

---

# NeoCon

---

## ILLUMINATE at NeoCon 2026

**Introducing a New Opportunity for the Lighting Industry at North America's Premier Commercial Design Event**

**June 8–10, 2026**

*Preview Day: June 7*

---

Since 1969, NeoCon has served as North America's leading event for the commercial design industry, connecting manufacturers, dealers, architects, designers, end-users, media and academia each June. More than 50,000 design professionals from around the world, including decision makers from leading A&D firms alongside prominent corporate end-users, attend NeoCon to explore new products, learn, network and conduct business.

NeoCon is thrilled to launch **ILLUMINATE at NeoCon**, a new “show within a show” concept focused on bringing together lighting manufacturers of design-oriented architectural lighting with NeoCon's highly qualified A&D and end-user audiences. Through manufacturer showcase booths, compelling activations and educational programming, **ILLUMINATE at NeoCon** will demonstrate the impact and importance of good technical lighting on design and offer tremendous opportunities for lighting brand exposure.

---

### **ILLUMINATE at NeoCon: A Show within a Show**

- Professionally designed environment on the NeoCon Expo Hall floor with unique **ILLUMINATE at NeoCon** branded identity.
- Curated selection of 70 to 80 manufacturers of design-oriented architectural lighting in booths offered as 5'x10', 5'x20' and 10'x10'.
- Interactive vignettes and activations showcasing the dramatic effects of lighting in situations that deliver immersive, educational experience.

- Educational programming led by lighting experts offered in a central collaborative area within the **ILLUMINATE at NeoCon**.
- Special events and hospitality within the ILLUMINATE space—such as programming, happy hours, and meet-and-greets—will help drive traffic and foster networking.
- ILLUMINATE will be marketed as a major new vertical market at NeoCon via all show communication assets and media outreach.
- Additional ILLUMINATE exhibitor opportunities for exposure offered at NeoCon at large (including collaborations with NeoCon furniture/textile showrooms and 1<sup>st</sup> floor ILLUMINATE showcase).

---

## Participation at ILLUMINATE at NeoCon

### ILLUMINATE Exhibit Booth Package Includes:

- Walls
- Drayage
- Power
- Electrical labor allowance (*based on booth size - 5x10: \$300 | 5x20: \$500 | 10x10: \$500 | 10x20: \$1,000 | 20x20: \$2,000*)

### Booth Sizes and Pricing:

- 5'x10' booth: \$4,000
- 5'x20' booth: \$7,500
- 10'x10' booth: \$7500 (can be combined to create larger booths)

As an ILLUMINATE exhibitor, you will be eligible to participate in NeoCon sponsorships, programming, and the Best of NeoCon awards with more expanded categories for lighting.

---

## ILLUMINATE Sponsorships

ILLUMINATE exhibitors are able to elevate their participation through a number of ILLUMINATE sponsorship options. These sponsorships are designed to maximize exposure, align brands with thought leadership, and create meaningful engagement with the design community.

---

### Immersive Educational Lighting Experience Sponsor

Showcase the transformative power of lighting through interactive, educational vignette installations. Demonstrate your products in curated settings that reveal how lighting shapes spaces across different applications—positioning your brand as both educator and innovator.

- **Activation:** Curated vignette installations, each with a unique theme or focus. highlighting lighting innovation and design solutions. (Categories will be available soon. Multiple sponsors per vignette if applicable.)
- **Visibility:** Company branding on vignette signage + QR code linking to digital product info; featured on the ILLUMINATE webpage on neocon.com; full sponsor marketing benefits.
- **Investment:** \$2.5K - \$10K + product.

---

### Programming Space + Stage Sponsor

Position your brand at the center of lighting innovation by integrating products into the ILLUMINATE stage and programming environment.

- **Activation:** Lighting products featured in stage and program design. Exclusive to one sponsor.
- **Opportunities:** Integrated product placement; optional visibility in session intros or branded content.
- **Visibility:** Prominent stage branding; listing on the ILLUMINATE webpage; full sponsor marketing benefits.
- **Investment:** \$15K + product.

---

### First Floor Showcase Sponsor

Reach thousands of attendees in one of THE MART's busiest areas with a collaborative showcase previewing ILLUMINATE, designed to draw visitors upstairs to the full exhibition.

- **Activation:** Product display in curated showcase. Open to multiple sponsors.
- **Visibility:** Branding and product inclusion in showcase; listing on the ILLUMINATE webpage; full sponsor marketing benefits.
- **Investment:** \$10K + product.

---

## Afternoon Hospitality Event Sponsor

Host a high-visibility networking moment with a coffee break or happy hour, creating a welcoming touchpoint for attendees. (Catering included.)

- **Availability:** One sponsor per event (one coffee break and one happy hour each show day).
- **Visibility:** Event signage branding; recognition on the ILLUMINATE webpage, Events webpage, and Events email; full sponsor marketing benefits.
- **Investment:** \$5K per day.

---

## Sponsor Marketing Benefits

All ILLUMINATE sponsors receive extensive visibility through a dedicated marketing campaign, including:

- **Email exposure** to 150,000+ recipients
- **Web promotion** on neocon.com (homepage + ILLUMINATE page)
- **Directory coverage** in print + online
- **Press release inclusion** (302M+ media reach)
- **Social promotion** pre-, during + post-show (106K+ followers)
- **Collaborative social campaigns**
- **Onsite signage + wayfinding**
- **Sponsor listing** on neocon.com + in print directory

---

## Contact

To be a part of ILLUMINATE at NeoCon, please contact:

**Julie Kohl** – Vice President, NeoCon Exhibitor Sales

[jkohl@themart.com](mailto:jkohl@themart.com) | 312.527.7083

**Madeleine Tullier** – Director, NeoCon Exhibitor Sales

[mtullier@themart.com](mailto:mtullier@themart.com) | 312.527.7583

---