

# NeoCon

## NeoCon 2026 Displays – Rules & Regulations

⚠ Note: This information is only for 1<sup>st</sup> and 2<sup>nd</sup> floor displays. Procedures for displays on the 1st and 2nd floors differ from Exhibitor Booth & Showroom procedures, including shipping addresses and timelines.

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### Key Dates/Deadlines

DATE	TASK
Mon, Apr 6	Submit display plans for approval. NeoCon will review & provide feedback. Be sure to review the <i>Display Plans Checklist</i> and <i>Union Labor</i> requirements.
Mon, May 4	Finalize delivery, installation/dismantle schedule, and labor plan. Note: There is no product storage onsite. (Empty crates/boxes can be stored during the show.) Delivery may NOT arrive before June 2 unless pre-arranged.
Mon, June 1	Display assembly may begin.
Fri, June 5, 5PM	Displays must be fully installed, cleaned, and “show-ready.” All crates/boxes/stanchions removed. Overtime labor charges may apply.
Mon, June 8 – Wed, June 10	NeoCon Show Dates ( <b>New in 2026, Preview Day, June 7</b> )
Wed, June 10, 5PM – Fri, June 12, 5PM	Dismantle and removal of all display materials.

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### Contacts

#### SPONSOR/PARTNER ONSITE CONTACT

- At least one company staff member must be onsite during installation.
- Provide this person’s name and cell phone when submitting your preliminary display plan.

#### MART PROJECT MANAGER

- Your MART project manager for displays is **Nora Bullard**.
  - Email: nbullard@themart.com
  - Phone: 312-735-3854

# NeoCon

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- Nora will:
    - Serve as your primary contact for all display logistics, once display plans are approved.
    - Coordinate your installation and dismantle schedules.
    - Connect you with approved union vendors for labor, graphics, flooring, painting, etc.
    - Remain your liaison throughout the process, although you will contract and pay vendors directly.
  - Nora will not:
    - Approve designs (this is handled by NeoCon Show Management).
    - Act as your company's onsite representative/point of contact during the show. *See "Sponsor/Partner Onsite Contact" above.*
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## Display Plans

Submit to Lindsey Martin [lmartin@themart.com](mailto:lmartin@themart.com) by Monday, April 6. Your plan should include:

- Renderings, drawings, or images of the display and signage
  - Dimensions, material descriptions, and assembly instructions
  - Electrical and lighting requirements
  - Any known labor needs
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## Display Plan Checklist

### UNION LABOR

- **Union labor is required** for all handling, assembly, installation, and dismantling of displays.
- Services requiring Union Labor include carpentry, electrical, painting, graphics, housekeeping, security, and material handling.
- Nora may connect you with in-house Mart labor or outside union contractors to support your display needs. You will contract and pay outside vendors directly. If Mart labor and/or services are used, the Mart will bill you these charges.
- **Outside contractors, not already on Mart approved list:**
  - Must be union-affiliated.
  - Must be pre-approved by Nora in advance.
  - Must submit credentials and certificates of insurance before entering the building.

# NeoCon

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- **Specialized labor requests** (e.g., unique technical or artistic requirements) must be submitted for advance approval.

### CARPENTRY

- List what needs to be assembled, built, or installed onsite.
- Identify which items arrive pre-built and include dimensions and weight.
- Freight limits: 9'w x 17'd with a door height of 6'8". Weight limit: 10,000lbs.

### ELECTRIC

- Specify how many outlets are needed, what type, and the wattage load.
- Indicate any overhead or specialty lighting.
- Note: Power is not available in all areas—discuss early.

### FLOORING

- Will you need special flooring (carpet, tile, wood, etc.)?
- Must be installed by approved vendors.
- Account for installation timing in your plan.

### PAINTING

- All painting on building surfaces must be done by in-house MART painters.
- Provide paint locations, Pantone colors, or exact brand/color.
- Specify finish type (matte, gloss, etc.).

### HOUSEKEEPING

- Required for post-install and dismantle cleanup, plus any special cleaning needs during the show.
- Must be scheduled through Nora in advance—not automatic.

### SECURITY

- MART provides 24/7 roaming security.
- You may request additional security for high-value displays. Additional fees apply.
- Nora can schedule additional security; invoicing will be direct.

### GRAPHICS & SIGNAGE

- All custom graphics, decals, and signage must be printed/installed by approved vendors. We have strict guidelines on material allowed on the building.
- Outside vendors and self-installation are not permitted without approval.
- Submit dimensions, materials, and placement plan with your display design.

# NeoCon

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### FURNITURE & DÉCOR

- Include sofas, chairs, tables, lighting, rugs, or other elements in your plan.
  - Must be installed by 5PM, Friday, June 5.
  - Furniture requiring assembly must have labor scheduled in advance.
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## Shipping, Storage & Material Management

### MATERIAL MANAGEMENT

- All display materials must come through The Mart dock.
- Materials will be delivered to your display space by union labor.

### STORAGE

- No onsite storage prior to June 1.
- Materials must arrive the day of installation.
- Empty crates/boxes (not product) can be stored during the show.

### SHIPPING

- **Large items** should be shipped to:  
NeoCon Sponsor [Company Name] / 1st Floor  
Attn: Nora Bullard  
222 Merchandise Mart Plaza  
Chicago, IL 60654
  - You must schedule a **dock appointment** for delivery and pick-up of your display materials.
  - Provide shipping details (carrier, driver's name, driver's cell).
  - Email [docklabor@themart.com](mailto:docklabor@themart.com) to schedule dock time and labor.
  - Coordinate pick-up after dismantle with your carrier and provide details to Nora and the Dock Office.
  - **Small items** such as signage should be shipped to Nora at:  
NeoCon Sponsor [Company Name]  
Attn: Nora Bullard  
222 Merchandise Mart Plaza  
Suite 470  
Chicago, IL 60654
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# NeoCon

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### Installation & Dismantle

- Installation: **June 1–5**. Displays must be **show-ready by 5PM, June 5**.
- Dismantle: **June 10, 5PM – June 12, 5PM**, including removal of crates/boxes.
- All times must be scheduled with Nora.
- **Overtime charges** may apply if delays are caused by incomplete information, missing parts, or last-minute changes.