
NeoCon 2024 Onsite & Digital Sponsorships

June 10—12, 2024
THE MART, Chicago

NeoCon

We strive to provide our exhibitors with an array of onsite and digital sponsorship opportunities that will allow your company to share its brand initiatives both at the show and in the months leading up to the show in unique and effective ways.

NeoCon

Elevate Your Company's Presence at NeoCon 2024

Digital Sponsorships

- 4** Social Media
- 10** Online Content + Advertising

Programming Sponsorships

- 15** Keynote Presentations
- 16** Onsite + Digital CEUs
- 17** NeoCon Talks

Onsite Sponsorships

- 20** Onsite Installations + Activations
- 32** Onsite Advertising

Contact to reserve your sponsorship:

Lindsey Martin / 312.527.6449 / lmartin@themart.com

Sponsors must be NeoCon showroom tenants of THE MART or temporary exhibitors on the 7th floor for the NeoCon 2024 show. Temporary exhibitors' booth investment must equal or exceed sponsorship investment.

NeoCon

Social Media

NeoCon's overall social media channels ***grew by over 200%*** in 2023, reaching a targeted audience including architects, designers, dealers, distributors, facility managers, manufacturers, specifiers, corporate end-users, and media; providing sponsors meaningful ways to engage with the industry year-round through multimedia promotion.

June 2022 - June 2023 Statistics:

NeoCon's total Impressions clipped nearly **3 million**.

NeoCon's Instagram Reels received just shy of 500,000 total impressions, over **420,000 total views** and garnered a **4.2% engagement rate** – outperforming the industry average of 3.7%.

Overall, NeoCon's content exceeded typical industry engagement and reach rates across Instagram, Facebook, and LinkedIn.

NeoCon

Multi-Platform Product Spotlight

Showcase your product(s) on NeoCon's Instagram, LinkedIn, and Facebook. Your Product Spotlight will also receive placement on the NeoCon website, ensuring maximum visibility.

- 3 posts/1 per platform on one date
- Minimum of 3 images, maximum of 8
- Materials due 7 business days prior to deployment

4.2% Avg. Engagement Rate compared to 2% Industry Average

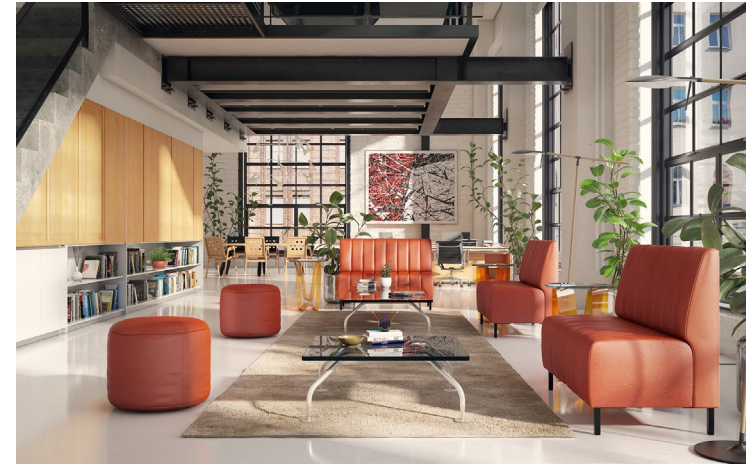
Optional Add-On: For an additional fee, the Instagram feature can be a collaborative post. Known as an IG Collab, your post will be jointly shared from your company account as well as NeoCon's--maximizing reach and engagement. (\$500)

\$900: December 2023 - March 2024

\$1,000: April 2024 - July 2024

Blackout dates: June 3-14, 2024

Multiple deployment dates must be spaced out by a minimum of 3 weeks.



Instagram Stories

Share your brand story and showcase your products and services through up to 5 image/video frames on NeoCon's Instagram stories. This can feature interactive elements such as embedded links, tags, and handles, allowing viewers to learn more about your brand, more directly engage with your content, and allow for calls to action.

Your featured content will be added to NeoCon's Instagram Highlights, ensuring that your stories remain accessible and visible beyond the initial 24-hour story lifespan.

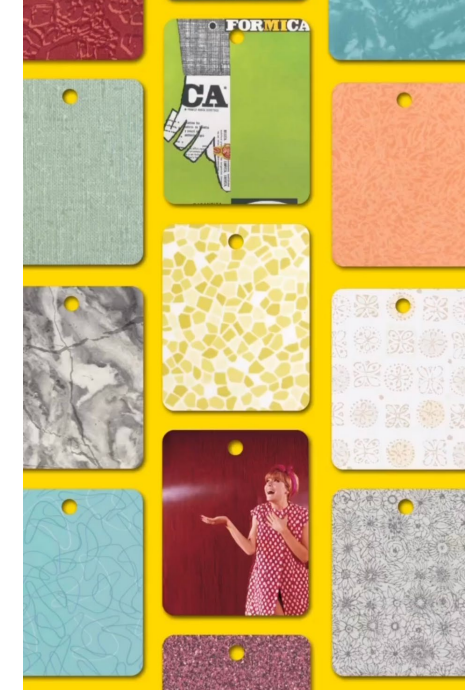
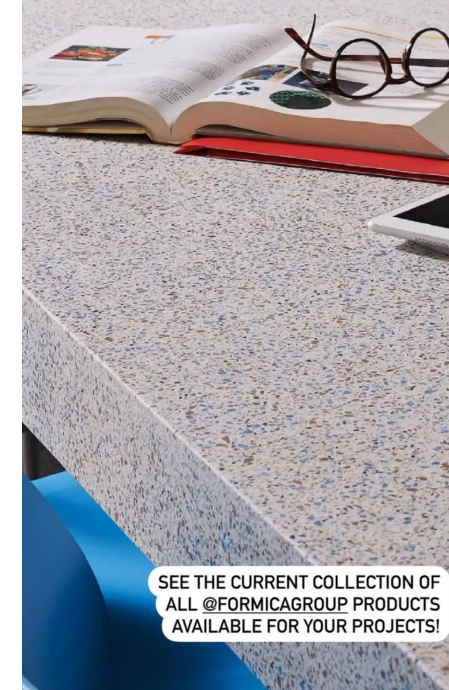
Materials due 7 business days prior to deployment.

\$700: December 2023 - March 2024

\$800: April 2024 - July 2024

Blackout dates: June 3-14, 2024

Multiple deployment dates must be spaced out by a minimum of 3 weeks.



Instagram Reel

Want to offer the NeoCon community a behind the scenes look at your production process, dig into the inspiration behind your latest collections, or shine a spotlight on a notable figure from your brand? These 30-90 second Instagram Reels are a powerful and dynamic way to present your products, convey your brand ethos, and showcase your design prowess. Examples can be found [here](#).

Instagram Reels allow for a deep and immersive engagement with an increased reach, among both existing and potential followers. Your Reel will have a permanent spot on our profile grid and under the Reels section.

Materials due 7 business days prior to deployment.

13.9% Avg. Reach Rate compared to 10.6% Industry Average

\$2,000: December 2023 - March 2024

\$2,500: April 2024 - July 2024

Blackout dates: June 3-14, 2024

Limit 2 posts – must be spaced out by minimum 3 weeks.



LinkedIn Community Spotlight

Shine a spotlight on your team's talent through NeoCon's LinkedIn, a platform that celebrates the power of people, connections, and community. Position your company's representatives as thought leaders by sharing their unique perspectives on NeoCon, design trends, and the commercial design industry, while elevating their professional network. Contribute to the vibrant #NeoConCommunity by sharing what makes NeoCon special, a favorite memory or takeaway from a past show, or something to look forward to at #NeoCon2024.

Materials due 7 business days prior to deployment.

\$300: December 2023 - March 2024

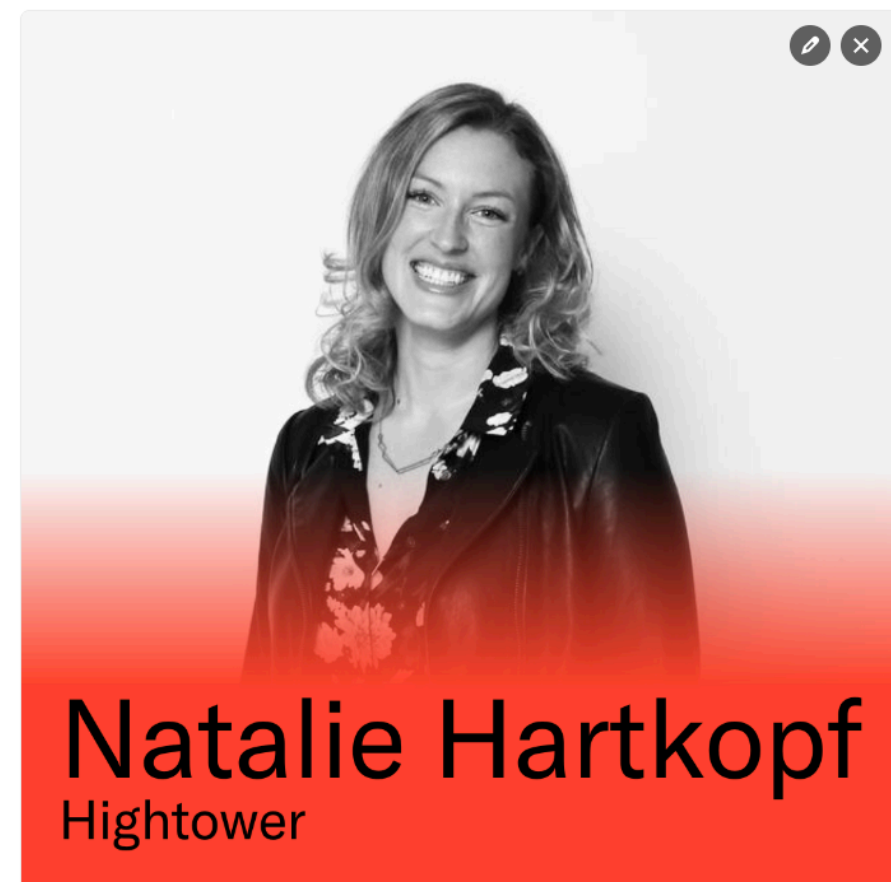
\$350: April 2024 - July 2024

Blackout dates: June 3-14, 2024

Limit 2 posts – must be spaced out by minimum 3 weeks.

"During NeoCon, THE MART has an energy that is unparalleled. Our showroom traffic was steady throughout the event. Having so many attendees in our redesigned space allowed us to tell the story of not only our award-winning products but also our overall brand ethos of inclusion and diversity, and our new certification as a B Corp, which was very exciting news to share at the show. We look forward to additional developments in 2024."

Natalie Hartkopf, Co-owner and CEO of **Hightower** is today's #NeoConCommunity spotlight!



Online Content + Advertising

“From the Community” Blog

NeoCon’s Blog series highlights thought-provoking, original features from movers and shakers in the commercial interiors industry and beyond. Collaborating with NeoCon's PR firm, Novità, exhibitors are invited to participate by sharing their expertise and insights on topics that matter. Novità will work closely with exhibitors to define topics, themes, and advise on the overall copy and tone of the blog posts. Prompts for these guest blogs include "Five Trends Shaping the Future of Work," "Anatomy of a Project (and What I Learned)," "Five Challenges Affecting the Industry and How to Address Them," and more.

All blogs will be featured on the home page and blog page of neocon.com (356,000 page views | June 2022-June 2023), Instagram, Facebook, and as a LinkedIn Article (nearly 3 million total social media impressions | June 2022-June 2023.)

Examples of these blog posts can be found [here](#).
Materials due 14 business days prior to deployment.

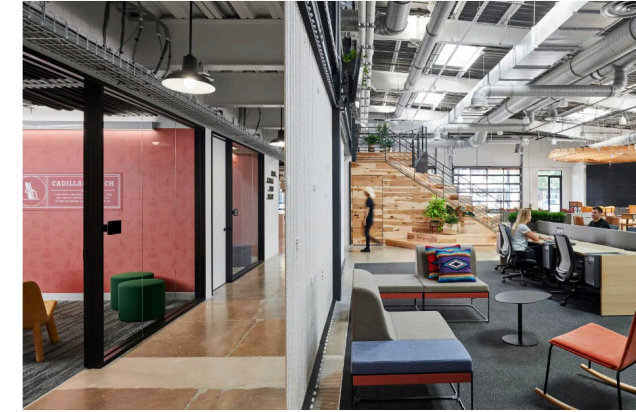
\$3,000: December 2023 - March 2024
\$3,500: April 2024 - July 2024

Blackout dates: June 3-14, 2024
Limit 1

How to Make Your Workplace a Collaboration Hotspot



Gen Z: Intentionality & Authenticity



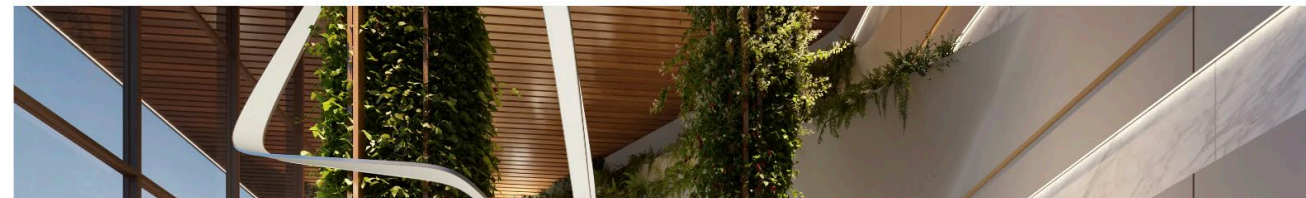
A Practical Guide to Furniture Decommissioning



Rethinking Office Buildings as Multi-Functional Destinations



Workspitality: A Harmonious Blend of Work and Hospitality in Architecture



NeoCon.com Rotating Banner Ad

Engage attendees before, during and after the show by displaying your banner ad throughout the NeoCon website and mobile site. *Over 1 million total annual website page views.*

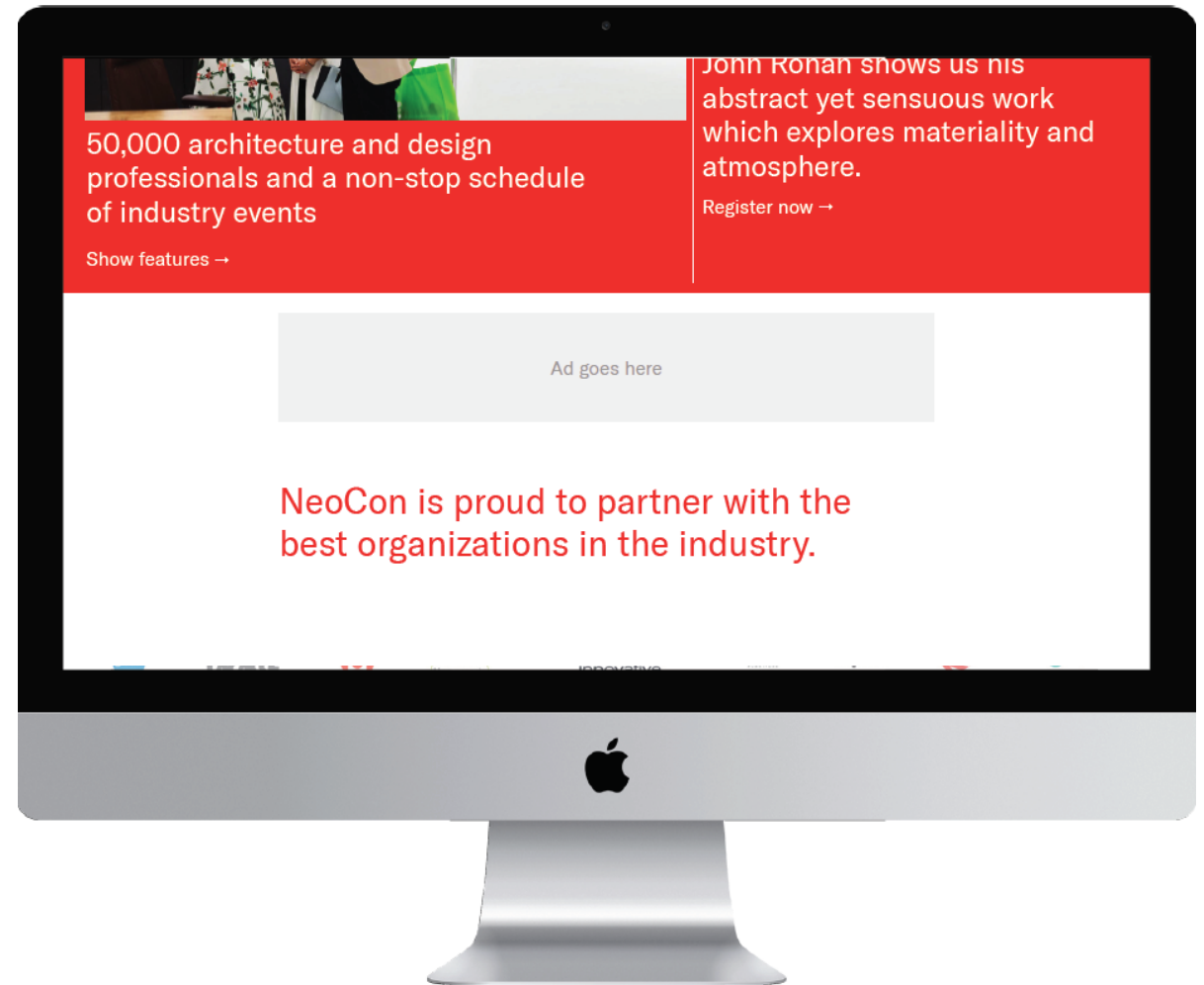
Your banner ad will appear in the following locations on NeoCon.com: Home Page, Show Info Page, Partners & Sponsors Page, Activations Page, Awards Page, Resources Page. Your ad will be on rotation throughout the site - each page will open with a different ad that remains on the screen until user navigates to another page.

Average ad views on desktop: 21,612

Average ad views on mobile : 7,477

\$6,000

Limited Availability



Dedicated Email-Blast

Reach the NeoCon audience with a dedicated HTML email blast sent from NeoCon on your behalf pre- or post-show. Email will be sent to registered NeoCon attendees who have opted into 3rd party communications (43,000+).

Email content and deployment date must be vetted and approved by NeoCon. Sponsor to provide HTML file.

\$10,000

Limited Availability



Programming

Keynote Sponsor

NeoCon will offer Monday, Tuesday and Wednesday keynote presentations. Sponsorship is for one keynote presentation.

Benefits include:

Introductory remarks.

Recognition on all relevant marketing materials including but not limited to, social media (90K+ *followers*), website (1m+ *total pageviews annually*), dedicated e-blast (150K *NeoCon database*), press releases (1.4K *national and international editors and media outlets*), digital presentation signage, and official show directory (15K distributed onsite).

30-second branded commercial to be played prior to presentation and livestreamed at the Grand Stair, the NeoCon Talks Lounge and online. Sponsor to provide commercial.

Opportunity to distribute promotional materials at presentation.

VIP seating for 12 reserved in front row.

\$15,000 - \$25,000

Currently Available



CEU Programming Sponsor

NeoCon provides designers and architects unparalleled programming across a range of educational tracks and categories. Align your brand with NeoCon CEU accredited seminars, featuring world-class expertise and insight on today's most relevant topics. **2024 programming will include both an onsite CEU seminar series and an online CEU seminar series.** All CEU seminars will be offered on-demand for 60 days post-show.

Benefits include:

Recognition as the exclusive CEU sponsor on CEU social, email and website promotions.

Sponsor-branded commercial played at the beginning of each CEU seminar. Sponsor to provide commercial.

Post-show sponsor-branded email to CEU registrants.

Sponsorship of complimentary coffee hospitality service for onsite CEU seminar attendees.

Opportunity to gift onsite CEU seminar attendees with promotional item.

Branded onsite signage.

Digital ads on the online NeoCon Programming Hub.

\$25,000

Currently Available



NeoCon Talks

After a successful 2023 launch, NeoCon Talks, in partnership with Work Design Magazine, is back! Featuring eight, 20-minute discussions between industry disrupters, leaders, and influencers, NeoCon Talks will explore trending topics that challenge conventional thinking and spark conversation.

Align your brand and products with engaging content in the hot spot on the 7th Floor Exhibit Hall.

New this year, the NeoCon Talks sessions will be recorded and available post-show online on the NeoCon Program Library and Work Design Magazine channels, offering even more exposure and reach.

The NeoCon Talks Lounge, will be complemented by live streaming of our Keynotes and Featured Presentations, as well as a pop-up coffee and snack bar, so attendees will be interacting with your brand throughout the entirety of the show.

Sponsorship opportunities and benefits on following pages.



NeoCon Talks

SPONSORSHIP OPPORTUNITIES

Title Sponsor: Provide product for stage and Lounge design.
(All sponsor benefits + one sponsored session and top billing)

\$15,000 | No longer available.

Seating Sponsor(s): Provide mixed seating for stage area of Lounge. (All sponsor benefits + 1 high impact programming component)

\$6,000 - 8,000 | Currently Available

Acoustics Sponsor: Provide acoustic solutions to provide attendees with an exceptional audio experience.

\$6,000 | Currently Available

Sustainability Sponsor: Provide recycling and receptacle products for the Lounge space.

\$6,000 | Currently Available

Café Tables/Seating Sponsor: Provide seating within the Coffee Bar area of the Lounge, includes branded table clings.

\$6,000 | Currently Available

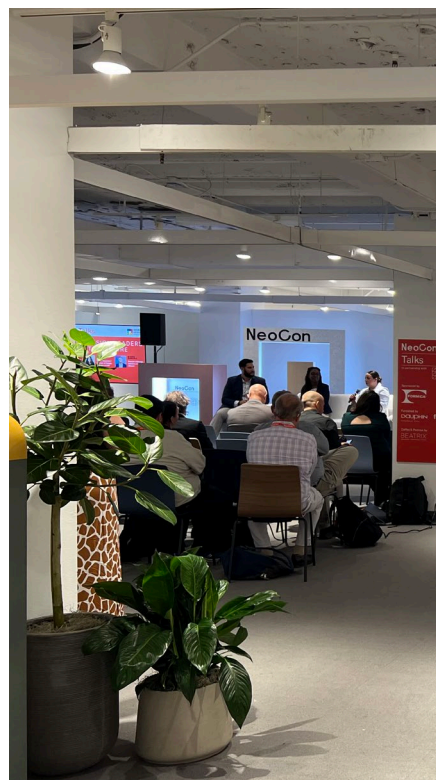
Sponsorship benefits on following page.

Flooring Sponsor: Provide flooring design and product to define the Lounge space.

\$6,000 | Currently Available

Hydration Station/Beverage Sponsor: Provide attendees with branded water bottles as well as a specialty beverage throughout the Talks sessions.

\$6,000 | Currently Available



NeoCon Talks

SPONSORSHIP BENEFITS

Onsite Promotion *(2023 NeoCon Talks Lounge attendance throughout 3 days of show – 12,000)*

- **New!** 60-second sponsored opener for one session, which will be viewable post-show via recorded NeoCon Talks sessions available on the NeoCon Program Library and on Work Design Magazine channels.
- Recognition on onsite signage integrated into design of Lounge.
- Branding on monitor in-between programming.
- Recognition on onsite signage promoting the NeoCon Talks on Exhibit Hall show floor
- Recognition on digital kiosks throughout the first and second floor of THE MART

NeoCon Promotion

- Recognition on 1x dedicated NeoCon show eblast promoting “NeoCon Talks” to NeoCon marketing email list. *(150,000 targeted email recipients)*
- Recognition on dedicated “[NeoCon Talks](#)” webpage on neocon.com.
- Promotion of NeoCon Talks on Homepage of neocon.com.
- Social Promotion of NeoCon Talks on Instagram, Facebook, and LinkedIn NeoCon accounts. *(87,000+ followers)*
- Pre-Show: Promoting the schedule and speakers.
- During Show: Capturing on-site footage from the talks and posting day-of.
- 1x Instagram Stories sponsored post - sponsor may provide content
- 1x sponsored rotating banner ad on neocon.com. *(990,000 total annual page views)*
- Sponsor included on sponsor page of neocon.com and on onsite printed directory. *(15,000 distributed onsite and available online)*

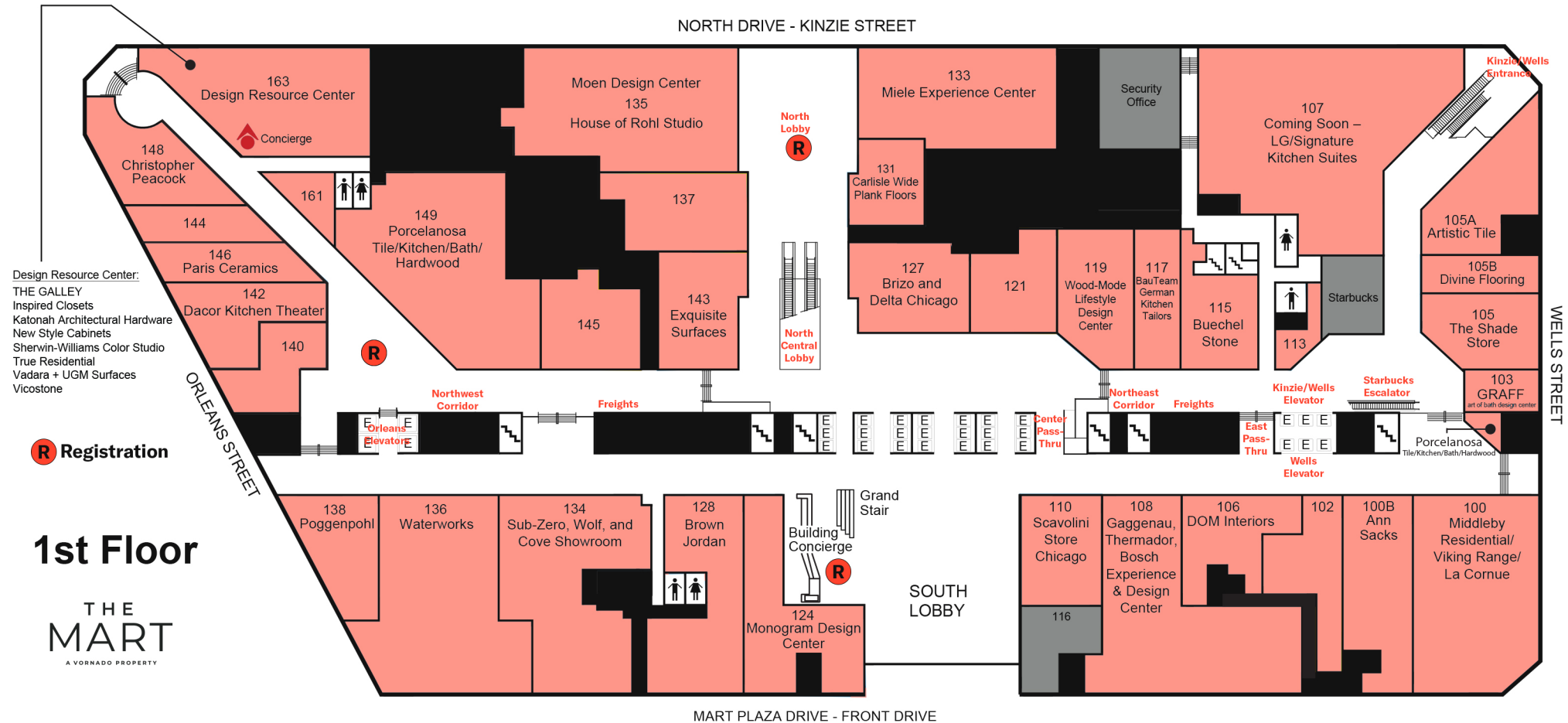
Work Design Magazine Promotion

- Pre/post event coverage on WDM social media channels. *(110,000 followers)*
- Custom Instagram Story of products in the NeoCon Talks space.
- Inclusion on NeoCon Talks post-event editorial content (digital ad/logo).
- Logo inclusion on individual session promotions on workdesign.com (80,000+ impressions)
- Yearlong promotion of a product or service in the WDM Marketplace



Onsite Installations + Activations

1st Floor Sponsorship Locations



Kinzie/Wells Exterior Entrance

Outdoor space has become an important amenity in all spaces. Located right off the El train, parking garages and the middle of the River North neighborhood, Kinzie/Wells is the most trafficked entrance into THE MART. This highly visible entrance provides unparalleled exposure to NeoCon attendees and passers-by.

\$22,000

Currently Available

Fee does not include materials and labor costs.



Kinzie/Wells Interior Entrance

Located right off the El train, parking garages and the middle of the River North neighborhood, Kinzie/Wells is the most trafficked entrance into THE MART. Create a memorable activation for your brand right as attendees enter the show.

\$30,000

Currently Available

Fee does not include
materials and labor costs.



East Pass-Through

This pass-through space is located across from Starbucks and will get noticed time and again by all NeoCon attendees and MART visitors. The visibility is exceptional.

\$32,000

No longer available.

Fee does not include
materials and labor costs



Center Pass-Through

This major thoroughfare allows a sponsor the opportunity to showcase anything from untraditional furniture vignettes hung from walls, to mosaics of products/story boards/projections, etc. Both walls flanking the pass-through can be branded and all NeoCon attendees would see this repeatedly. The impact would be spectacular.

\$25,000

Currently Available

Fee does not include
materials and labor costs



Starbucks Escalator 1st Floor Footprint

An exceptional spot for visibility, this sponsorship space allows for branding on the first floor across from Starbucks and near the most trafficked entrance, capturing the attention of attendees daily.

\$20,000

No longer available.

Fee does not include materials and labor costs.



Freight Elevators

Freight elevators are used to transport attendees from the first floor to all NeoCon floors, throughout the show. Outfit these blank canvases with your brand using flooring, lighting, paint and signage.

\$10,000

Currently Available

Fee does not include materials and labor costs.



Press Office

Keep your brand top of mind to hundreds of press members from around the world by furnishing and branding the Press Office at NeoCon 2024. The NeoCon Press Office serves press members from top design publications, and business and tech publications - as well as the industry leaders who meet with the press. The NeoCon Press Office provides the media with a private space to conduct interviews and work, computers, and printers, as well as complimentary meals, snacks, and beverages throughout the show. *Available to more than one sponsor.*

\$5,000

Currently Available



7th Floor, Main Aisle Activation

Your brand will be front and center in up to 6 locations along the main aisle of the 7th Floor Exhibit Hall. Utilize your product and the wall space behind your product to promote your brand. **This is an ideal sponsorship for a series of seating vignettes and products with charging capabilities.** *Display(s) must adhere to NeoCon foot-traffic clearance restrictions.*

\$7,500

Currently Available

Fee does not include materials and labor costs.



7th Floor Café Lounge

This pass-through connects the two main aisles in the 7th Floor Exhibit Hall and offers attendees a variety of food and beverage options. Create a branded spot of respite before visiting your booth, in this high-trafficked, centrally located space.

\$7,500

No longer available.

Fee does not include materials and labor costs.



7th Floor Pass-Throughs, Main Aisles Activation

Use two highly trafficked pass-throughs, connecting the two main aisles in the 7th Floor Exhibit Hall, to showcase more of your product in a creative, interactive space.

\$6,500

Currently Available

Fee does not include materials and labor costs.



Onsite Advertising

South Drive Banners

Provide your company maximum exposure through a South Drive banner sponsorship on the prominent façade of THE MART. All NeoCon attendees, MART visitors, Chicago River traffic, and Wacker Drive traffic will see your brand.

\$12,000

Limited Availability

Fee includes production, installation and removal of banner.



Elevator Bank Decals

Take advantage of this offering and brand one of THE MART's elevator banks with elevator door decals. Invite attendees to your booth or showroom via these onsite billboards: Sponsor has an opportunity to design the door decal for the elevator doors on floors: 1, 2, 3, 7, 10 and 11. Limited floors and quantities available per sponsor.

\$12,000 per Elevator Bank, per Floor

Limited Availability

Fee includes production, installation and removal of decals.



Full Wall Elevator Decals - First Floor

Make a huge impact as attendees enter the show. This large-scale opportunity on this NeoCon elevator bank is across from Starbucks and the most trafficked entrance of THE MART.

\$25,000

No longer available.

Fee includes production, installation and removal of decals.



Full Wall Elevator Decals - Second Floor

Located across from the 2nd floor Food Hall, several other food/coffee vendors and the indoor El train entrance, this enormous billboard on this NeoCon elevator bank will make an impactful impression on attendees moving through THE MART during the show.

\$15,000

No longer available.

Fee includes production, installation and removal of decals.



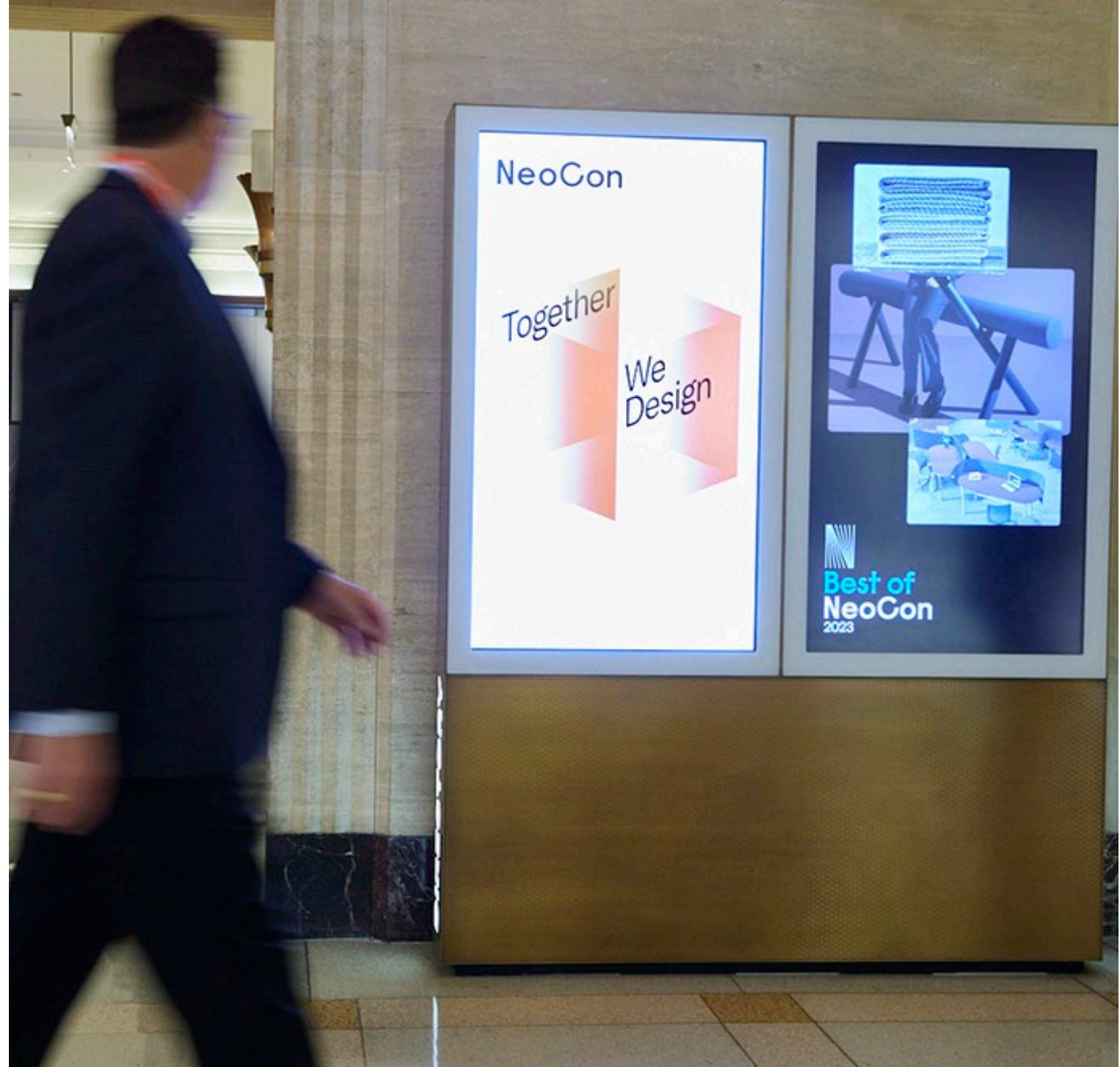
Digital Kiosk Signage

Promote your brand and attract attendees to your showroom or booth with THE MART's digital kiosks placed throughout the first and second floor. Your ad will rotate with NeoCon wayfinding and partner signage (Ads can 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 / Show Day

Limited Availability



Northeast or Northwest Corridor Display

Sponsor can brand one of two 20' wide blank canvas in the highly trafficked North Corridor, next to a freight elevator or Orleans elevators, which service all NeoCon floors.

\$15,000/Wall

Currently Available

Fee does not include plasma screens, materials or labor costs.



Printed Billboards Second Floor

These billboards are positioned in three high-traffic locations on the second floor of the THE MART and will provide your brand an effective opportunity to promote its presence at the show.

\$7,000 Per Billboard

No longer available.

Fee includes production, installation and removal of billboard.



Official NeoCon Show Bag

This walking promotional vehicle would be distributed to NeoCon attendees throughout THE MART and will long outlive the life of the show. These can be produced in different fabrics, colors, styles – be as creative as you wish. Sponsor to include NeoCon logo on bag. Bags will be distributed on the first floor of THE MART near registration desks. *Minimum of 5,000 bags, but more recommended for higher visibility.*

\$10,000

Currently Available

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

