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	*Sold Out*	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	*Pending*	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 11.3.26. **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

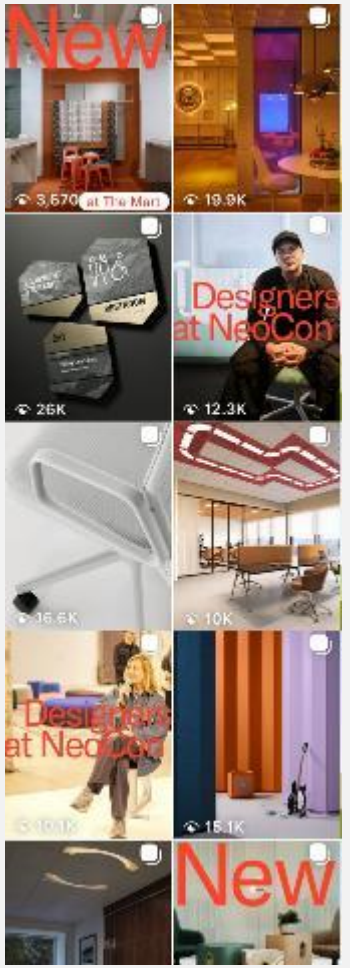
41,000 3rd-Party Opt-ins
Per sponsored email

57,000 Avg Banner Ad Impressions
Per placement

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

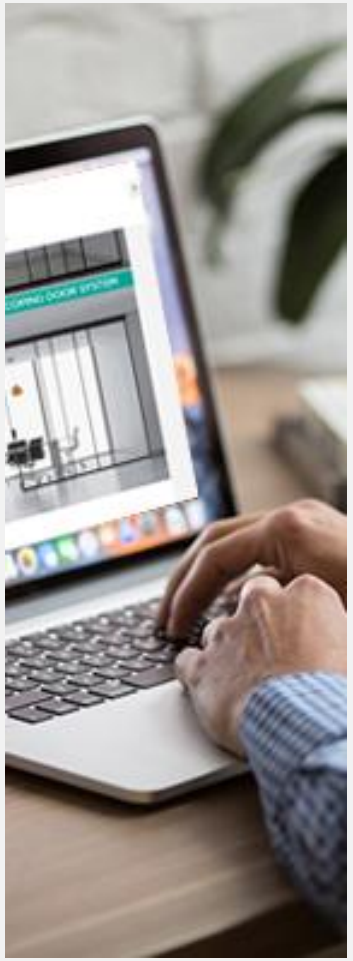
OFFERING	WHAT YOU GET	PERFORMANCE	APR–AUG '27	SEP '26–MAR '27
LinkedIn Community Spotlight	Position your company's representatives as thought leaders. Share your team's unique perspective on NeoCon and the commercial design industry and elevate your brand's professional network within our LinkedIn community. *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



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
- AZURE online article, social post, and newsletter sponsorship announcing the lineup of speakers and mention of sponsors
- Inclusion of that article in a bi-weekly AZURE Editorial newsletter
- Sponsored module in the AZ editorial Newsletter promoting activation with mention of sponsors
- AZURE social post captured on-site, promoting the activation and mentioning sponsors
- Live Instagram coverage each day of show mentioning and tagging sponsors (@azuremagazine, 77K followers)
- NeoCon Talks recap article (including links to video content) promoted via Social and Newsletter with mention of sponsors

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

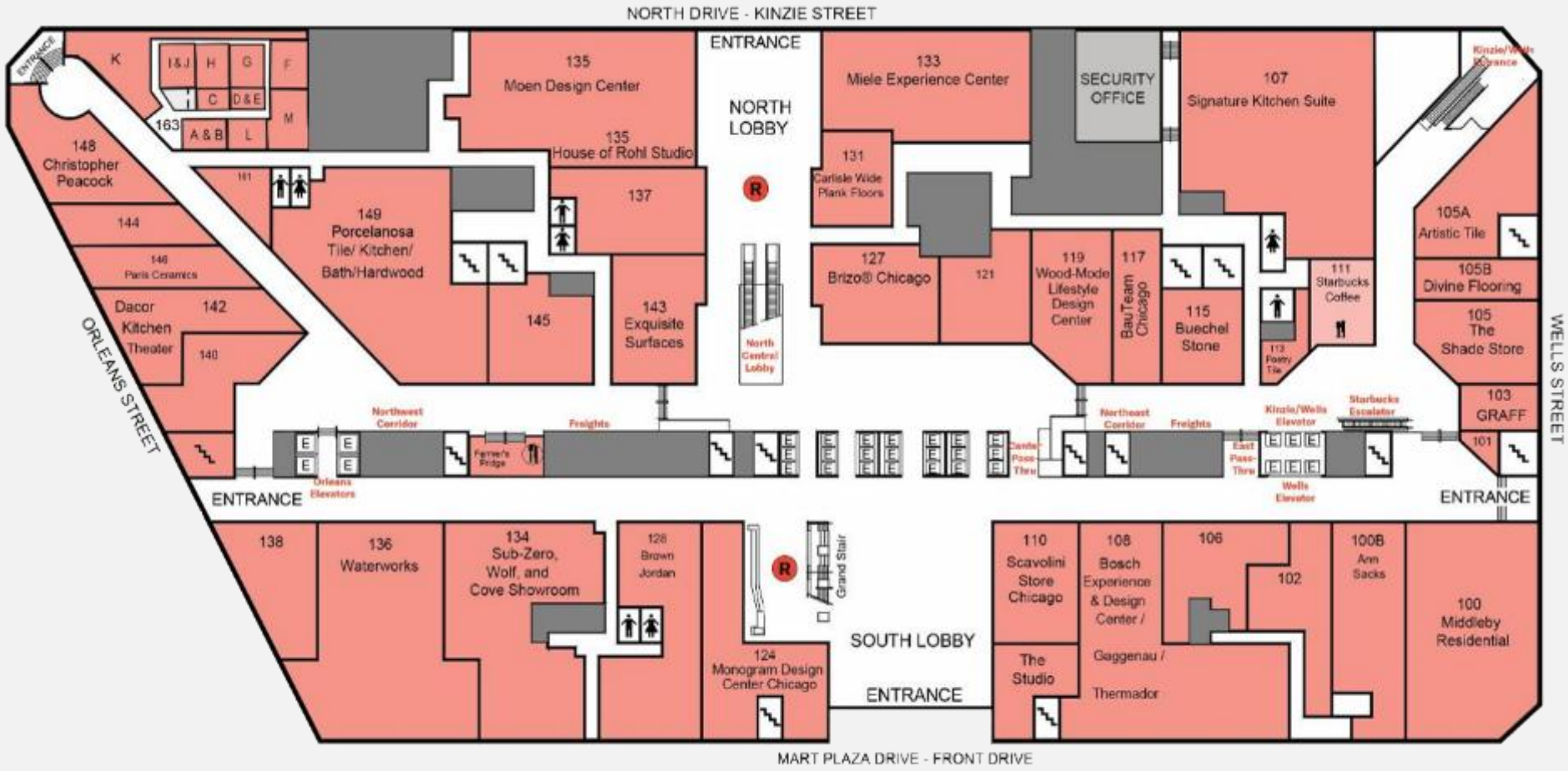
OPPORTUNITES	FEE
Category-Exclusive Title Sponsor	$20,000
Product Partner	$5,000

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.







No longer available.

$30,000

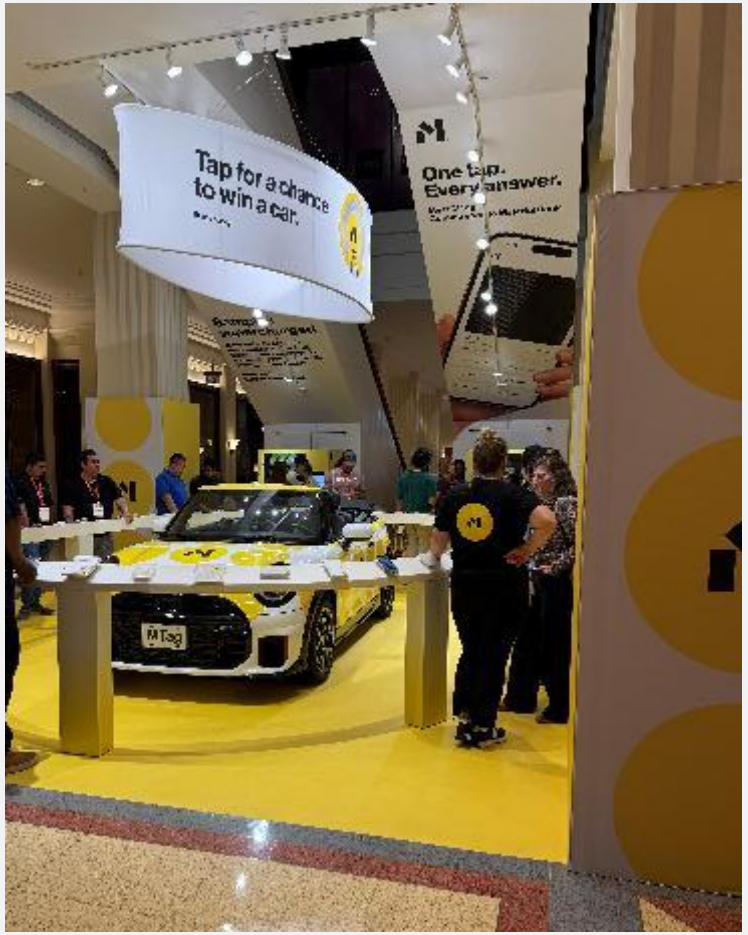
Fee does not include materials and labor costs.

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.







Pending

$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.

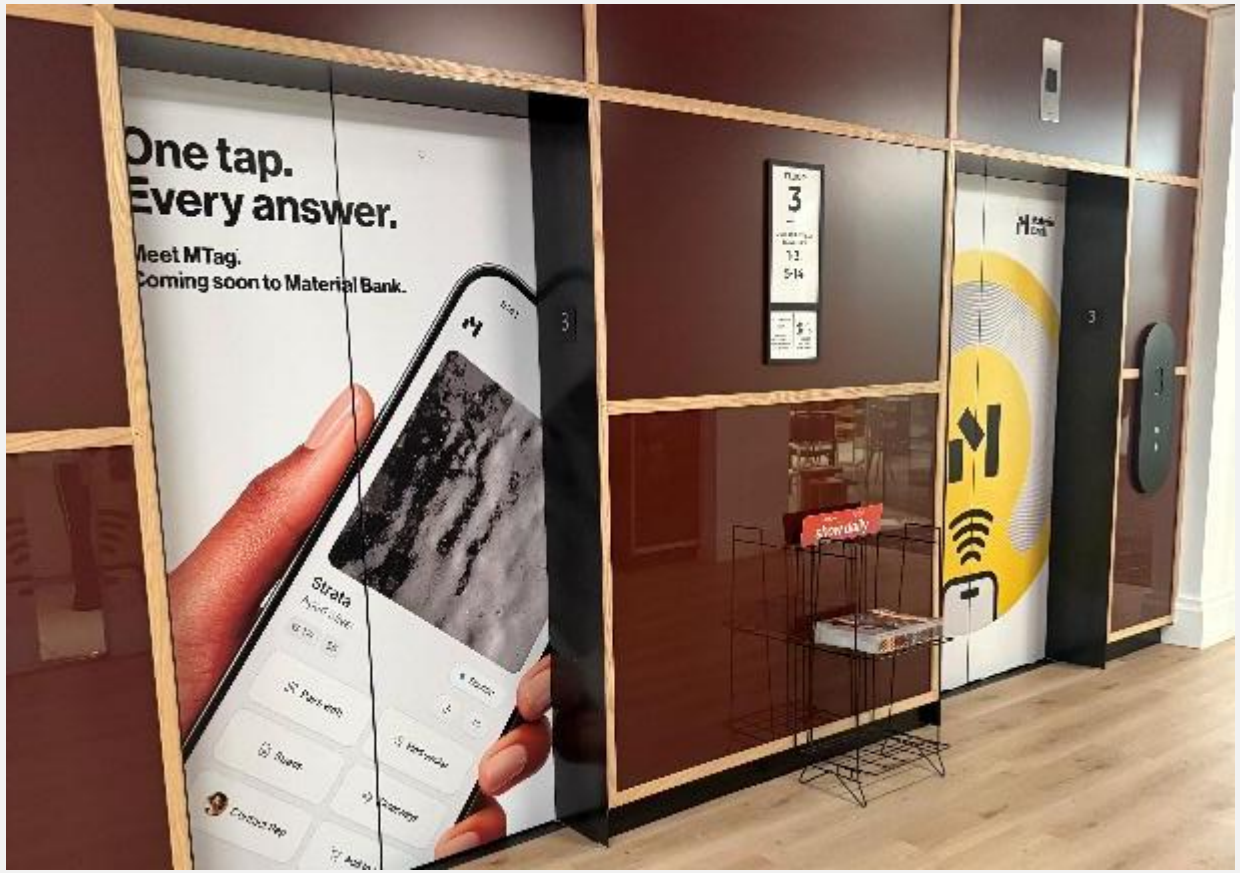


$17,000

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

illuminate at NeoCon

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.

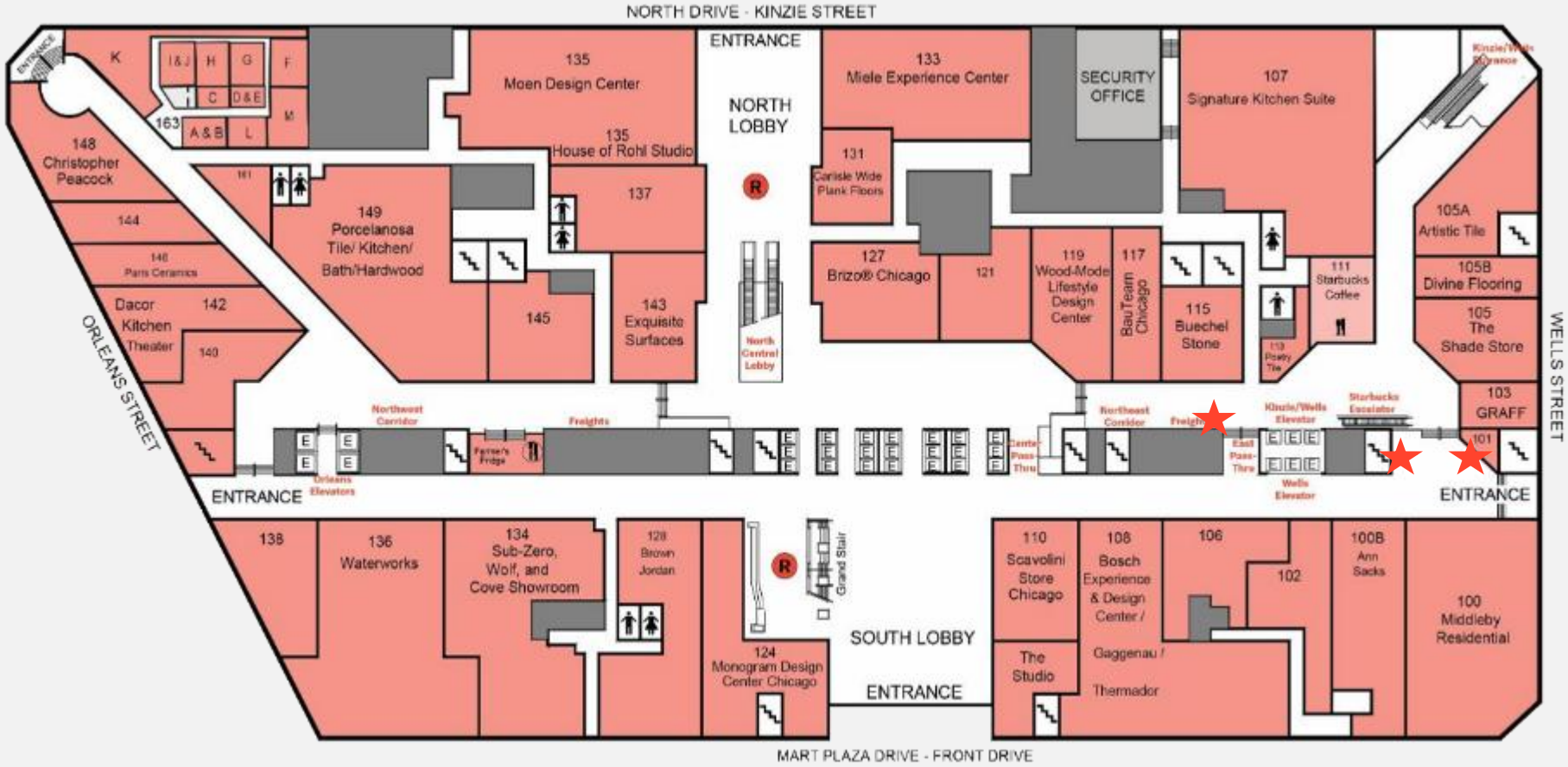


$10,000

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

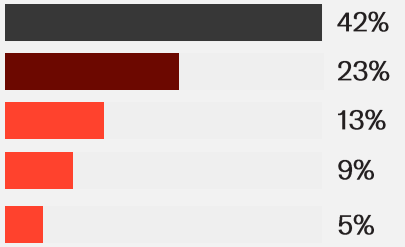
Fee includes catering.

Who Attends

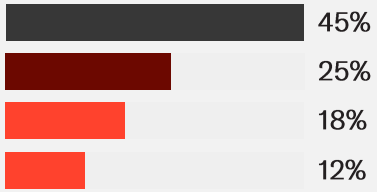
55,000+
ATTENDANCE IN 2026

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

BY PROFESSION



BY POSITION



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