NeoCon 2027 Year-Round Digital Sponsorships

SOCIAL MEDIA · EDITORIAL CONTENT · WEB ADVERTISING · EMAIL

NeoCon

Amplify your brand beyond the show floor.

NeoCon's digital channels deliver meaningful reach and engagement with architects, designers, dealers, distributors, facility managers, manufacturers, specifiers, corporate end users, and media. Extend your presence year-round with targeted content and promotion across the platforms where the industry is already paying attention.

Who You'll Reach:

NeoCon Attendee Profile →

SOCIAL MEDIA

115,238 Followers
+9.8% since last year

5,249,904 Impressions
Annual, +108.4% since last year

121,811 Engagements
+24.7% since last year

EMAIL & DIGITAL DISPLAY

141,000 Email Audience
Per show email

41,000 3rd-Party Opt-ins
Per sponsored email

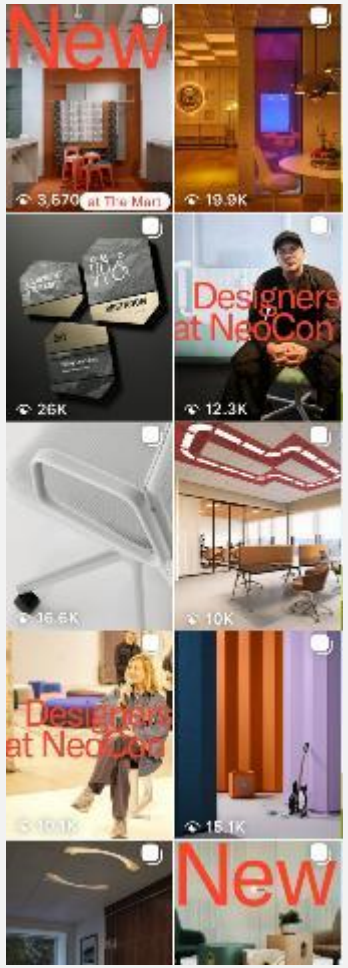
57,000 Avg Banner Ad Impressions
Per placement

** Reporting period: July 2025 – July 2026*

Multi-Platform Spotlights

OFFERING	WHAT YOU GET	PERFORMANCE	APR–AUG ’27	SEP ’26–MAR ’27
Product Spotlight	Showcase your latest product innovations across NeoCon's Instagram, LinkedIn, Facebook, and website.	$0.15 CPI 5.99% ER	$1,600 BEST OF NEOCON 2027 ENTRANT $500 OFF · APR–MAY · LIMIT 1	$1,200
Exhibitor Spotlight NEW	Highlight your brand and designers across NeoCon's Instagram, LinkedIn, and Facebook.	—	$2,000	$1,500
Best of NeoCon Winner Spotlight	Amplify your Best of NeoCon award-winning product across NeoCon's Instagram, LinkedIn, and Facebook.	$0.21 CPI 7.75% ER	$850	$750

3-8 HIGH-RESOLUTION IMAGES · MULTIPLE DEPLOYMENTS SPACED 3+ WEEKS APART · MATERIALS DUE 14 BUSINESS DAYS PRIOR · DIGITAL BLACKOUT JUNE 1–18, 2027



Instagram Stories & Reels

OFFERING	WHAT YOU GET	PERFORMANCE	APR–AUG ’27	SEP ’26–MAR ’27
Instagram Stories	Showcase your brand with up to 5 frames on NeoCon’s Instagram Stories. Includes interactive links, tags and handles, with ongoing visibility in NeoCon’s Instagram Highlights.	$0.43 CPI	$900 DAY-BASED PRICING OPTION: Day 1 $1,400 / Day 2 $1,300 / Day 3 $1,200 / Day 4 $1,100	$800
Instagram Reel OPTIONAL IG COLLAB ADD-ON +$500	Take the NeoCon community behind the scenes with a 30–90 second Reel highlighting your production process, design inspiration or brand leadership. Permanent placement on the profile grid. *Here is a 2026 example.*	$1.66 CPI 3.90% ER	$2,750	$2,250
On-Site Instagram Reel	Capture your NeoCon presence with a custom 30–60 second Instagram Reel filmed on-site by the NeoCon team. Highlight showroom tours, product launches, leadership interviews or behind-the-scenes moments. Each Reel is published during the show (Day 1, 2, 3 or 4) and includes an Instagram Collab ($500 value) to extend reach. *Here is a 2026 example.*	2.54% ER	Day 1: $5,500 Day 2: $5,000 Day 3: $4,500 Day 4: $4,000	—

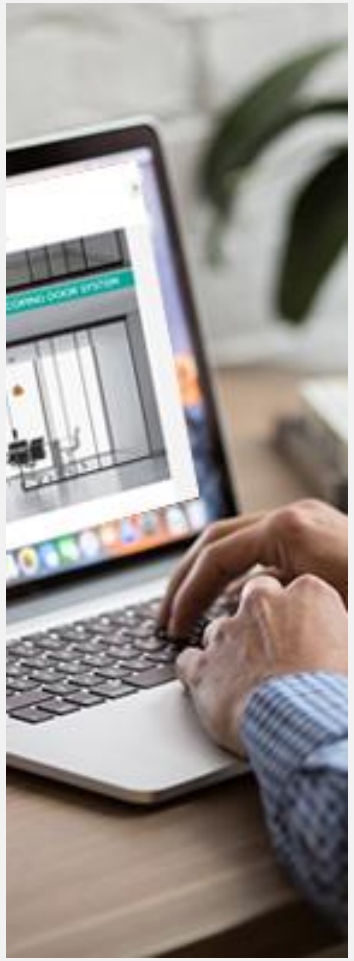
VERTICAL IMAGES/VIDEO SIZED 1080X1920, NO TEXT OR GRAPHIC OVERLAY · MULTIPLE DEPLOYMENTS SPACED 3+ WEEKS APART · MATERIALS DUE 14 BUSINESS DAYS PRIOR · DIGITAL BLACKOUT JUNE 1–18, 2027

LinkedIn & Blogs

OFFERING	WHAT YOU GET	PERFORMANCE	APR–AUG ’27	SEP ’26–MAR ’27
LinkedIn Community Spotlight	Position your company’s representatives as thought leaders. Share your team’s unique perspective on NeoCon and the commercial design industry and elevate your brand’s professional network within our LinkedIn community. *Here is a 2026 example.*	$0.24 CPI 5.20% ER	$500	$400
			HIGH-RES HEADSHOT AND QUOTE · DUE 14 BIZ DAYS OUT · LIMIT 2,SPACED 3+ WKS · DIGITAL BLACKOUT JUNE 1–18, 2027	
LinkedIn Trends, Research & Insights	Establish your company as a thought leader by sponsoring a LinkedIn Article on NeoCon’s official page, featuring research, sustainability initiatives, trends or post-show insights to our highly engaged audience of A&D professionals, C-suite executives, specifiers and media. *Here is a 2026 example.*	4.48% ER 1.4K IMPR.	$800	$650
			3-8 IMAGES, VERTICAL 1080X1920 ·TOPIC DUE 1 MO. PRIOR · COPY/IMAGES DUE 14 DAYS PRIOR · LIMIT 1 · DIGITAL BLACKOUT JUNE 1–18, 2027	
“From the Community” Blog	Share your brand’s perspective in the NeoCon blog series and position your team as an industry expert on timely content featured on our homepage, blog, and promoted across social media channels, and as a LinkedIn Article. *Examples of these blog posts can be found here.*	—	$3,500	$3,000
			300-500 WORD ARTICLE, OR NEW Q&A (5 QUESTIONS) · TOPIC DUE 1 MO. PRIOR · COPY / IMAGES DUE 14 DAYS PRIOR · LIMIT 1 · DIGITAL BLACKOUT JUNE 1–18, 2027	

Web & Eblasts

OFFERING	WHAT YOU GET	PERFORMANCE	APR–AUG '27	SEP '26–MAR '27
NeoCon Insider Newsletter – Featured Exhibitor NEW	Put your brand in front of the NeoCon audience with a featured sponsored block in one NeoCon Insider Newsletter. New this year, NeoCon Insider will be distributed 14x throughout the year, giving attendees the inside track on all things happening at NeoCon with spotlighted programming and speakers, who's coming to the show, can't miss events and experiences and more. Reach 141,000+ qualified NeoCon contacts with a branded placement designed to drive awareness and engagement. Includes sponsor logo/image, promotional copy and a CTA linking directly to your exhibitor URL.	—	$5,000	$4,000
Dedicated Email-Blast	Reach the NeoCon audience with a dedicated HTML email blast sent from NeoCon on your behalf, pre- or post-show. Sent to 41,000+ registered attendees opted into 3rd-party communications.	2.9% Avg. CR	$10,500	$9,500
NeoCon.com Rotating Banner Ad	Engage attendees before, during and after the show with a rotating banner ad displayed throughout NeoCon.com and the mobile site.	57K IMPR.	JAN-JUNE'27 $5,000	



LIMITED AVAILABILITY · EBLAST & NEWSLETTER CONTENT: DUE 7 BUSINESS DAYS PRIOR · DIGITAL BLACKOUT DATES JUNE 1–18, 2027 · CONTACT LMARTIN@THEMART.COM TO RESERVE

Who Attends

55,000+
ATTENDANCE IN 2026

The premier gathering for the commercial design industry — connecting sponsors with the buyers, specifiers, and influencers who drive it.

BY PROFESSION

A&D	42%
End User	23%
Dealer	13%
Non-Exhib. Mfr./Supplier	9%
Academia	5%

BY POSITION

Mid-Level, Manager	45%
Executive, Principal	25%
Entry Level, Junior	18%
Owner, C-Suite	12%

48% of attendees are age 35–54, the peak years for specification authority.

GLOBAL REACH

88
COUNTRIES REPRESENTED

15%
OF ATTENDEES ARE INTERNATIONAL

TOP MARKET SEGMENTS REPRESENTED

- Corporate / Workplace
- Hospitality
- Healthcare
- Education
- Residential
- Government
- Retail
- Public Space

NOTABLE ORGANIZATIONS ATTENDING

Google	Meta	Microsoft	Adobe	Netflix	OpenAI
Starbucks	McDonald's	Target	Adidas	Bank of America	JPMorgan Chase
Wells Fargo	State Farm	Mayo Clinic	NYU Langone Health	Northwestern University	University of Chicago
Gensler	HOK	Ford Motor Company	Hyatt Hotels Corporation	FBI	City of Chicago

Source: NeoCon 2026 attendee & registration data

CONTACT TO RESERVE YOUR SPONSORSHIPS:

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Social Media: Katie Fosdick / katiefosdick@novitapr.com

Sponsors must be NeoCon showroom tenants of The Mart or temporary NeoCon or Illuminate exhibitors on the 7th floor during the NeoCon 2027 show.

NeoCon