# NeoCon 2027 Onsite & Digital Sponsorships

**JUNE 13-16**
THE MART, CHICAGO

NeoCon

# Elevate your Company's Presence at NeoCon 2027

Connect with the commercial design industry through a curated mix of onsite and digital sponsorships—built to put your brand in front of the right audience, amplify what matters most, and create engagement before, during, and beyond NeoCon.

**Who You'll Reach → NeoCon Attendee Profile**

**CONTACT TO RESERVE YOUR SPONSORSHIPS:**

**Lindsey Martin / lmartin@themart.com**

**Social Sponsorships: 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. For onsite sponsorship activations, temporary exhibitors' booth investment must equal or exceed their sponsorship investment.

# Sponsorships At-a-Glance

| SPONSORSHIP | FEE | STATUS | PAGE # |
|---|---|---|---|
| **SOCIAL MEDIA** | | | |
| Multi-Platform Product Spotlight → | $1,200+ | Open | 7 |
| Multi-Platform Exhibitor Spotlight → NEW | $1,500+ | Open | 7 |
| Best of NeoCon Winner Spotlight → | $750+ | Open | 7 |
| Instagram Stories → | $800+ | Open | 8 |
| Instagram Reel → | $2,250+ | Open | 8 |
| On-Site Instagram Reel + Production → | $4,000+ | Limited | 8 |
| LinkedIn Community Spotlight → | $400+ | Open | 9 |
| LinkedIn Trends & Insights Article → | $650+ | Open | 9 |
| "From the Community" Blog → | $3,000+ | Open | 9 |
| **ONLINE CONTENT + ADVERTISING** | | | |
| NeoCon Insider - Featured Exhibitor → NEW | $4,000+ | Limited | 9 |
| Dedicated Email-Blast → | $9,500 | Limited | 10 |
| NeoCon.com Rotating Banner Ad → | $5,000 | Open | 10 |
| **PROGRAMMING SPONSORSHIPS** | | | |
| Keynote Sponsor → | $15,000+ | Open | 12 |
| Onsite + Virtual CEUs → | $25,000 | Open | 13 |
| INSIDE DESIGN Experiences → | $15,000 | Open | 14 |
| NeoCon Talks Stage & Lounge - FL 7 → NEW | $7,000+ | Open | 15-16 |
| NeoCon Podcast Lounge → | $5,000+ | Open | 17-18 |
| **ILLUMINATE AT NEOCON** | | | |
| Immersive, Educational Vignettes - FL 7 → | $7,500+ | Open | 44 |
| Lighting Showcase - FL 1 → | $10,000 | Open | 45 |
| Hospitality & Events - FL 7 → | $5,000+ | Open | 47 |

| SPONSORSHIP | FEE | STATUS | PAGE # |
|---|---|---|---|
| **ONSITE ACTIVATIONS** | | | |
| FL 1 Sponsorship Locations → | - | - | 20 |
| Kinzie/Wells Exterior Entrance → | $25,000 | Open | 21 |
| Kinzie/Wells Interior Entrance - FL 1 → | $30,000 | Open | 22 |
| North-Central Lobby - FL 1 → | $32,000 | *Pending* | 23 |
| South Lobby - FL 1 → | $50,000 | *Sold Out* | 24 |
| East Pass-Through - FL 1 → | $32,000 | *Pending* | 25 |
| Center Pass-Through - FL 1 → | $30,000 | Open | 26 |
| Starbucks Escalator - FL 1 → | $25,000 | Open | 27 |
| Freight Elevators - All Floors → | $7,000 | *Sold Out* | 28 |
| Press Office - FL 1 → NEW | $1,500+ | Open | 29-30 |
| Main Café - FL 7 → | $6,500 | Open | 31 |
| Center Café/Lounge - FL 7 → | $8,000 | Open | 32 |
| Pass-Throughs - FL 7 → | $7,000 | Open | 33 |
| **ONSITE ADVERTISING** | | | |
| South Drive Banners → | $12,500 | Limited | 35 |
| Full Wall Elevator Decal – FL 1 → | $25,000 | Open | 36 |
| Full Wall Elevator Decal – FL 2 → | $15,000 | Open | 37 |
| Elevator Lobby Takeover – FL 7 → | $17,000 | Open | 38 |
| Elevator Door Decals - FL 1, 3, 10, 11 → | $12,000+ | Open | 39 |
| Digital Kiosk Signage - FL 1, 2 → | $3,500+ | Open | 40 |
| Printed Billboards – FL 2 → | $7,500 | Open | 41 |
| Official NeoCon Show Bag - FL 1 → | $10,000 | Open | 42 |

A quick scan of every sponsorship and its current status as of 9.10.26. **Click on the Sponsorship for quick access.**

# Digital Sponsorships

SOCIAL MEDIA · EDITORIAL CONTENT · WEB ADVERTISING · EMAIL

Available Year-Round

# 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.

**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*

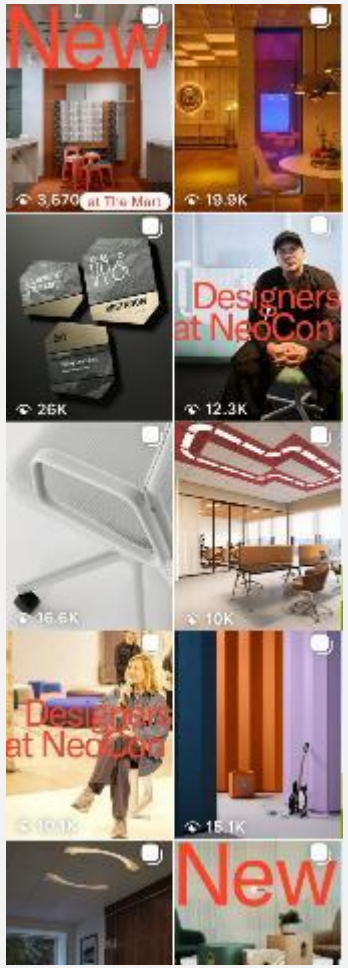


** Reporting period: July 2025 – July 2026*

# 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<br>5.99% ER | $1,600<br>BEST OF NEOCON 2027 ENTRANT<br>$500 OFF · APR–MAY · LIMIT 1 | $1,200 |
| **Exhibitor Spotlight**<br>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<br>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<br>DAY-BASED PRICING OPTION:<br>Day 1 $1,400 / Day 2 $1,300 / Day 3 $1,200 / Day 4 $1,100 | $800 |
| **Instagram Reel**<br>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<br>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<br>Day 2: $5,000<br>Day 3: $4,500<br>Day 4: $4,000 | — |

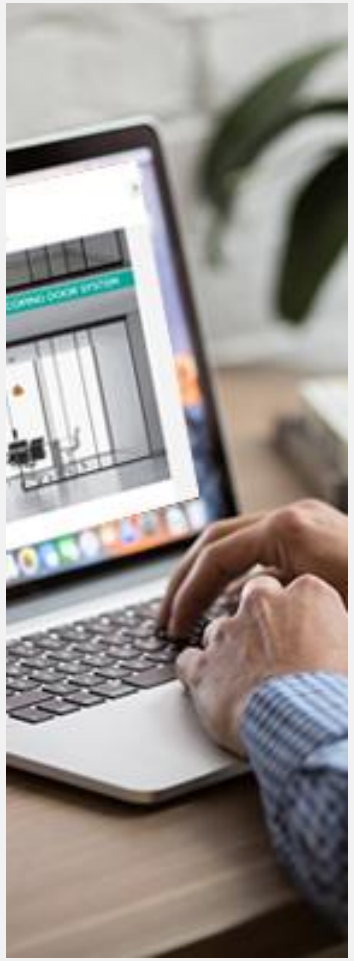
VERTICAL IMAGES/VIDEO SIZED 1080X1920, NO TEXT OR GRAPHIC OVERLAY · MULTIPLE DEPLOYMENTS SPACED 3+ WEEKS APART · MATERIALS DUE 14 BUSINESS DAYS PRIOR · DIGITAL BLACKOUT JUNE 1–18, 2027

# 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<br>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<br>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

# Programming

KEYNOTES · INSIDE DESIGN · NEOCON TALKS · SPOTLIGHT SESSIONS · NEOCON PODCAST LOUNGE

# Keynote Sponsorships

Align your brand with thought leadership at NeoCon by sponsoring one keynote presentation, Monday through Wednesday.

**ONSITE**
- Opening remarks
- Opportunity to provide stage furniture
- Sponsored 30-second commercial played before the presentation and in the livestream
- Opportunity to distribute promotional materials
- Onsite digital signage
- Reserved VIP seating for 12

**INCLUDED PROMOTION**
- Sponsored rotating web ad on neocon.com ($5K value)
- Sponsor listing on neocon.com and printed onsite directory
- Pre-show Keynote eblasts to 141K+ recipients
- Dedicated Keynote webpage + homepage promotion
- Pre-show, onsite and post-show Keynote social promotion across NeoCon accounts (115K+ followers)
- NeoCon programming press release (1.4K media outlets / 464M annual reach)

**$15,000 – $25,000**

# CEUs
# Onsite + Virtual

Feature your brand alongside 60+ AIA- and IDCEC-approved seminars —8 onsite and 60 virtual—led by leading experts and thought leaders on the topics shaping commercial design. Sessions are available onsite, online, and on demand through December 31, 2027.

**ONSITE PROMOTION**
- Opening remarks
- Opportunity to provide stage furniture
- Branding at the start of each seminar
- Sponsored complimentary coffee for onsite CEU attendees
- Opportunity to distribute promotional materials
- Onsite digital signage

**INCLUDED PROMOTION**
- Sponsored rotating web ad on neocon.com ($5K value)
- Sponsor listing on neocon.com and printed onsite directory
- Pre- and post-show CEU eblasts to 141K+ recipients
- Homepage promotion on neocon.com
- Pre-show and post-show CEU's social promotion across NeoCon accounts (115K+ followers)
- NeoCon programming press release (1.4K media outlets / 464M annual reach)

**$25,000**

# Inside Design

Be the Exclusive Sponsor of Inside Design. Now in its third year with the Design Museum of Chicago, Inside Design brings NeoCon attendees 4 curated, design-driven experiences across the city. As the exclusive sponsor, your brand gains premier visibility and alignment with these immersive, high-impact design experiences.

2026 events included *Art, Design + Build: Home Court at the Obama Presidential Center*, *Makers, Mission & Materials at Good Chaos, Designing the World of Steppenwolf* at the Steppenwolf Theater Company, and *Plant-based Pigments & Patterns: A Living Design Practice* at Art on the Farm in Grant Park

**SPONSOR BENEFITS ON THE FOLLOWING PAGE.**

# Inside Design

**EXCLUSIVE SPONSORSHIP**
- Designation as exclusive sponsor: *"Inside Design sponsored by [Company Name/Logo]"*
- 2 complimentary tickets each for up to 3 Inside Design experiences of your choice

**ONSITE PROMOTION**
- Recognition on onsite signage at Inside Design experiences
- Opportunity to provide branded giveaways to Inside Design attendees

**INCLUDED PROMOTION - NEOCON**
- Sponsored Instagram Story on @neocon_shows ($900 value)
- Sponsored rotating web ad on neocon.com ($5K value)
- Sponsored post-show eblast to Inside Design attendees
- Sponsor listing on neocon.com and printed onsite directory
- Programming eblasts to 141K+ recipients
- Dedicated Inside Design webpage + homepage promotion
- Pre-show and onsite social promotion across NeoCon accounts (115K+ followers)
- NeoCon programming press release (1.4K media outlets / 464M annual reach)

**INCLUDED PROMOTION - DESIGN MUSEUM OF CHICAGO (DMOC)**
- Logo featured on sponsorship wall at DMoC for 1 yr
- Recognition in any DMoC press and media relations featuring Inside Design
- Acknowledgment in social media promotion of Inside Design on DMoC's accounts

**$15,000**

# FL 7
# NeoCon Talks

**Put your brand at the center of conversation and connection on the 7th Floor.**

NeoCon Talks, in partnership with **Azure Magazine**, is the 7th Floor Exhibit Hall's central programming platform—bringing together industry disruptors, thought leaders, influencers, and fresh perspectives in one dynamic destination.

The program features provocative 20-minute **NeoCon Talks** alongside **Spotlight Sessions**, a featured series exploring how great lighting shapes space, mood, performance, and experience.

Beyond the stage, the experience extends into a welcoming Lounge with coffee, snacks, and space to connect throughout the show.

Position your brand alongside the ideas and people shaping what's next in design.

*Available to multiple sponsors.*

**SPONSORSHIP OPPORTUNITIES AND BENEFITS ON THE FOLLOWING PAGE.**

# FL 7
# NeoCon Talks

| OPPORTUNITES | FEE | WHAT YOU PROVIDE |
|---|---|---|
| Title Sponsor | $15,000 | Product for Stage and Lounge design. Includes all sponsor benefits, **one sponsored session, and top billing across all promotions.** |
| Furniture Sponsor(s) | $7,000 | Mixed seating and occasional tables placed throughout the Lounge and café area. |
| Acoustic Sponsor | $7,000 | Acoustic solutions to ensure an exceptional audio experience and define the Lounge footprint. |
| Flooring Sponsor | $7,000 | Flooring design and product to define and elevate the Lounge space. |
| Lighting Sponsor | $7,000 | Architectural and decorative lighting design and product to shape the atmosphere. |
| Custom Sponsorship | $7,000 | Opportunity to provide attendee hospitality, wireless charging stations, swag, or other creative activation. |

## SPONSOR BENEFITS

**ONSITE PROMOTION**
- Product integration in the Lounge design
- Product-focused video reel in the Lounge
- Sponsor recognition on 7th Floor onsite signage, and 1st/2nd floor digital kiosks
- Opportunity for QR codes or approved branded materials on products

**INCLUDED PROMOTION - NEOCON**
- Sponsored Instagram Story on @neocon_shows
- Sponsored post-show eblast to NeoCon Talks & Spotlight Sessions attendees
- Sponsor listing on neocon.com and printed onsite directory
- Pre- and post-show programming eblasts to 141K+ recipients
- Dedicated NeoCon Talks & Spotlight Sessions webpages + homepage promotion
- Pre-show, onsite and post-show social promotion across NeoCon accounts (115K+ followers)
- NeoCon programming press release (1.4K media outlets / 464M annual reach)
- Recorded sessions included in the online Program Library post-show

**ADDITIONAL PROMOTION THROUGH MEDIA PARTNER:** AZURE

# NeoCon Podcast Lounge

The NeoCon Podcast Studio—powered by SURROUND—will feature a lineup of SURROUND Podcast Network shows recorded live throughout all three days of NeoCon. Align your brand with influential voices in the industry and a content hub built for conversation and discovery. Attendees can listen in on the newest episodes as they're recorded, meet the hosts, enjoy giveaways, and take part in exclusive hospitality.

*Available to multiple sponsors.*

**SPONSORSHIP OPPORTUNITIES AND SPONSOR BENEFITS ON THE FOLLOWING PAGE.**

# NeoCon Podcast Lounge

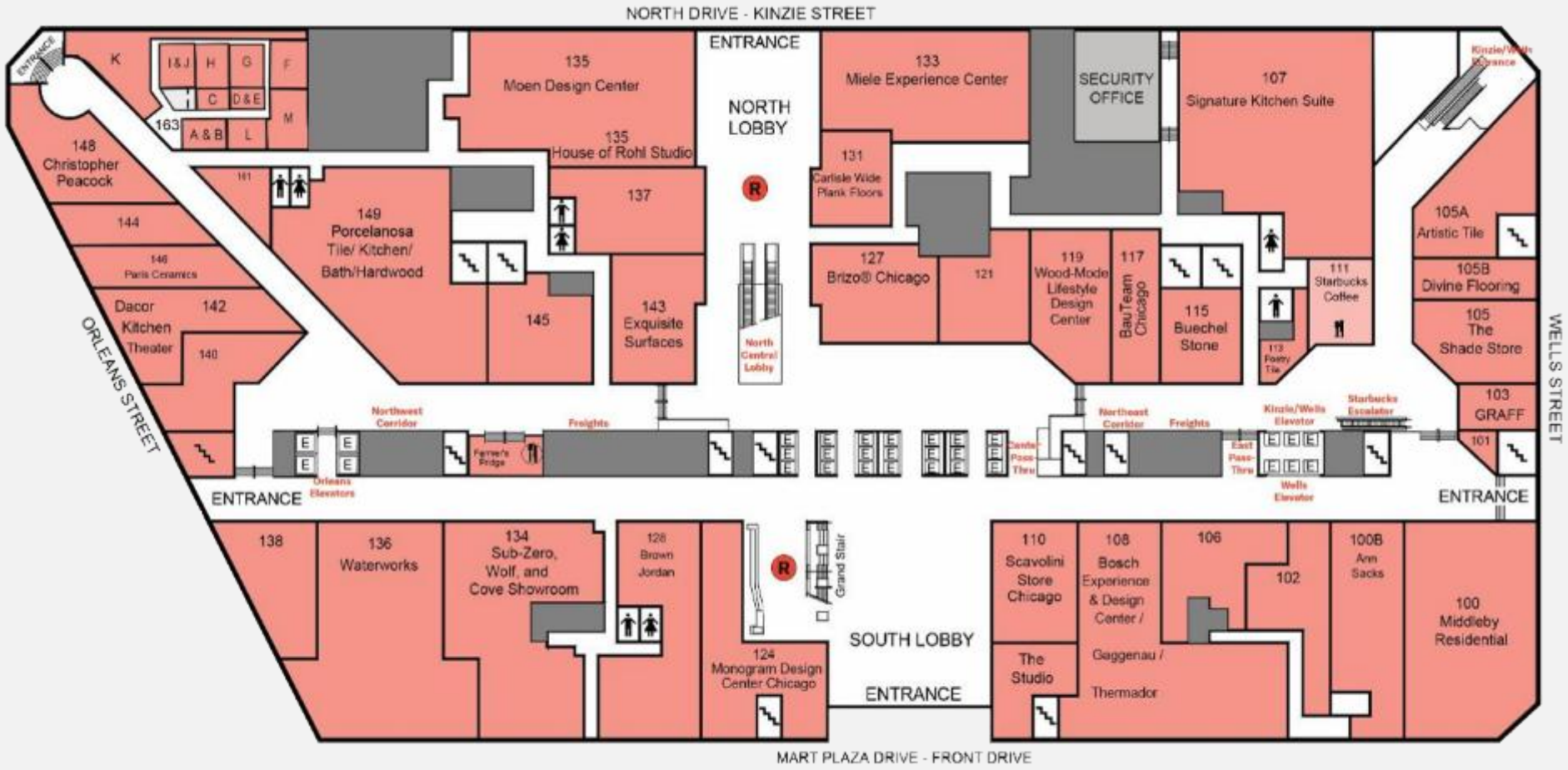
| OPPORTUNITES | FEE |
|---|---|
| Category-Exclusive Title Sponsor | $20,000 |
| Product Partner | $5,000 |

| SPONSOR BENEFITS | TITLE SPONSOR | PRODUCT PARTNER |
|---|---|---|
| **ONSITE PROMOTION** | | |
| - Product integration in the NeoCon Podcast Lounge | ✓ | ✓ |
| - Sponsor recognition on onsite signage | ✓ | ✓ |
| - Opportunity to provide branded giveaways | ✓ | ✓ |
| **SURROUND - INCLUDED PROMOTION** | | |
| - Custom sponsored podcast episode recorded in the Podcast Studio | ✓ | – |
| - 1,000 guaranteed podcast downloads + 50K impressions | ✓ | – |
| - Recap article on interiordesign.net or metropolismag.com | ✓ | – |
| - Sponsor promotion generating a minimum 150K impressions during and after NeoCon | ✓ | – |
| - Onsite Instagram Story coverage on @surroundpodcastnetwork and @interiordesignmag | ✓ | ✓ |
| **NEOCON – INCLUDED PROMOTION** | | |
| - Sponsored Instagram Story on @neocon_shows ($900 value) | ✓ | – |
| - Sponsored rotating web ad on neocon.com ($5K value) | ✓ | – |
| - Sponsor listing on neocon.com and printed onsite directory | ✓ | ✓ |
| - Pre-show eblast to 141K+ recipients | ✓ | ✓ |
| - Dedicated webpage + homepage promotion on neocon.com | ✓ | ✓ |
| - Pre-show and onsite social promotion across NeoCon accounts (115K+ followers) | ✓ | ✓ |
| - NeoCon programming press release (1.4K media outlets / 464M annual reach) | ✓ | ✓ |

# Onsite Activations

INTERIOR + EXTERIOR INSTALLATIONS · EXPERIENCES · LARGE-SCALE BRANDING

# FL 1 Sponsorship Locations



# Kinzie/Wells Exterior Entrance

Put your brand at The Mart's busiest entry point, just steps from the El train, parking garages, and River North. This high-traffic entrance gives you a powerful first impression as attendees arrive at NeoCon.

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

**$25,000**

**Fee does not include materials and labor costs.**

# Kinzie/Wells Interior Entrance

Make a powerful first impression in The Mart's two-story Kinzie/Wells entrance, the busiest point of entry. Activate the surrounding surfaces to capture attention from the moment attendees enter the show.

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, print, social media, and onsite channels.

**$30,000**

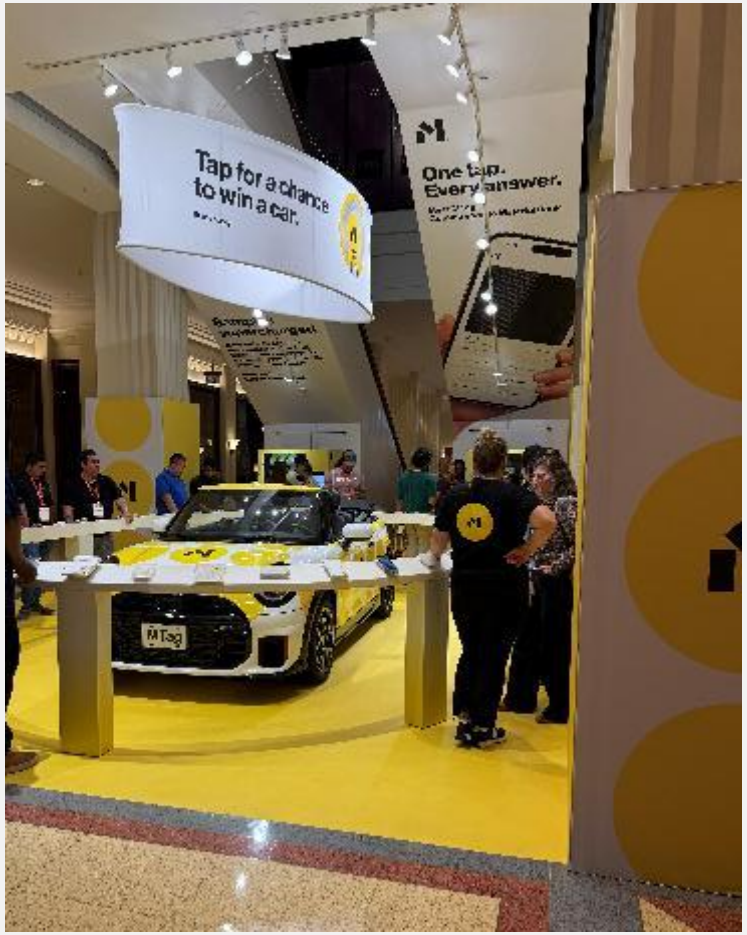
**Fee does not include materials and labor costs.**

# North-Central Lobby

Put your brand at the center of the NeoCon experience with a creative, interactive display in this centrally located first-floor hub. Showcase your product and engage thousands of design professionals as they enter the show.

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.



*Pending*

**$32,000**

**Fee does not include materials and labor costs.**

# South Lobby

At the heart of the historic Merchandise Mart, the South Lobby is a central gathering point throughout NeoCon. Positioned just off River Park, this iconic space offers a high-impact setting to turn your brand into an unforgettable experience.

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

*No longer available.*

**$50,000**

**Fee does not include materials and labor costs.**

# East Pass-Through

Capture repeated exposure in this prime pass-through on the way from the Kinzie/Wells entrance into the heart of the Show. With visibility to NeoCon attendees and Mart visitors, it's an ideal location to keep your brand top of mind and direct traffic to your showroom or booth.

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

*Pending*

**$32,000**

**Fee does not include materials and labor costs.**

# Center Pass-Through

This prime pass-through space in the center of the 1st floor of The Mart guarantees repeated exposure to every NeoCon attendee and Mart visitor. With its outstanding visibility on 2 20'+ walls, your brand will be impossible to miss. Leverage this spot to keep your brand top of mind and drive crowds straight to your showroom or booth.

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, print, social media, and onsite channels.

**$30,000**

**Fee does not include materials and labor costs.**

# Starbucks Escalator

Make a striking statement in one of NeoCon's highest-traffic areas. Located on the first floor across from Starbucks and adjacent to the busiest entrance, this escalator placement puts your brand in front of attendees throughout the show.

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

**$25,000**

**Fee does not include materials and labor costs.**

# Freight Elevators

Turn The Mart's freight elevators into branded canvases that move attendees from the first floor to NeoCon's show floors throughout the event. Activate the space with flooring, lighting, paint, and signage.

*Elevator-door decals are available for an additional $1,500 per door, per floor, including print and installation; eligible with an interior sponsorship.*

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

*No longer available.*

**$7,000**

**Fee does not include materials and labor costs.**

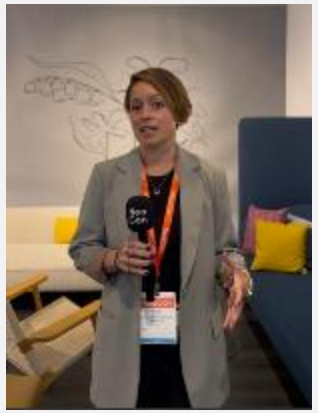
# Press Office
# Product & Hospitality

Put your brand in front of hundreds of press members from around the world by sponsoring the NeoCon Press Office. The media hub where press congregates during the show serves leading design, business, and technology outlets, as well as industry leaders meeting with the media, and includes interview/workspace, printers, charging stations, meals, snacks, and coffee throughout the show. Multiple sponsorships available.

*Available to multiple sponsors.*

**SPONSORSHIP OPPORTUNITIES AND BENEFITS ON THE FOLLOWING PAGE.**

*The coffee cart, the food, the ability to charge phones/computers (and yourself for a few minutes) is always appreciated. This is honestly the best press room out of any tradeshow I attend" – NeoCon 2026 Press Survey*



# Press Office Product & Hospitality

| OPPORTUNITES | FEE | DETAILS |
|---|---|---|
| Furniture/ Product | $5,000 | Showcase your products throughout the Press Office with mixed seating, occasional tables, and conference tables integrated into the designed space—putting your products directly in front of media and industry influencers. Does not include materials or labor. |
| Espresso Cart & Service | $10,000 run-of-show | Sponsor the beloved Espresso Cart, powered by Chicago-based, women-owned Nood Coffee, and be the exclusive brand press encounters every time they recharge. Includes branded cups and all catering fees. |
| Press Breakfast & Lunch | $5,000 per day | Keep the press fueled during a busy show day. Sponsor a catered breakfast and lunch and connect your brand with media members as they take a break, recharge, and connect with colleagues. Includes all catering fees. |
| Press Happy Hour | $3,500 per day | Bring the press together at the end of the day. Sponsor a casual happy hour designed for media members to unwind, network, and connect after a full day at NeoCon—creating a relaxed setting for your brand to make an impression. Includes all catering fees. |
| Pens & Notepads | $1,500 | Provide branded pens and notepads, giving media members a useful takeaway they can use during interviews, meetings, and show coverage. Does not include pens or notepads. |
| Custom Sponsorship | $5,000 | Opportunity to provide attendee hospitality, wireless charging stations, swag, or other creative activation. Does not include materials or labor. |

**SPONSOR BENEFITS**

**ONSITE PROMOTION**
- Product integration in the designed Press Office.
- Brand visibility on onsite signage at the entrance and within the Press Office.
- Opportunity for QR codes or approved branded materials within Press Office.
- Onsite social promotion across NeoCon accounts (115K+ followers)

**NEOCON - INCLUDED PROMOTION**
- Sponsor listing on neocon.com and printed onsite directory
- Recognition on dedicated Press Office webpage on neocon.com

# FL 7
# Main Café

Bring your brand and product into a thoughtfully curated café at the heart of the NeoCon Exhibit Hall. A designer will integrate brands across product categories into an inviting space where attendees can relax, connect, refuel, and recharge before heading to a booth or showroom.

*Available to multiple sponsors.*

**INCLUDED PROMOTION**
Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

**$6,500**
**Fee does not include materials and labor costs.**

# FL 7
# Café/Lounge

Transform this bustling pass-through—connecting the two main aisles on the 7th Floor Exhibit Hall—into a vibrant branded oasis. Make your mark with a striking, welcoming space where they can take a break before heading to your booth or showroom. Sponsor is welcome to offer hospitality throughout the show. Space is co-located concessions.

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

**$8,000**

**Fee does not include materials and labor costs.**

# FL 7
# Pass-Throughs

Transform two high-traffic pass-throughs connecting the 7th Floor Exhibit Hall's main aisles into dynamic showcases for your product. Create an engaging experience that captures attention and guides attendees toward your booth or showroom.

**INCLUDED PROMOTION**

Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

**$7,000**

**Fee does not include materials and labor costs.**

# Onsite Advertising

LARGE-SCALE BRANDING · EXTERIOR BANNERS · ELEVATOR DECALS · DIGITAL KIOSKS · OFFICIAL SHOW BAGS

# South Drive Banners

Put your brand on the prominent façade of The Mart with a South Drive banner. Reach NeoCon attendees, Mart visitors, Chicago River traffic, and Wacker Drive commuters with a highly visible placement.

**$12,500**

**Fee includes printing, installation and removal of banner.**

# FL 1 Full-Wall Elevator Decal

Command attention as attendees arrive with a 20-foot, large-scale elevator-bank takeover directly across from Starbucks and The Mart's busiest entrance.

**$25,000**

**Fee includes printing, installation and removal of decal.**

# FL 2 Full Wall Elevator Decal

Make a major impression in a high-traffic 2nd Floor location near NeoCon registration and badge pickup, the Food Hall, food and coffee vendors, and the indoor El train entrance.

**$15,000**

**Fee includes printing, installation and removal of decal.**

# FL 7 Elevator Lobby Takeover

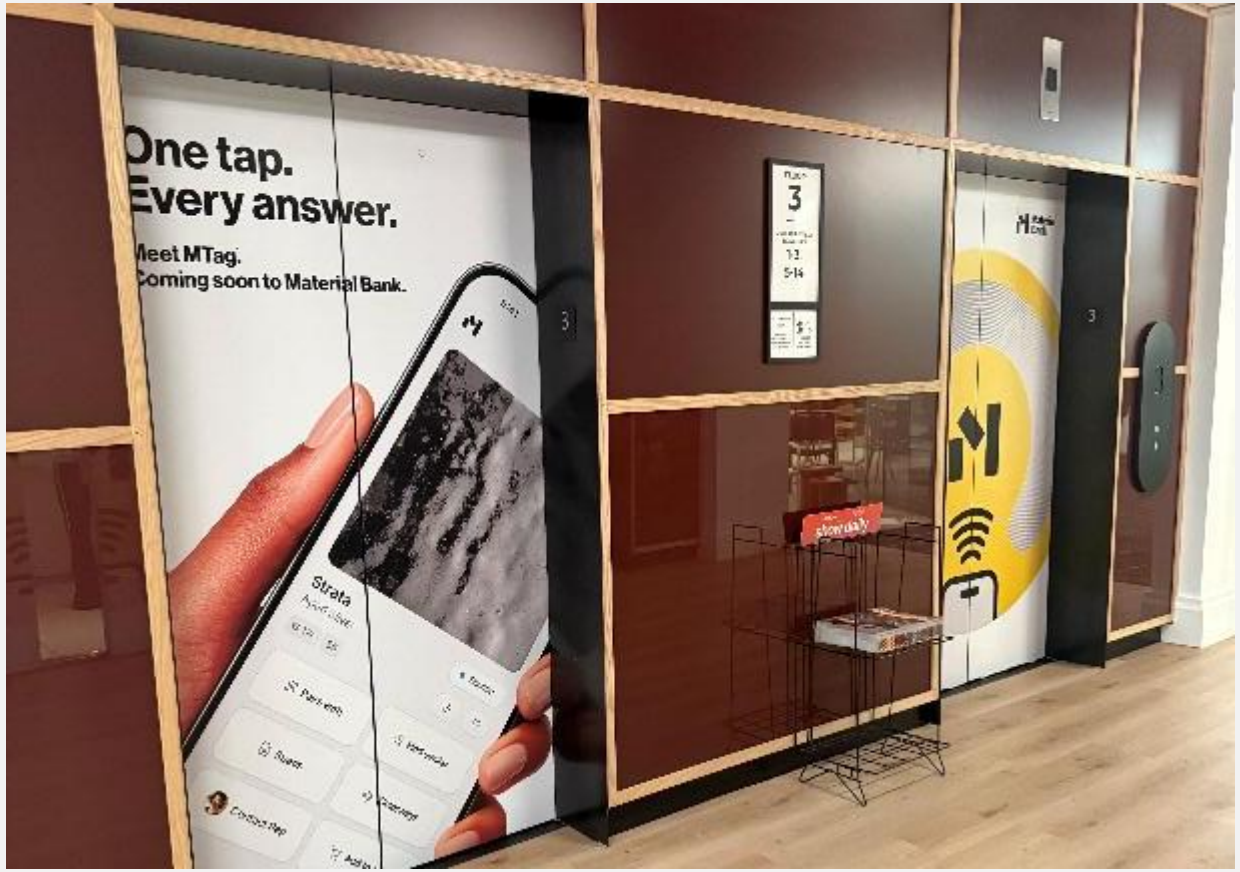
Take over the Orleans 7th Floor elevator lobby with impactful decals extending into a main aisle, putting your brand front and center as attendees enter the Exhibit Hall.

**$17,000**

**Fee includes printing, installation and removal of decal.**

# FL 1, 3, 10, 11
# Elevator Door Decals

Brand an elevator bank with custom door decals and turn a high-traffic ride into an onsite billboard that can direct attendees to your booth or showroom.




**$12,000 per elevator bank, per floor**
**Fee includes printing, installation and removal of decal.**

# FL 1+2
# Digital Kiosks

Promote your brand on The Mart's 13 digital kiosks throughout the first and second floors. Ads rotate with NeoCon wayfinding and partner messaging and may be static or animated.

**Rotation Details**: On average, there are 8 ad slots that run for 8 seconds each, 24/7. A selection of these slots are used for NeoCon show info. On the double and triple screen kiosks, one screen will be dedicated to exhibitor ads and partner ads.

**$3,500** per show day

# FL 2
# Billboards

Make an impact in three high-traffic 2nd Floor locations at The Mart. These large-format placements give your brand a prominent way to promote your presence throughout the show.

**$7,500 per billboard**
**Fee includes printing, installation and removal of banner.**

# Official NeoCon Show Bag

Turn your brand into a moving billboard. NeoCon show bags are distributed near registration on the first floor and continue to travel throughout The Mart long after the show. Choose from a range of fabrics, colors, and styles.

Minimum 5,000 bags, with more recommended for greater visibility.

**$10,000**

**Fee includes NeoCon staff to distribute bags. Fee does not include bag production or shipping.**

# Illuminate at NeoCon

IMMERSIVE EDUCATIONAL VIGNETTES · FLOOR 1 SHOWCASES · HOSPITALITY & EVENTS

# Immersive, Educational Vignettes

illuminate at NeoCon

Showcase the transformative power of lighting through interactive vignette installations that demonstrate how light shapes spaces across a range of applications. Each curated vignette features a distinct theme or focus, highlighting innovative lighting technologies, design solutions, and real-world applications—positioning your brand as both an educator and innovator.

**INCLUDED PROMOTION**

Company branding on vignette signage, plus a QR code linking directly to product information. Sponsors will also be featured on the Illuminate webpage on neocon.com and placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

**$7,500 - $15,000 plus product**

**Fee includes labor and installation costs.**

# FL 1 Lighting Showcase

Put your lighting brand and Illuminate front and center as attendees enter The Mart. Create a designed, branded showcase on the first floor of The Mart that captures attention, builds excitement, and drives attendees to your booth giving you a high-impact opportunity to make an impression before the show even begins.

**INCLUDED PROMOTION**

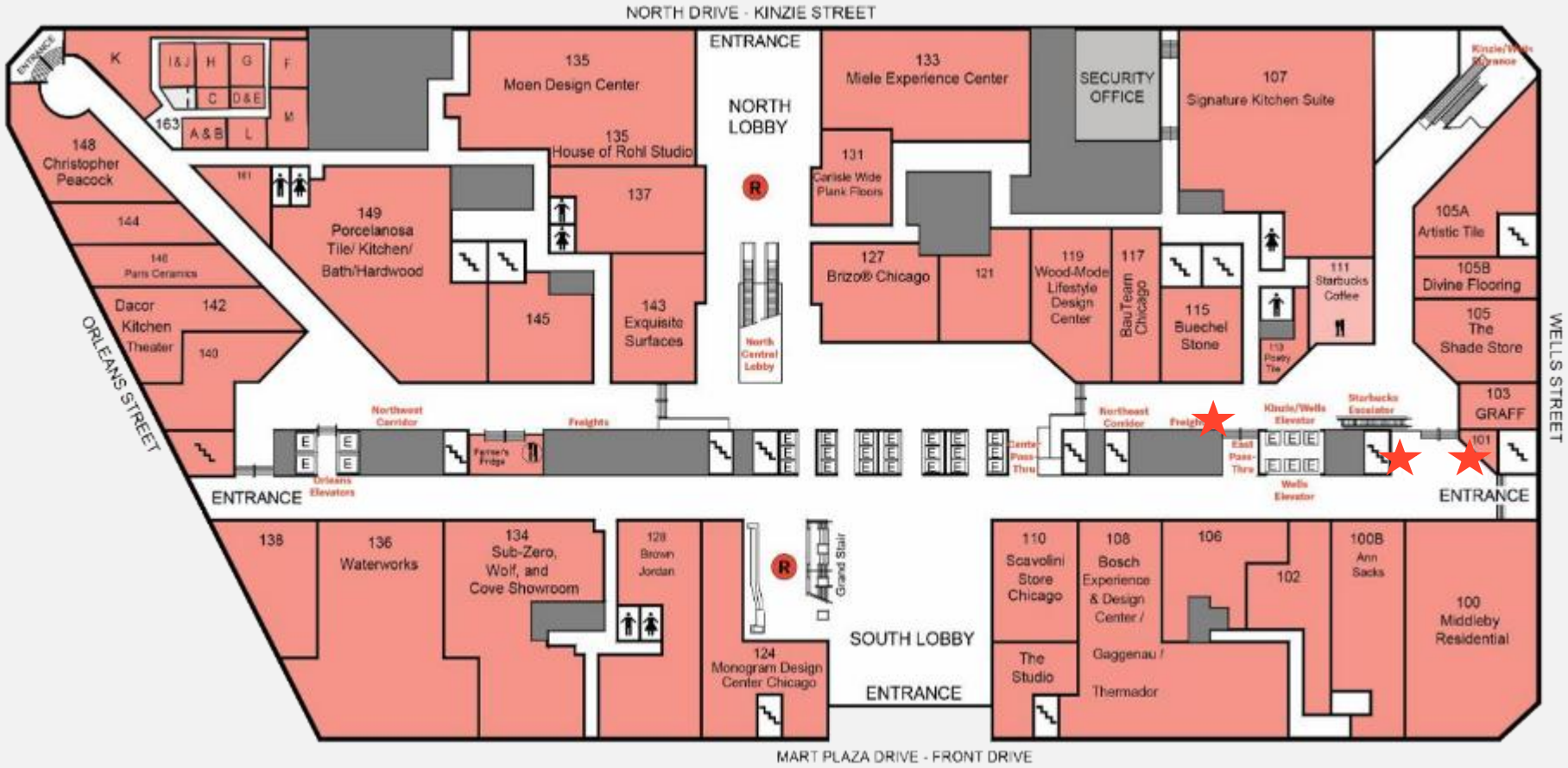
Placement in the Experiences & Activations campaign, with promotion across NeoCon email, website, printed directory, social media, and onsite channels.

**$10,000**

**Fee does not include materials and labor costs.**

# FL 1 Lighting Showcase Locations

illuminate at NeoCon




★ Illuminate Showcase Locations

# Hospitality & Events

Host a high-visibility networking moment with a sponsored coffee break or happy hour - an easy, welcoming touchpoint for attendees.

*One sponsor per event; morning and afternoon hospitality.*

**INCLUDED PROMOTION**

Event signage branding, recognition on the Illuminate webpage, and inclusion in the *Events* campaign, with promotion across NeoCon email, website, print, social media, and onsite channels.

**$6,500** per event

**Fee includes catering.**

# 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*

We look forward to partnering with you to create a standout NeoCon 2027 presence!

NeoCon