

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 2023 Recap (updated information for 2024 will be added in August)
- NeoCon 2024, Programming, Features & Events
- Let's get started!



A background image of a Chicago street scene featuring a historic brick building with many windows, a rainbow flag on a pole, and a bridge over a river. Modern skyscrapers are visible in the distance.

Now in its 55th year, NeoCon continues to draw thousands of manufacturers, dealers, architects, designers, end-users, design organizations, and media to THE MART in Chicago for the world's most important platform for commercial interior design.

With a robust attendance of over 50,000 design professionals and more than 400 leading companies launching game-changing new products and services, NeoCon is a lively hub of activity and innovation, igniting a collective passion for a better shared future through design.

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.

Floor 14

Residential & Hospitality Showrooms

Floor 11

Commercial Showrooms

Floor 10

Commercial Showrooms

Floor 7

Exhibit Hall/NeoCon Talks Lounge

Foodstuffs Cafe, Armstrong Flooring Cafe Lounge,
Beatrix Coffee Roasters, Mother's Room

→ Furniture + Fabrics

→ Flooring

→ Interior Building Products

→ Finishes + Materials

→ Technology

Floor 6

Residential & Hospitality Showrooms

Floor 3

Commercial Showrooms

Floor 2

NeoCon Presentation Studio at WorkLife Meetings

Registration, Coat/Luggage Check, Marshall's Landing,
Additional Food Options, Mother's Room

Floor 1

Kitchen & Bath Showrooms

Registration, River Park, Food Options

EXHIBIT HALL BOOTH PACKAGE

The NeoCon Exhibit Hall is located on Floor 7 of THE MART, and 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' x1 0'):

- 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
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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.

NeoCon

2023 RECAP

NEOCON 2023 RECAP

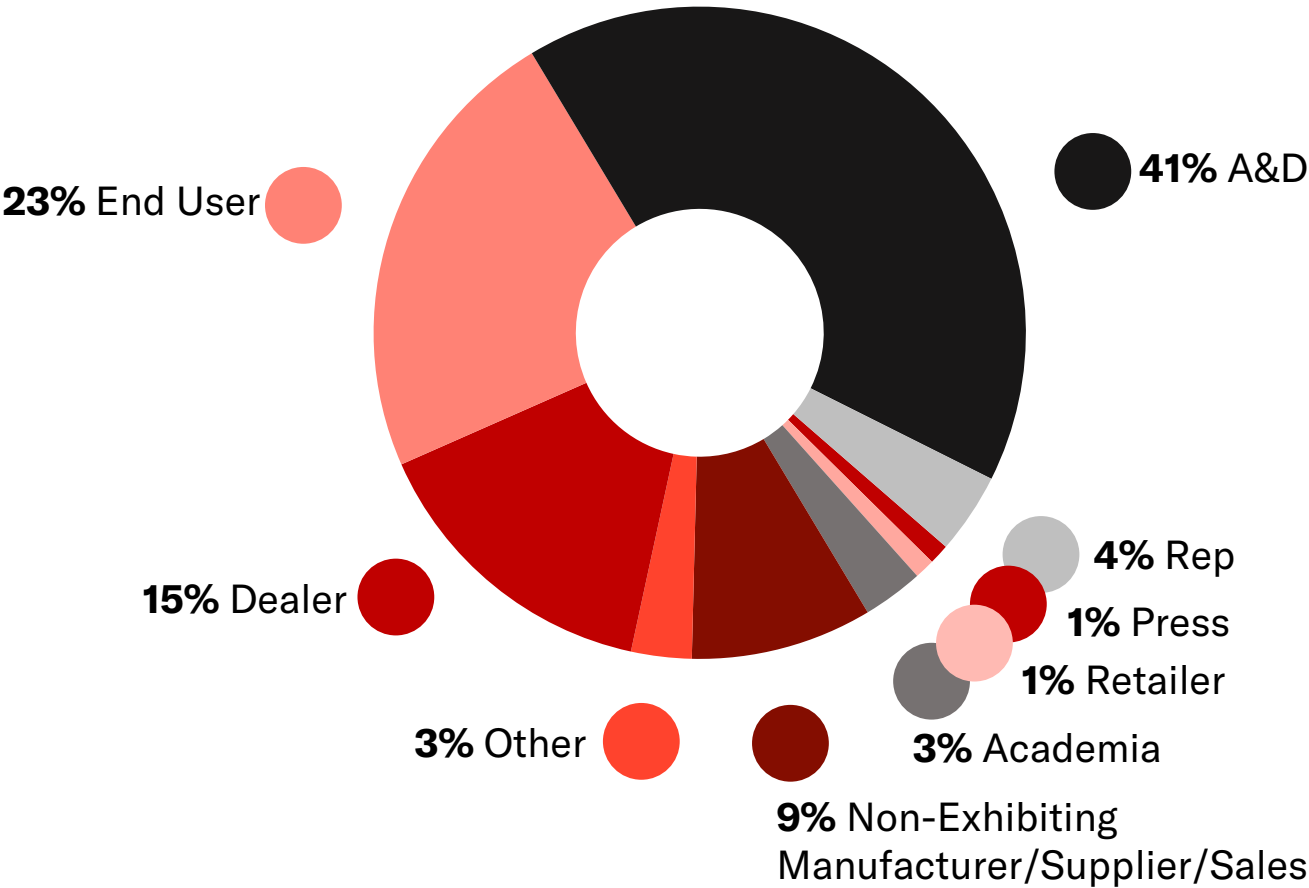
HIGHLIGHTS

- 51,000 industry professionals (up 28% over 2022; 88% of 2019)
- Close to 13,000 different companies and organizations attending
- All 50 states represented
- 15% International (99 countries)
- 432 leading and emerging companies exhibiting
- Debuted 12 new MART showrooms
- Launched new MART renovations including WorkLife Meetings space
- High energy events
- Strong programming including new formats



ATTENDANCE

PROFESSIONAL TYPE



End User **+6%** over 2022

ATTENDANCE



Corporate
67%



Hospitality
35%



Healthcare
33%



Public Space
32%



Education
K-12: **24%**
Higher Ed: **30%**



Government
28%



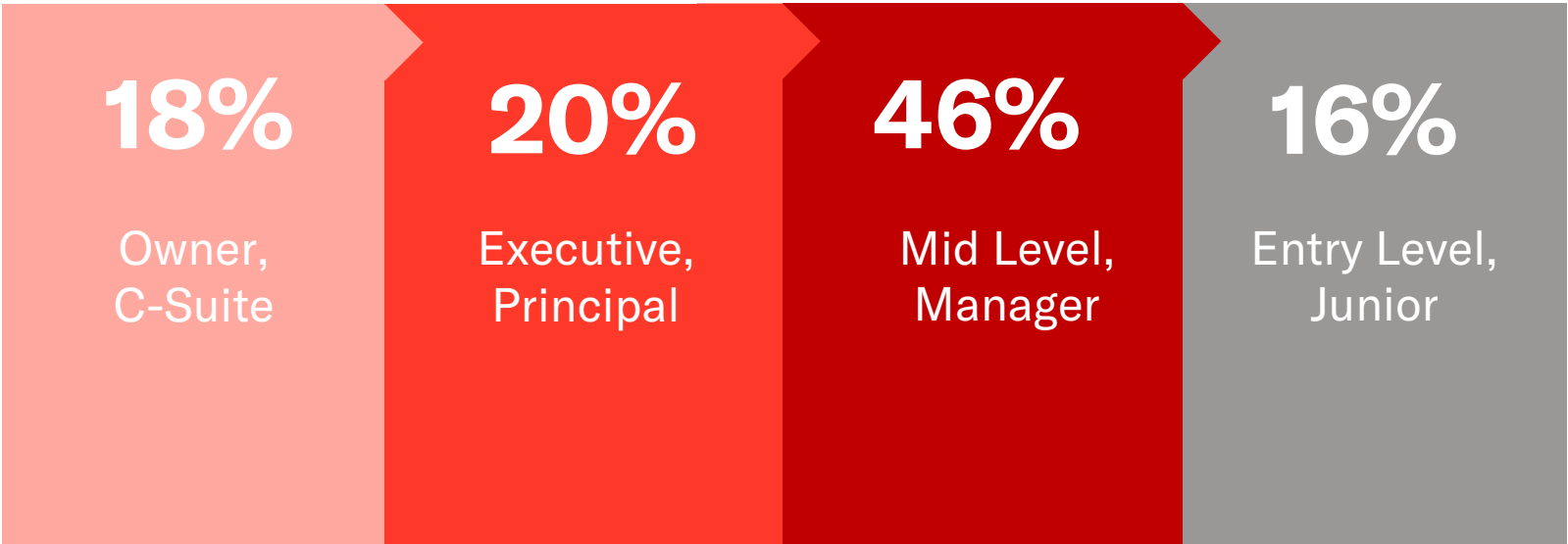
Residential
24%



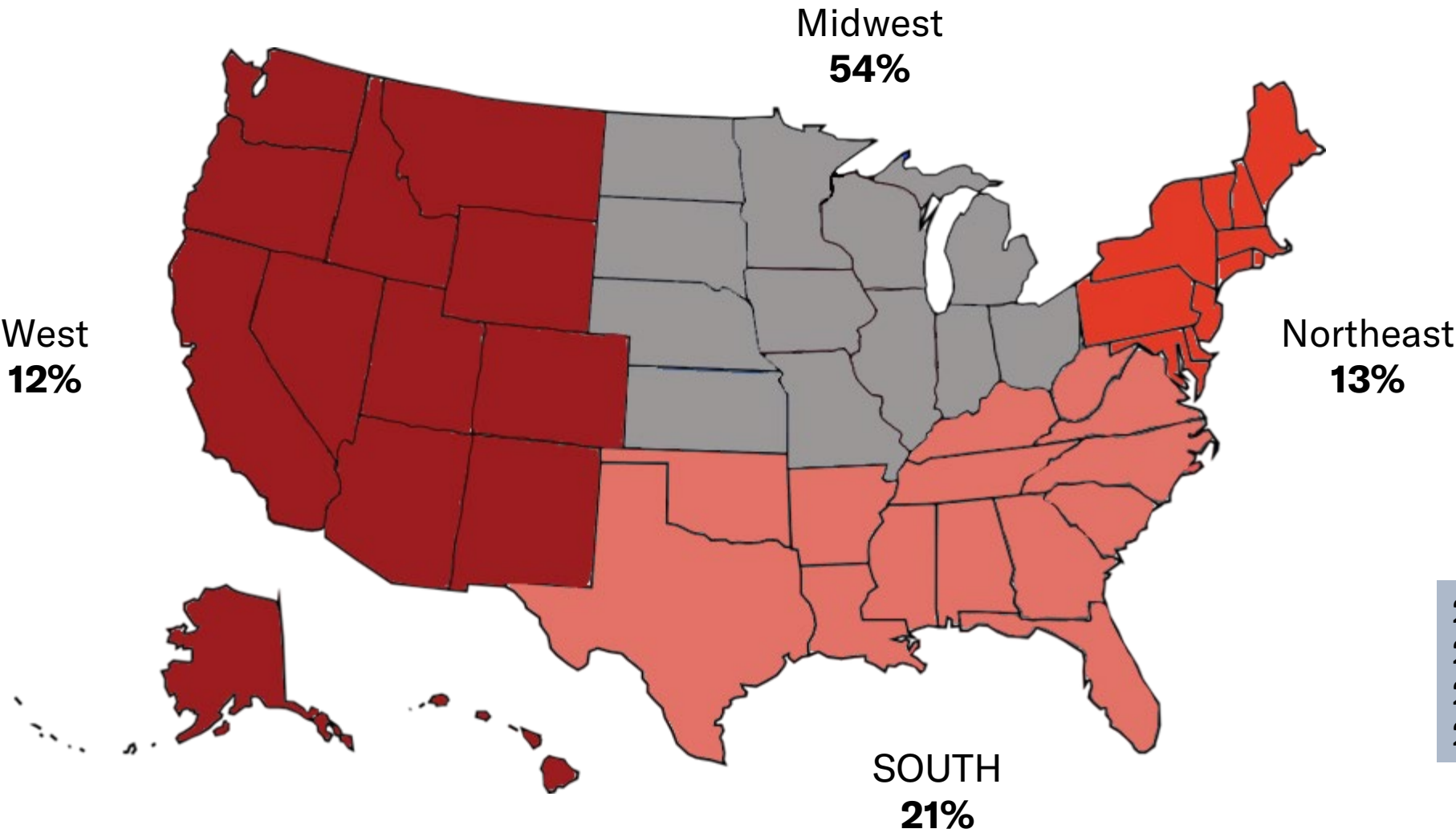
Retail
24%

*Attendees can select more than one industry.

ATTENDANCE BY POSITION



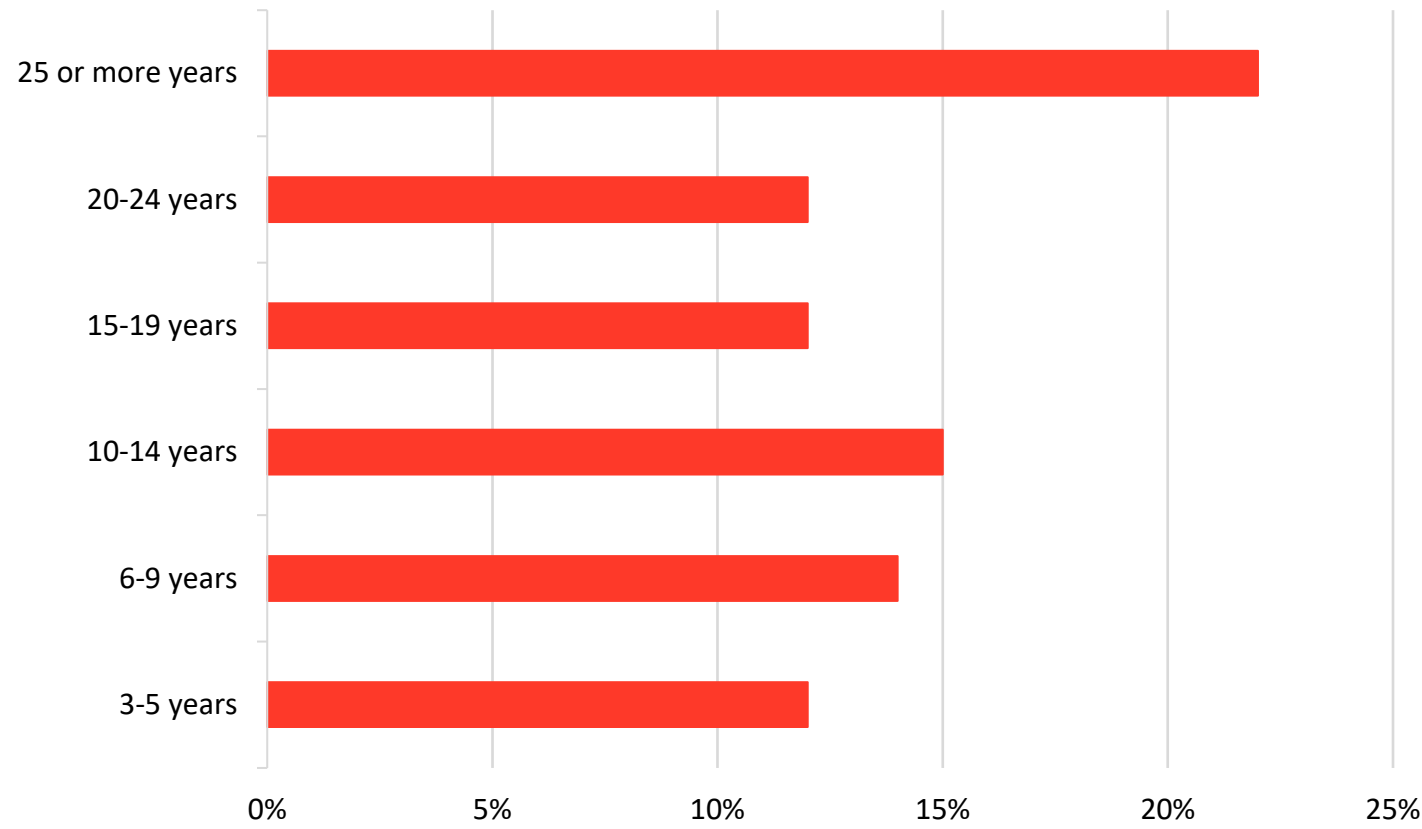
ATTENDANCE BY REGION



2023: **15%** International
2022: **10%** International
2021: **6%** International
2019: **15%** International

ATTENDANCE

BY YEARS IN INDUSTRY



NEOCON 2023 RECAP

SOCIAL MEDIA

INSTAGRAM, LINKEDIN, X, & FACEBOOK

Year-round Content | Product Spotlights |
Exhibitor Takeovers | Onsite Reels

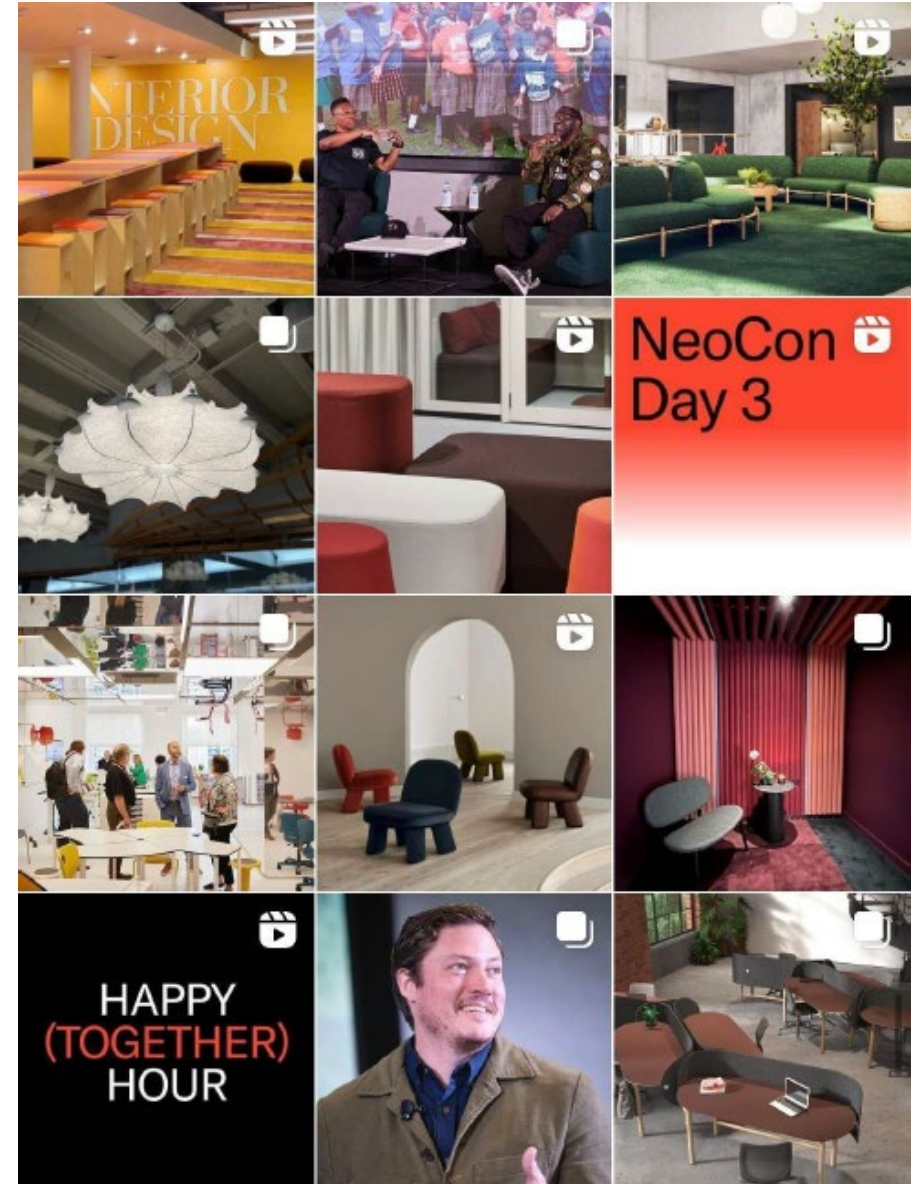
Metrics from June 2022 to June 2023:

86,500 Total Followers
+15% growth

1,000,000 Total Impressions
+16% growth

55,000 Total Engagements
+14% growth

245,000 Total Video Views in June 2023
+134% Growth in Video Views



NEOCON 2023 RECAP

SOCIAL MEDIA INSTAGRAM

2023 Show Week Highlights

Gained **1,983** Followers

***+25%** more growth than 2022 show week*

79,397 Accounts Reached

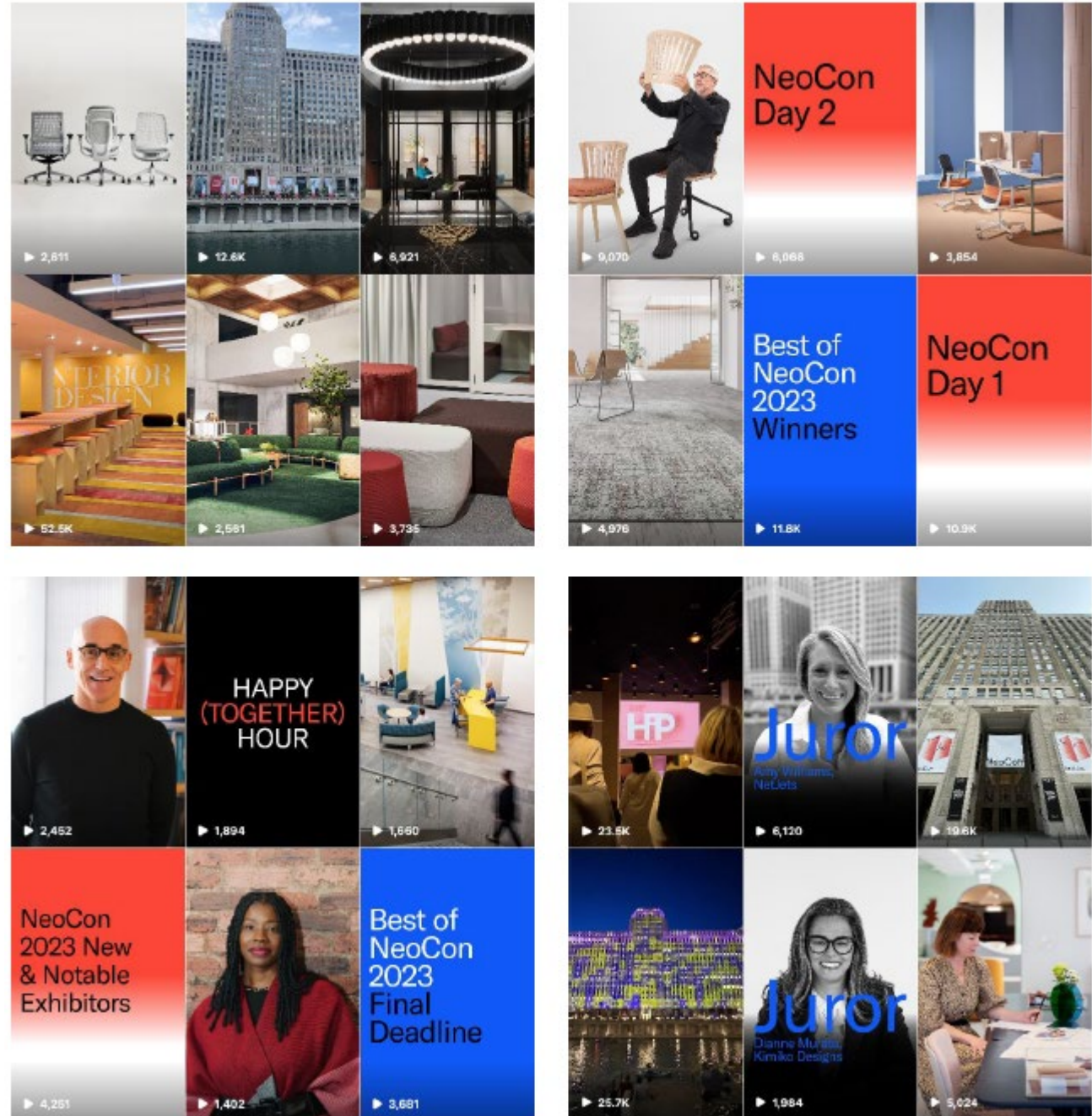
***+309%** more accounts than avg. week*

434,279 Impressions

***+27%** from 2022*

10,233 Engagements

***+45%** from 2022*



NEOCON 2023 RECAP

SOCIAL MEDIA LINKEDIN

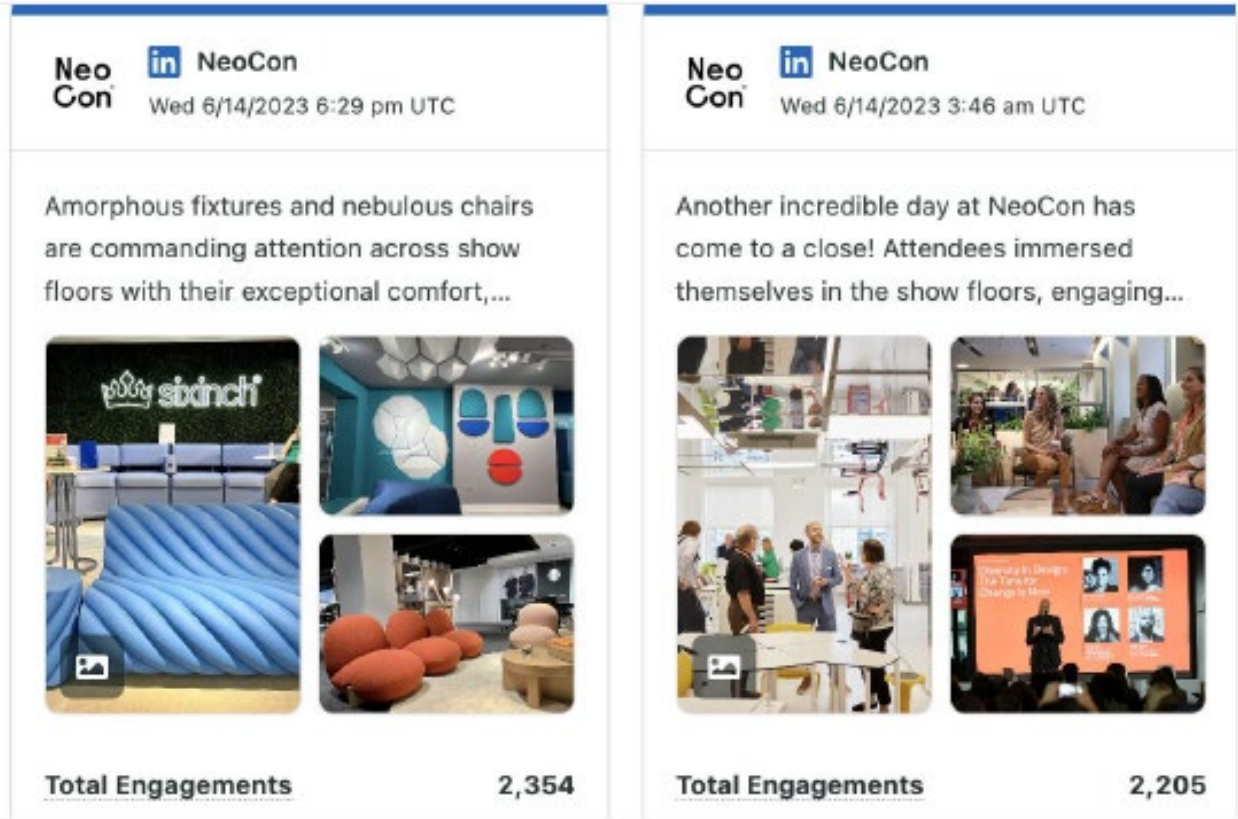
2023 Highlights

Gained **3,002** Followers since NeoCon 2022
+29.56% more growth than 2021-2022

2,965 Total Page Views

13,460 Total Engagements

42,577 Total Impressions



NEOCON 2023 RECAP

WEBSITE NEOCON.COM

Google Analytics | June 2022 to June 2023

989,000 Total Page View

+8% growth

834,000 Unique Page Views

+5% growth

73,000 Exhibitor Page Views

321,500 New Users

NeoCon


About / Attend / Exhibitors / Programming / Features & Events / Press / Register

Together We Design

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

June 10-12, 2024
THE MART
Chicago

2023 CEU Registration Open
Through August 13 →




Watch livestreams of NeoCon
keynotes and featured presentations,
and access your Virtual CEU sessions
through August 15.
Enter now →

Enter the email you used for registration.

The Forefront of Design

With nearly 1 million square feet of exhibition space, NeoCon features game-changing products and services from more than 400 leading companies and emerging players as well as industry partners — providing unparalleled access to the latest and most innovative solutions in commercial design.



Best of
Competition:
Flote
by Hightower

Best of
NeoCon

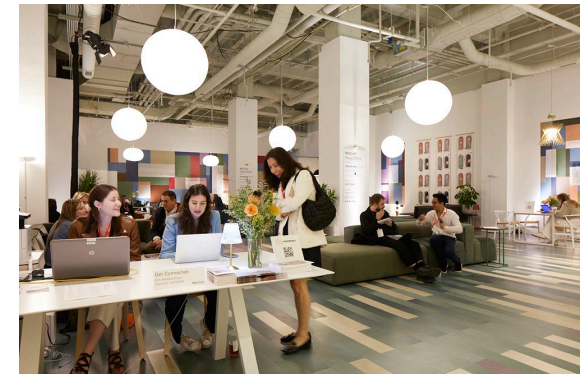
NEOCON 2023 RECAP

PUBLIC RELATIONS MEDIA REACH

Overall Media Reach:

***278,687,636**

*Includes NeoCon show/programming, exhibitor news, newswire pickup, and NeoCon's inclusion in any MART transformation coverage.



NeoCon

2024

Design Takes Shape

June 10–12
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NeoCon

NEOCON 2024

NOTABLE END USER REGISTRANTS

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

NEOCON 2024

CONTINUED...

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



2024

EXHIBITORS

COLOR.
DESIGN.
LIFE.

NEOCON 2024

LEASING ACTIVITY

Over 218K sf ft of showroom leasing
January 2023 – March 2024 (140k
Contract)

*24 new showrooms,
including:*

- Tiger Leather
- Frovi (UK)
- Furniture Lab
- Schiavello (Australia)
- Venue
- Thinkspace (UK)
- Stance
- Aku Technologies
- Framery (Switzerland)
- Darran
- Bold Furniture
- Ergocentric
- Fomcore
- Nevins
- Bulo (Belgium)
- Accouo by Sedia Systems
- Nevins
- Mizetto (Switzerland)
- Silen (Estonia)
- Isomi (UK)

*Key renewals (33
total in Contract):*

- Haworth Partner Brands
- Pedrali
- Martin Bratrud
- Turf expansion and renewal
- Arcadia expansion and renewal
- Kettal expansion and renewal
- Davis expansion and renewal
- Enwork Renewal
- Emeco Renewal



at THE MART

NEOCON 2024

EXHIBIT HALL – FL7

70,000 SF of exhibit space in 2024 (10% increase over 2023)

Over 220 Exhibitors

NEW Floor activations and programming

- Climate Positive Solutions Gallery
- Pratt: Emerging Design

- Major capital upgrades include:
 - New elevator lobbies
 - New carpet in main aisles
 - Updated restrooms
 - Upgraded amenity spaces





2024

PROGRAMMING

NEOCON 2024

KEYNOTES

Bob Weis Global Entertainment Leader, *Gensler*

Association Partner:

IIDA

Sponsored by:

THE WALL STREET JOURNAL.

Yinka Ilori British-Nigerian Multi-Disciplinary
Artist and Designer

Association Partner:



Sponsored by:



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

Association Partner:



NEOCON 2024

FEATURED PRESENTATIONS

This year's Featured Presentations include collaborations with:



CRAIN'S CHICAGO BUSINESS

FAST COMPANY



NEOCON 2024

WORKSHOPS

*Hues and Harmony: An Artistic Workshop
by Ultrafabrics & Pantone*

*Equity Integration Throughout the Design
Process*

*Surrounding the POD: Insider Secrets of
Podcasting*

ASID Mentor Exchange



NEOCON 2024

CEUS

Over 50 virtual and onsite CEUs. All CEUs will be available on-demand starting June 10 through September 13.

Educational Topics:

DEI

Design Skills

Education

Facilities Management

Healthcare

Hospitality

Industry Directions

Lighting

Public Space

Sustainability

Technology

Wellness

Workplace



NEOCON 2024

NEOCON TALKS

In partnership with



Title sponsor



Sponsors





2024 FEATURES & EVENTS



NEOCON 2024

KEY EVENTS

Saturday

- DIFFA Chicago Gala, held at THE MART

Sunday

- IIDA Annual Meeting
- Interior Design's HiP Awards + Party
- IIDA's Revel in Design Black Tie Gala

Monday-Wednesday

- Best of NeoCon Awards-Winners' Event
- Designing a Better Chicago Happy Hour
- Haworth Party on River Park
- Happy Together Hour
- MRL/NAIRC NeoCon After Hours
- BIFMA Business Breakfast and Presentation



NEOCON 2024

EMERGING DESIGN: SENSORY EXPERIENCE LOUNGE



FAST COMPANY PARTNERSHIP

+ SXSW EVENT AT THE FAST COMPANY GRILL



NEOCON 2024

YINKA ILORI ART ON THE MART PROJECTION LAUNCH

1ST NEOCON

Sandow, Interior Design and Metropolis
in Partnership with THE MART



NEOCON 2024

DESIGNSCENE BY SANDOW

METROPOLIS SUSTAINABILITY LAB



NEOCON 2024

NEOCON PODCAST STUDIO POWERED BY SURROUND

SPONSORED BY SNAPCAB

CLIMATE POSITIVE SOLUTIONS GALLERY



MATERIAL INTELLIGENCE
FOR FURNITURE AND INTERIOR DESIGN

NEOCON 2024

MY RESOURCE LIBRARY

INDEAL LOUNGE



Connect with us to join NeoCon 2025!

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