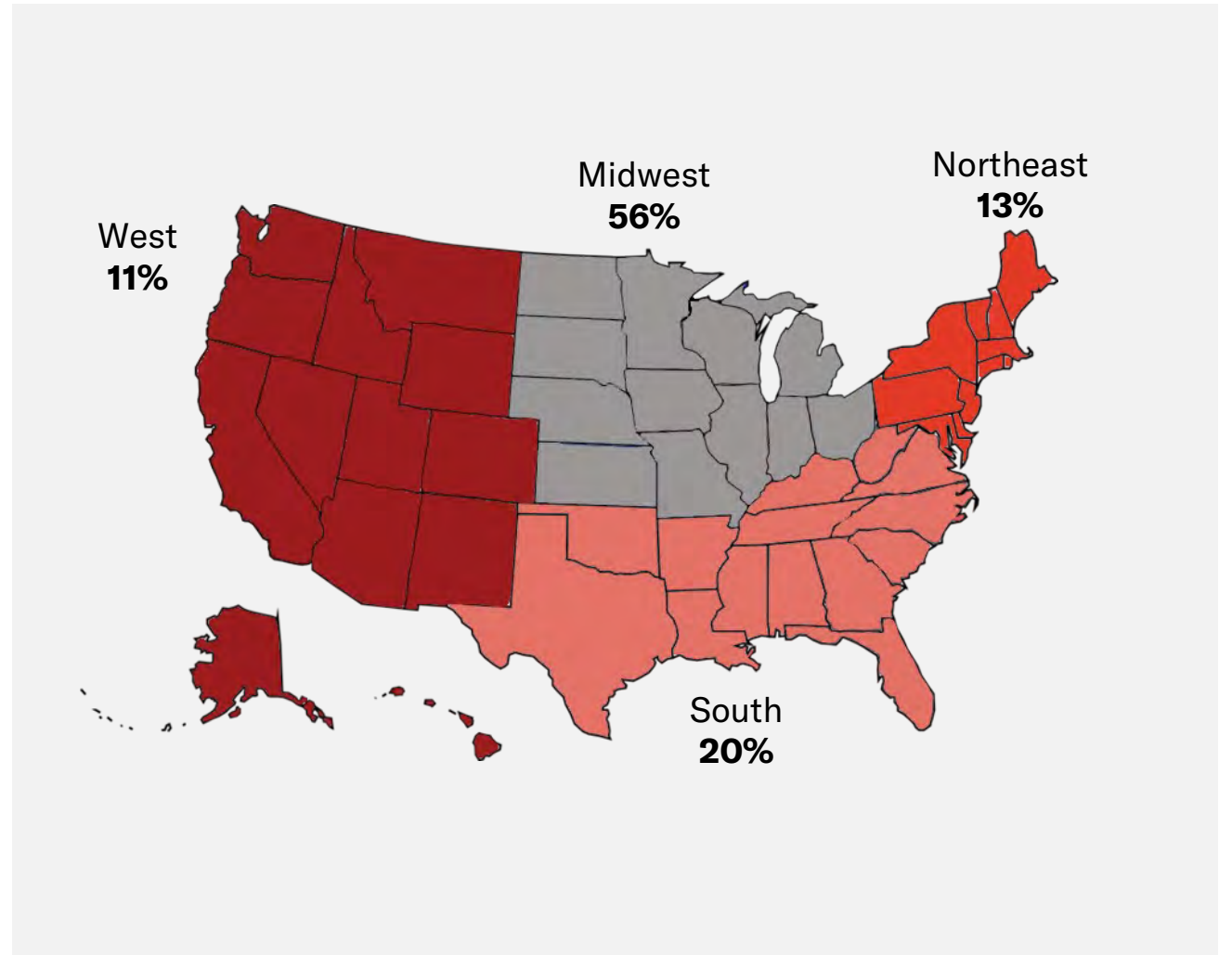


Retail
24%



Education
K-12: **23%**

2024 ATTENDANCE BY REGION



2024 ATTENDANCE BY COUNTRY

91 different countries represented.

16% International – surpassed 2019 numbers:

2023: 15% International

2022: 10% International

2021: 6% International

2019: 15% International

Algeria	Dominican Republic	Kazakhstan	Saudi Arabia
Angola	Egypt	Kenya	Senegal
Argentina	El Salvador	Lebanon	Sierra Leone
Australia	Estonia	Libya	Singapore
Austria	Ethiopia	Lithuania	Spain
Bahamas	Finland	Malaysia	Sweden
Bangladesh	France	Mali	Switzerland
Belgium	Germany	Mexico	Taiwan
Bermuda	Ghana	Mongolia	Tanzania
Bolivia	Greece	Morocco	Thailand
Brazil	Guatemala	Netherlands	Togo
Cameroon	Guinea	New Zealand	Trinidad and Tobago
Canada	Honduras	Niger	Turkey
Cayman Islands	Hong Kong	Oman	Uganda
Chile	India	Pakistan	Ukraine
China	Indonesia	Palestine, State of	United Arab Emirates
Colombia	Iran	Panama	United Kingdom
Costa Rica	Ireland	Peru	United States
Croatia	Israel	Philippines	Uzbekistan
Curacao	Italy	Poland	Venezuela
Czechia	Jamaica	Portugal	Viet Nam
Denmark	Japan	Puerto Rico	Zimbabwe
Dominican Republic	Jordan	Qatar	

2024 ATTENDANCE

NOTABLE END USERS

Abbvie	Chicago Park District	Google	MassMutual
Air Force/Pentagon	Cision	GSA	Mayo Clinic
Allianz	Citadel	HondaJet	MDAD Miami International Airport
Allstate Insurance Company	Coca-Cola	Hootsuite	Microsoft
Amtrak	Comcast	Hyatt	Morningstar, Inc.
Army Corps of Engineers	Constellation Brands	Hyundai Motor America	NAVFAC ML
Bain & Company, Inc	Delta Air Lines	Indiana University	Navistar
Bank of America	Drexel University	Internal Revenue Service	Nestle Purina
Bayer	Duke Clinical Research Institute	Intuit	NetJets
BELL innovations	Duncan Aviation	JP Morgan Chase	Northrop Grumman
Blue Cross Blue Shield	Embraer	Kraft Heinz	Northwestern Mutual
Booz Allen Hamilton	Emory University	LG Electronics	Northwestern University
Brown University	Federal Aviation Administration	Lockheed Martin - Space	NYU Langone Health
BSA LifeStructures	Federal Reserve Board	Loma Linda University Health	Oracle
Capital One	Federal Trade Commission	Los Alamos National Laboratory	Pace University
Chan Zuckerberg Initiative	Florida State University	lululemon	PayPal
Charles Schwab	Ford Motor Company	Marquette University	PepsiCo
			Philz Coffee

2024 ATTENDANCE

NOTABLE END USERS

Pininfarina of America	Stanford University School of Humanities & Sciences Facilities & Capital Planning	U.S. Department of Defense	University of North Texas
Port Authority of NY & NJ	State Farm	U.S. Department of Homeland Security	University of Oklahoma
Portillo's Hot Dogs LLC	Target	U.S. Department Of Housing & Urban Development	University of Pennsylvania
Princeton University	TC Energy	U.S. Department of Transportation	University of South Florida
Public Building Commission of Chicago	Texas Tech University System	U.S. District Court, Southern District of Indiana	University of Southern California
Purdue University, University Residences	The Library of Congress	U.S. Federal Trade Commission	University of Tennessee
PwC	The New York Times	U.S. State Department	University of Texas at Austin
Raymond James Financial	The Northern Trust Company	United Airlines	University of Toronto
Rochester Institute of Technology	The University of Georgia	University of California, Berkeley	University of Victoria
Rutgers University	The University of Memphis	University of Chicago	University of Virginia
San Diego State University Library	T-Mobile	University of Florida	University of Washington
SDNY	U.S Department of Veteran Affairs	University of Illinois	University of Wisconsin - Madison
Shopify	U.S. Department of Justice- FBI and ATF	University of Louisville	Visa
Southern Glazer's Wine & Spirits	U.S. Agency for Global Media	University of Michigan	Walgreens
Southwest Airlines	U.S. Army Corps of Engineers	University of Missouri	Washington Universtiy
Space Telescope Science Institute	U.S. Department of Commerce - International Trade Administration	University of North Carolina	Wendy's
SpaceX			World Bank
St. Jude Children's Research Hospital			Zoom



Design
Takes
Shape

NeoCon

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Takes
Shape

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WELCOMES

IIDA
THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION

NeoCon
WELCOMES

IIDA
THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION

Material
Bank

REACH

2024 SOCIAL MEDIA OVERVIEW

Metrics comparing 12 months – July 2023 – June 2024 to July 2022 – June 2023:

95,723 Total Followers

+10.8% growth in total following since June 2023

2,623,746 Total Impressions

+26% more than July 2022 – June 2023

140,939 Total Engagements

+27.3% more than July 2022 – June 2023

360,244 Total Video Views

+1.3% more than July 2022 – June 2023



2024 SOCIAL MEDIA INSTAGRAM

Metrics comparing 12 months – July 2023 –
June 2024 to July 2022 – June 2023:

41,922 Total Followers + **4,168** New Followers
+11% in total following since June 2023

647,736 Accounts Reached
+5.4% more than July 2022 – June 2023

1,738,487 Total Impressions
+35% more than July 2022 – June 2023

38,819 Total Engagements
+8.9% more than July 2022 – June 2023



2024 SOCIAL MEDIA LINKEDIN

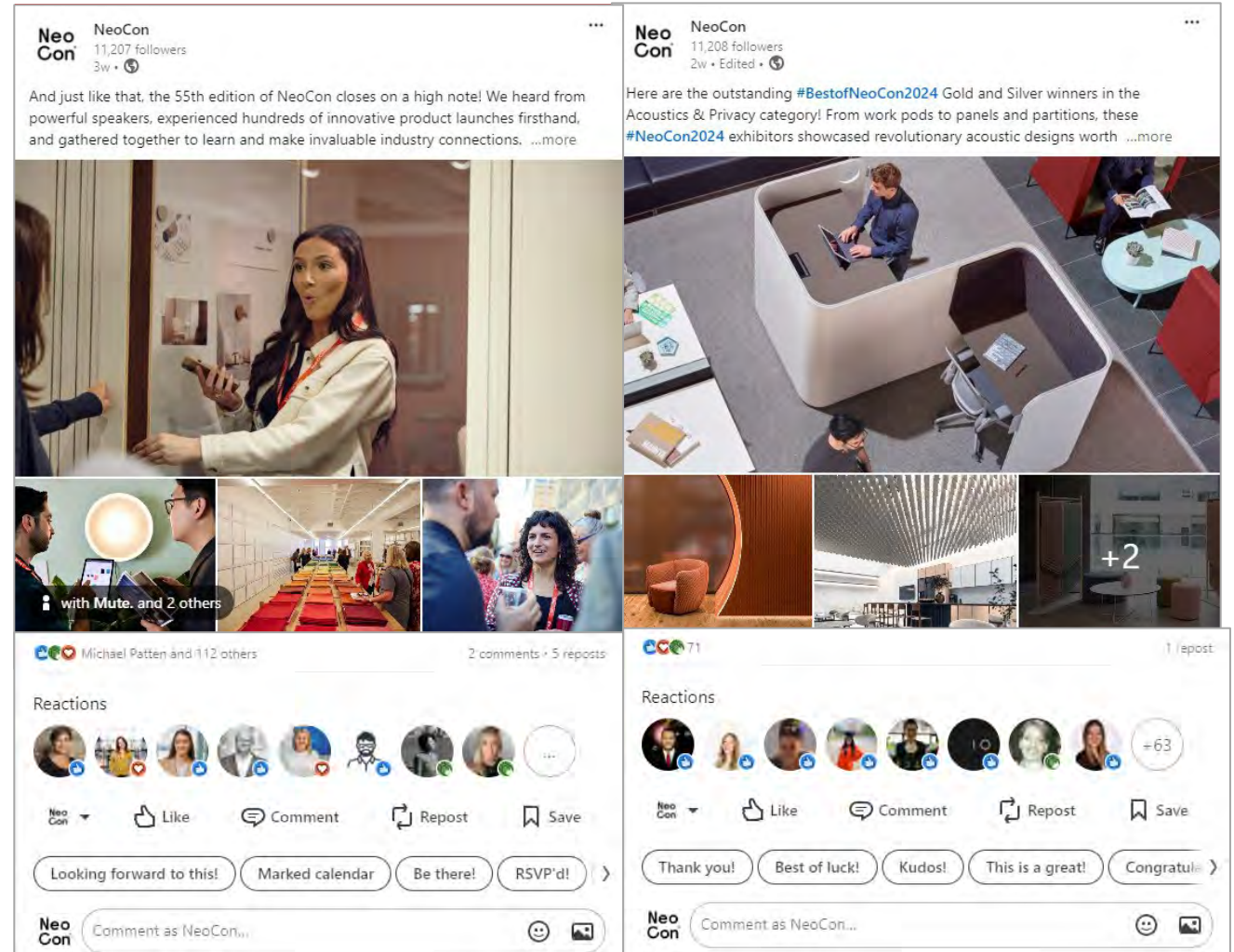
Metrics comparing 12 months – July 2023 –
June 2024 to July 2022 – June 2023:

10,969 Total Followers + **5,477** New Followers
+96.3% in total following since June 2023

79,047 Total Profile Clicks
+96.2% more than July 2022 – June 2023

93,200 Total Engagements
+92.5% more than July 2022 – June 2023

474,803 Total Impressions
+66.3% more than July 2022 – June 2023

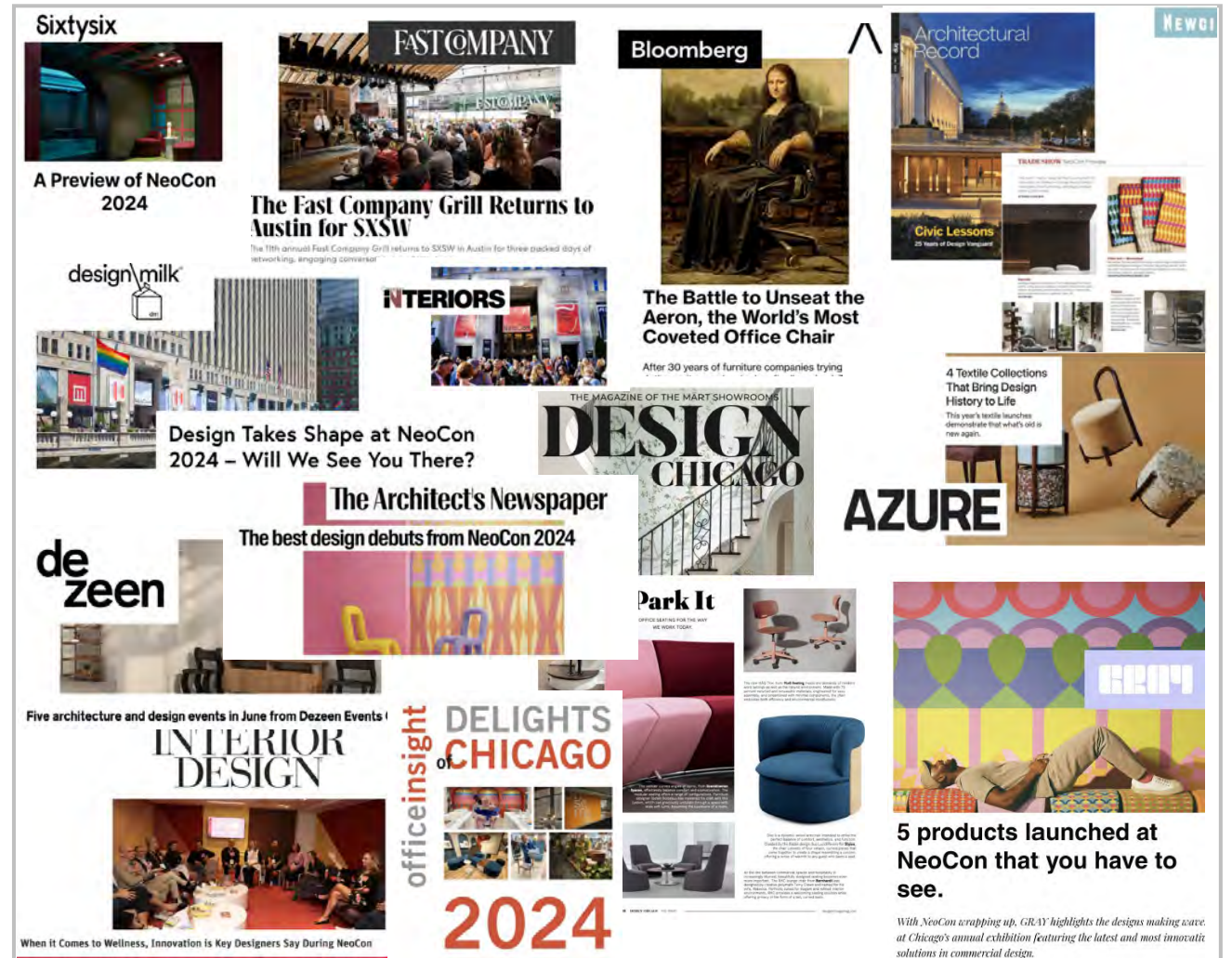


2024 PUBLIC RELATIONS MEDIA REACH

Overall Media Reach:

202,148,344

Coverage includes national and international key design and trade publications and media outlets. Additionally, NeoCon's PR firm, Novità, continued to expand the show's media partnerships and relationships with business-oriented outlets, including Fast Company, Wall Street Journal and Crains Chicago Business.



2024 WEBSITE NEOCON.COM

Google Analytics | *Sep 2023 to June 2024:

274K New Users

795K Total Page Views

67K Exhibitor Page Views

*GA4 for neocon.com was set up on Sep. 7, 2023, so numbers reported reflect data only from Sep. 7, 2023 – June 30, 2024, roughly 9 months.

**There is no comparison because any data before Sep. 2023 was in Universal Analytics, which have been permanently closed by Google.



The image shows a promotional banner for NeoCon 2024. The top half has a red background with the text "Design Takes Shape" in large, white, sans-serif font. Below this, on the left, is a small white box with black text: "NeoCon has served as the world's leading platform and most important event of the year for the commercial interior design industry since 1969." On the right, there are two white boxes with black text: "Save the date for NeoCon 2025 June 9-11 THE MART, Chicago" and "Register for NeoCon 2024 Virtual CEUs through September 13 →". Below the banner is a video thumbnail showing a modern interior design space with people. To the right of the video is a black box with white text: "A launch pad for innovation, NeoCon offers ideas and introductions that shape the built environment today and into the future." and a red link "About NeoCon →".

Design Takes Shape

NeoCon has served as the world's leading platform and most important event of the year for the commercial interior design industry since 1969.

Save the date for NeoCon 2025
June 9-11
THE MART, Chicago

Register for NeoCon 2024
Virtual CEUs through
September 13 →

A launch pad for innovation, NeoCon offers ideas and introductions that shape the built environment today and into the future.
[About NeoCon →](#)



EXHIBITORS

445 Leading and emerging companies
1000s of new products

2024 EXHIBITORS

SHOWROOMS

53 Showroom Lease Transactions for **173K** SF
109K SF in Contract

9 new showrooms:

Akouo Acoustics
by Sedia Systems
Bulo
ergoCentric
Fomcore
Isomi
Mizetto
Nevins
Prostoria
Silen

33 key renewals and
expansions,
including:

Haworth Partner Brands
Pedrali
Martin Brattrud
Turf
Arcadia
Kettal
Davis
Enwork
Emeco



2024 EXHIBITORS

EXHIBIT HALL, FL7

220 brands in over **64,000** SF of exhibit space.

Focused sections: “Furniture + Fabrics for Corporate Office, Healthcare, Education, Hospitality, Public Space and GSA” and “Interior Building Products | Finishes + Materials | Flooring | Technology.”

New and Notable Exhibitors across Product

Categories: Offices to Go | Doug Mockett | emuameras | Ethimo | Luxxbox | Room and Board for Business | Mute | Behr Paint Company | Benjamin Moore | AHF Products – Armstrong Flooring | SnapCab | Configura | Cyncl | Chaos Cylindo

Best of NeoCon winners on FL7: Bubl | Bjelin | Focal Point | Garden on the Wall | Gymba | Mantra Inspired Furniture | Mio Culture | Nardi | Ojmar US | Slalom | Qidong Vision Mounts | Zintra

Exhibit Hall Activations: NeoCon Talks, Emerging Design: Sensory Experience Lounge (in partnership with Pratt Institute’s Creative Xchange) Exhibit, Climate Positive Solutions Gallery.





PROGRAMMING

2024 PROGRAMMING KEYNOTES

Bob Weis, Global Entertainment Leader, Gensler

THE WALL STREET JOURNAL.
IIDA

Yinka Ilori, British-Nigerian Multi-Disciplinary
Artist and Designer



Ruth E. Carter, Two-Time Academy-Award
Winning Costume Designer



2024 PROGRAMMING FEATURED PRESENTATIONS

Monday

IIDA Collective Design LIVE: The Future of
Experience

IIDA

Offices for the New Work Reality

**CRAIN'S
CHICAGO
BUSINESS**

Meet Us On Monday: IIDA's Celebration on
The Grand Stair

IIDA



2024 PROGRAMMING FEATURED PRESENTATIONS

Tuesday

Diversity in Practice



How Generative AI is Changing Design



BIFMA + ACT | Fits Like a Glove: The Perfect Pairing of Textiles and Furniture



ASID | 2024 Trends Outlook



2024 PROGRAMMING

FEATURED PRESENTATIONS

Wednesday

Designing A Better Chicago: A Conversation with
2024 Grantees



2024 PROGRAMMING

ONSITE & VIRTUAL CEUS

54 Virtual CEU Accredited Sessions (on-demand)

8 onsite CEU Sessions, also offered on-demand)

Educational Topics:

- DEI
- Design Skills
- Facilities Management
- Healthcare
- Hospitality
- Industry Directions
- Lighting
- Public Space
- Sustainability
- Technology
- Wellness
- Workplace



2024 PROGRAMMING WORKSHOPS

Hues and Harmony: An Artistic Workshop by
Ultrafabrics & Pantone

ASID Mentor Exchange

Equity Integration Throughout the Design
Process

Surrounding the POD: Insider Secrets of
Podcasting



2024 PROGRAMMING

NEOCON TALKS

Gen Z Goes to Work!

Democratizing Architecture

Focused Excellence: Monotasking for Architects and Designers

Intentional-Based Working for the Future of Work

Sensory Processing and Neurodiversity in 2024

Why Include OTs in Your Inclusive Design Team?

The Benefits of Failing

AI 2.0 - What You Need to Know!



In partnership with

Title sponsor

Sponsors

WORK DESIGN MAGAZINE

FORMICA

9to5 seating

DAUPHIN HumanDesign® Group

garden on the wall

via SEATING

2024 PROGRAMMING

NEOCON PODCAST STUDIO

Shows recorded live at NeoCon:

The Design Board

NeoConversations

Break Some Dishes

Barriers to Entry

Designs Nerds Anonymous

Deep Green

Powered by: **SURROUND**

Sponsored by: **SnapCab**
SPACE TO BE YOU












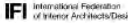









The background of the slide is a photograph of an interior design event. It features a large, vibrant orange wall with the words "INTERIOR DESIGN" in white, serif, all-caps font. The word "DESIGN" has a registered trademark symbol (®) to its upper right. In the foreground and midground, several people are visible, mostly out of focus. A man in a dark suit and white shirt is prominent on the right, looking towards the camera. Other people are seen in the background, some standing and talking. The floor appears to be a light-colored carpet or tile. The overall atmosphere is professional and modern.

INTERIOR DESIGN[®]

INDUSTRY PARTNERS & SPONSORS

2024 NEOCON


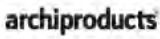
















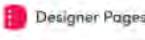























DESIGN ORGANIZATIONS







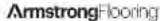












2024 NEOCON

MEDIA PARTNERS

AN Interior							
							
							
							
							
							

2024 NEOCON

SPONSORS

Best of Competition

Yinka Ilori x Momentum

Momentum Textiles
covering

Best of
Competition

INDUSTRY AWARDS

2024 AWARDS

BEST OF NEOCON

126 awards in **50** categories were presented Gold and Silver awards in addition to Innovation, Sustainability, Business Impact and Best of Competition awards.

Nearly **300** product submissions were evaluated by a diverse jury of **53** leading architects, designers, specifiers and facility managers with expertise spanning commercial, healthcare, institutional and hospitality sectors.



2024 AWARDS

INDUSTRY AWARDS

Best of Neocon Awards

Interior Design's HiP Awards

IIDA Showroom and Booth Competition

Metropolis Likes Awards





EXPERIENCES, ACTIVATIONS & CELEBRATIONS

2024 NEOCON EXPERIENCES & ACTIVATIONS

From immersive art installations to a sensorial exhibition dedicated to the work of emerging designers, to show-wide spotlights on impactful sustainable solutions, the 2024 lineup of experiences and activations engaged and inspired.

Armstrong Flooring A+ Café-teria

ART on THE MART Projection by Yinka Ilori

Climate Positive Solutions Gallery

Climate Connect Corner presented by i+s

DesignScene by SANDOW

Emerging Design: Sensory Experience Lounge

Haworth Hospitality



2024 NEOCON EXPERIENCES & ACTIVATIONS

INDEAL Connection Hub

KFI Studios Lounge

Material Bank

METROPOLIS Sustainability Lab

Mindful MATERIALS Impact Area

My Resource Library

SnapCab

River Park

Textile & Coverings Gallery

Turf Lounge

Tuuci Moments of Wonder



2024 NEOCON

EVENTS & CELEBRATIONS

There was no shortage of celebratory events at NeoCon 2024. From networking happy hours to annual galas and award ceremonies, this year's schedule ignited collaboration and created meaningful connections.

Saturday

DIFFA Chicago Gala: DIFFA Through the Decades

Sunday

IIDA Annual Meeting

Interior Design's HiP Awards + Party

Revel in Design, IIDA's black-tie event



2024 NEOCON EVENTS & CELEBRATIONS

Monday-Wednesday

Best of NeoCon Awards Presentation

ASID IL Luncheon

SnapCab's 'Space To Be You' Pod Reveal

IIDA's 30th Anniversary Toast

MRL AfterHours Party

ASID IL Student & Emerging Professionals Design Trivia & Prizes

Toast to Fine Design

NeoCon's Happy Together Hour, Co-Sponsored by INDEAL and officeinsight

Designing a Better Chicago, a NeoCon After Party

BIFMA Breakfast and Presentation





KEILHAUER

3RD FLOOR - SUITE 373

Design
Takes
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NeoCon

NeoCon

Design
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Shape

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Material Bank

NeoCon
WELCOMES

IIDA
THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION

NeoCon
WELCOMES

IIDA
THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION

Welcome to
NeoCon

THE MERCHANDISE
MART

Connect with us to join NeoCon 2025!

Julie Kohl
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Madeleine Tullier
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