
NeoCon 2025 Onsite & Digital Sponsorships

June 9—11, 2025
THE MART, Chicago

NeoCon

We 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 2025

Digital Sponsorships

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

Programming Sponsorships

- 15** Keynote Presentations
- 16** Onsite + Virtual CEUs
- 17** INSIDE DESIGN Experiences
- 19** NeoCon Talks

Onsite Sponsorships

- 21** Onsite Installations + Activations
- 35** 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 2025 show. Temporary exhibitors' booth investment must equal or exceed sponsorship investment for onsite sponsorship activations.

NeoCon

Social Media

NeoCon's social media content **regularly achieves high reach and engagement rates across Instagram, Facebook, and LinkedIn**, reaching a targeted audience of architects, designers, dealers, distributors, manufacturers, specifiers, facility managers, corporate end-users, and media; providing sponsors meaningful ways to engage with the industry year-round through multimedia promotion.



73,459 Followers

+22.1% since last year



3,630,868 Impressions

668,723 on Instagram Reels alone



9% Avg. Engagement Rate

Compared to accounts with similar following size at 5%

** Reporting period: July 2023 - June 2024*

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 homepage, ensuring maximum visibility.

- 3 posts (1 per platform) on one date
- Minimum of 3 images, maximum of 8

Material due 7 business days prior to deployment

8.7% Avg. Engagement Rate

Optional IG Collab Add-On: For an additional \$500 fee, the Instagram feature can be a collaborative post to maximize reach and engagement.

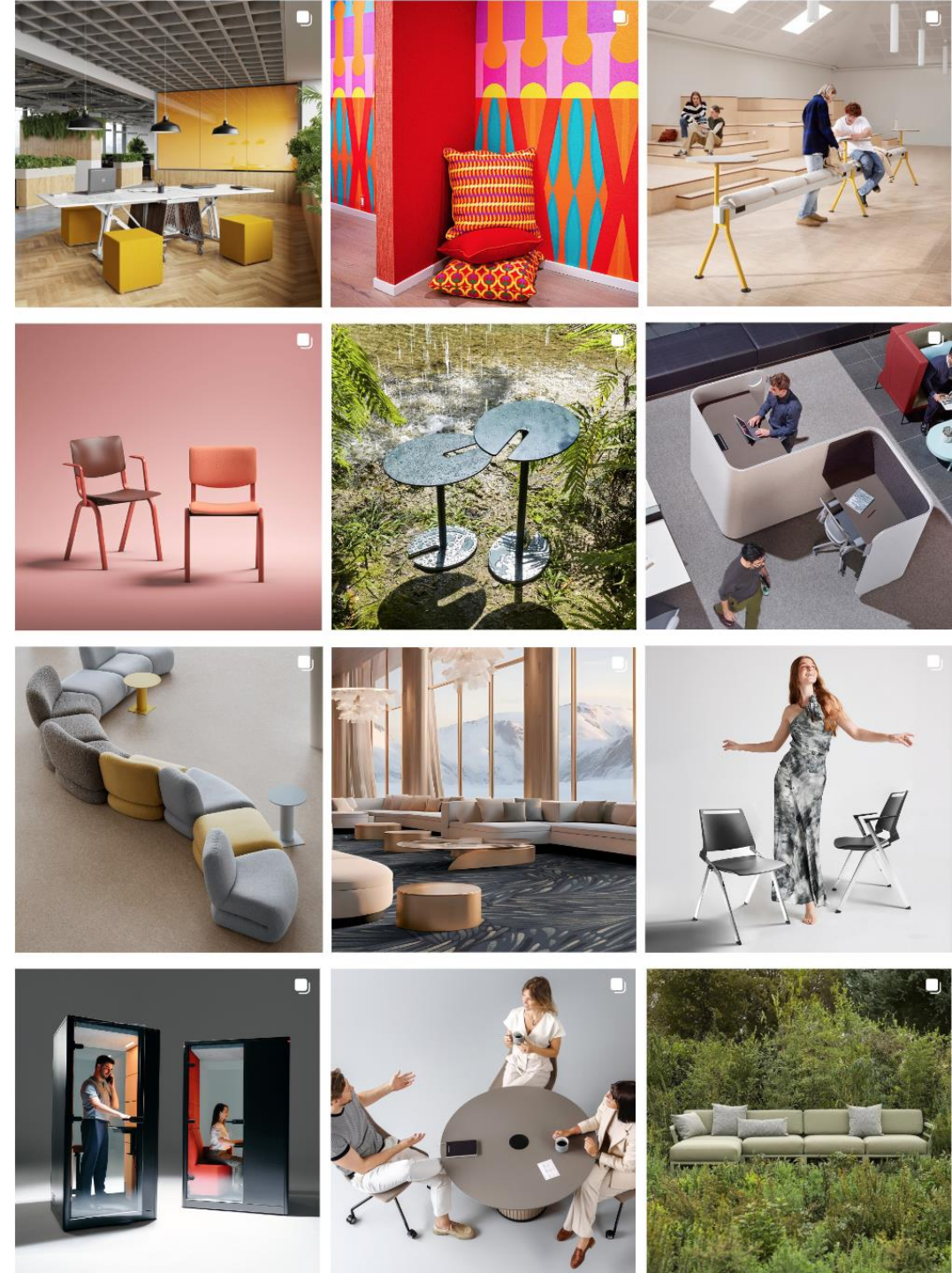
High-resolution lifestyle images required. [Here](#) is a 2024 show example. We are unable to use any image submissions with graphic or text overlay.

\$1,000: December 2024 - March 2025

\$1,250: April 2025 - August 2025

Blackout dates: June 2-13, 2025

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

Material due 7 business days prior to deployment

High-resolution lifestyle images required and must be sized vertically at 1080x1920. We are unable to use any image submissions with graphic or text overlay.

\$800: December 2024 - March 2025

\$900: April 2025 - August 2025

Blackout dates: June 2-13, 2025

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 do just that. Reels allow for immersive engagement and increased reach among both existing and potential followers. Your Reel will have a permanent spot on our profile grid and under the Reels section.

Material due 7 business days prior to deployment

3.7% Avg. Engagement Rate (Industry Avg. 1.48%)

High-resolution, professionally produced vertical 1080x1920 video required. [Here](#) is a 2024 show example. We are unable to use any video or Reel cover submissions with graphic or text overlay.

\$2,250: December 2024 - March 2025

\$2,750: April 2025 - August 2025

Blackout dates: June 2-13, 2025

Multiple deployment dates must be spaced out by a minimum of 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 and the commercial design industry at large, while elevating your 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 #NeoCon2025.

Material due 7 business days prior to deployment

5.1% Avg. Engagement Rate

High-resolution professional headshot required. [Here](#) is a 2024 show example. We are unable to use any image submissions with graphic or text overlay.

\$350: December 2024 - March 2025

\$400: April 2025 - August 2025

Blackout dates: June 2-13, 2025

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

"NeoCon 2024 presents a great opportunity for us to build on the momentum of our debut last year. Our updated showroom has been designed to challenge perceptions, inspire creativity, and prompt reflection on the increasing diversity of tailored spaces, experienced in contemporary workplaces now and in the future," says Peter Schiavello, CEO of [Schiavello](#).

After their iconic Hedge Seating became the talk of the 10th floor at hashtag [#NeoCon2023](#), Schiavello are looking forward to continuing the theme of play and exploration with some exciting new innovations. These include a focus on the diversity and functionality of their Focus Quiet Room range, as well as new tech integrations and the next evolution in workstation design.

"After welcoming thousands of attendees to our showroom and being recognized with five Best of NeoCon awards, last year will be hard to beat but we're very excited to see what NeoCon 2024 has in store."



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 to the industry. Novità can work closely with exhibitors to define topics, themes, and advise on the overall copy and tone of the blog posts.

All blogs will be featured on the neocon.com home page, blog page, Instagram, Facebook, and as a LinkedIn Article. Examples of blog posts can be found [here](#).

Material due 14 business days prior to deployment

\$3,000: December 2024 - March 2025
\$3,500: April 2025 - August 2025

Blackout dates: June 2-13, 2025
Limit 1

Eaves-Learning: The Benefits of Working Together in Person



Empowerment Through Diversity and Community Engagement at Via Seating



Bridging Communities and Cultures Through Design



Designing for Wellness: Creating Healthy Environments in Medical Education Buildings



Bringing Culture and Connection Back to the Workplace



NeoCon.com Rotating Banner Ad

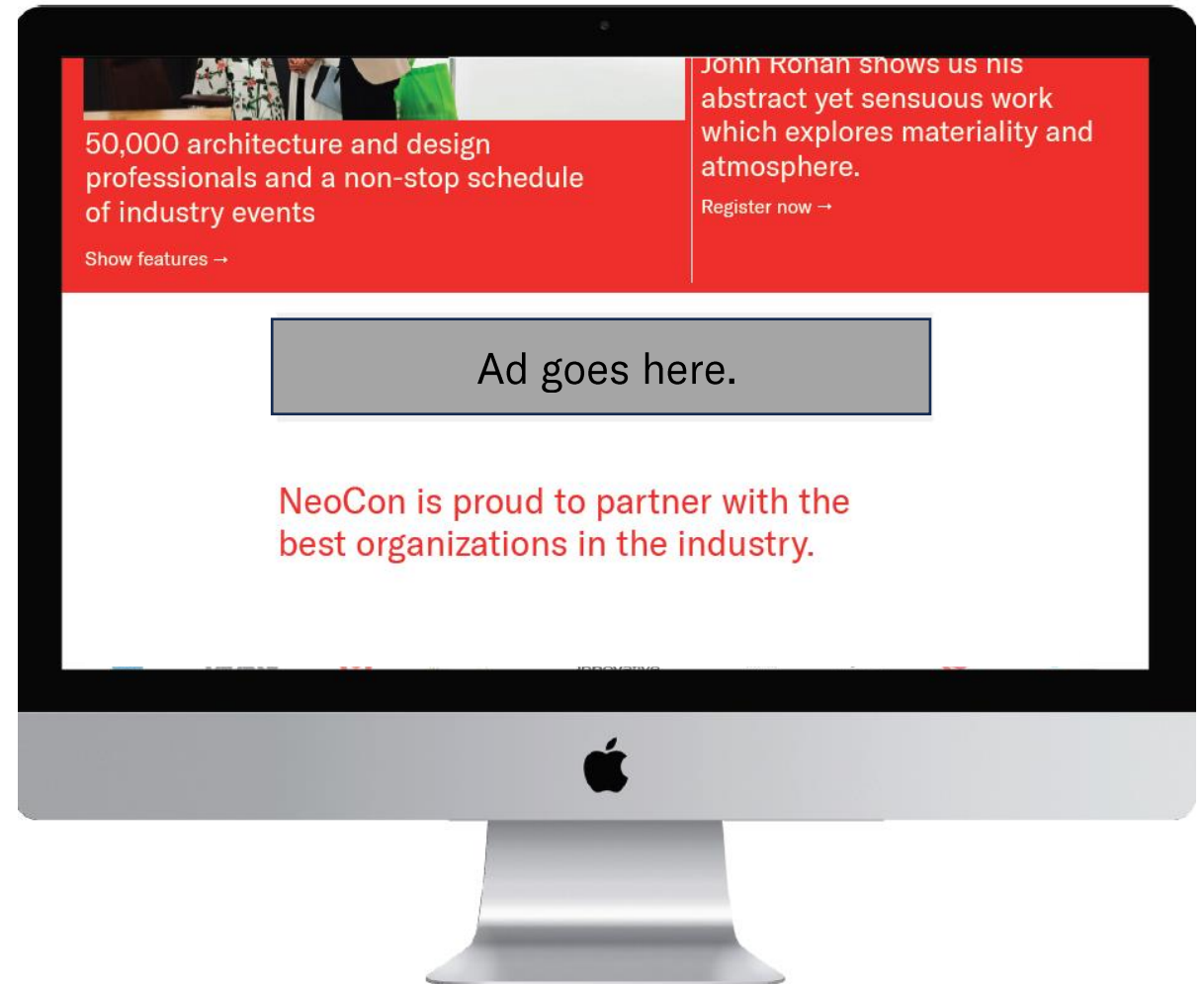
Engage attendees before, during and after the show by displaying your banner ad throughout the NeoCon website and mobile site. *Over 1 million total annual website page views.*

Your banner ad will be featured in the following sections of NeoCon.com: Homepage, Show Info page, Partners & Sponsors page, Floor Plans page, Events page, Experiences & Activations page, Industry Awards page, and 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: 34,695

\$6,500

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.

Material due 7 business days prior to deployment

\$10,500

Limited Availability

*Blackout dates:
June 2-13, 2025*



Programming

Keynote Sponsor

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

Benefits include:

- Introductory remarks.
- Opportunity to provide furniture for stage.
- Recognition on all relevant marketing materials including but not limited to, social media (74K+ followers), website (1M+ total pageviews annually), Keynote e-blast (150K NeoCon database), press releases (1.4K national and international editors and media outlets), digital presentation signage, and official show directory.
- Opportunity for 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.
- Banner ad on Keynote page on neocon.com
- VIP seating for 12 reserved in front row.

\$15,000 - \$25,000

Currently Available



CEU Programming Sponsor

NeoCon offers unmatched educational programming for industry professionals. Align your brand with our 50+ CEU-accredited seminars, available both onsite and online. All seminars will be accessible on-demand for 90 days post-show.

Benefits include:

- Recognition on all relevant marketing materials including but not limited to, social media (74K+ followers), website (1M+ total pageviews annually), CEU e-blast (150K NeoCon database), press releases (1.4K national and international editors and media outlets), digital presentation signage, and official show directory.
- Branding at the start of each seminar.
- Post-show sponsor-branded email to CEU registrants.
- Sponsorship of complimentary coffee for onsite CEU attendees.
- Opportunity to provide promotional items to onsite CEU attendees.
- Branded onsite signage.
- Banner ad on CEU Seminar pages on neocon.com.

\$25,000

Currently Available



INSIDE DESIGN Experiences

Be the Exclusive Sponsor of Inside Design

New this year! In partnership with the Design Museum of Chicago, NeoCon attendees are invited to experience Inside Design, a curated series of 5-6 exclusive, design-driven events throughout the city. These immersive opportunities will include:

- **"You Are Beautiful" Studio Tour & Workshop:** Attendees will join artist Matthew Hoffman for a behind-the-scenes look at his iconic studio and participate in a hands-on workshop to create their own inspiring artwork.
- **Lunch & Graffiti Design at Kimski:** Guests will enjoy a curated dining experience with Chef Won Kim, paired with a guided graffiti design session celebrating the intersection of food and street art.
- **Ramova Theatre Design Tour:** Participants will be invited to explore the thoughtful restoration of this historic venue with Architect Dan O'Riley of O'Riley Office, highlighting the fusion of heritage and modern design.

Sponsorship opportunities and benefits on the following page.



INSIDE DESIGN Experiences

Align your brand with this innovative program and connect with NeoCon attendees through meaningful experiences that celebrate Chicago's vibrant creative community!



\$10,000

No Longer Available

INSIDE DESIGN SPONSORSHIP BENEFITS

Exclusive Sponsorship:

- Designation as exclusive sponsor of Inside Design, billed as "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

Digital Promotion

- Recognition on NeoCon show eblast promoting the Inside Design program (150K recipients)
- Recognition on dedicated Inside Design webpage on neocon.com
- Inclusion in promotion of Inside Design on Homepage of neocon.com
- Inclusion on social promotion of Inside Design on and NeoCon's social media accounts. Pre-Show: Promoting the experience. During Show: Capturing on-site footage and posting day-of (74K+ followers / 3.6M avg. annual impression / 9% avg. engagement rate)
- Inclusion in Programming press release (202M overall annual media reach, national and international coverage)
- Inclusion on sponsor page of neocon.com and on onsite printed directory
- Sponsored Instagram Stories post on NeoCon IG account - sponsor may provide content
- Sponsored rotating banner ad on neocon.com (1M total annual page views)
- Sponsored post-show email sent by NeoCon on behalf of sponsor to Inside Design attendees

Design Museum of Chicago (DMoC) Promotion

- 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

NeoCon Talks Lounge

In partnership with Work Design Magazine, NeoCon Talks is back for its 3rd year, bringing together industry disruptors, thought leaders, and influencers for dynamic 20-minute discussions. This year will feature 8-10 sessions that challenge conventional thinking and ignite innovation.

Position your brand and products with engaging content in the NeoCon Talks Lounge, the hot spot on the 7th Floor Exhibit Hall.

In addition to the NeoCon Talks, the Lounge is the perfect spot for attendees to gather, with Keynote live streams and a pop-up coffee and snack bar, ensuring ongoing interaction with your brand throughout the Show.

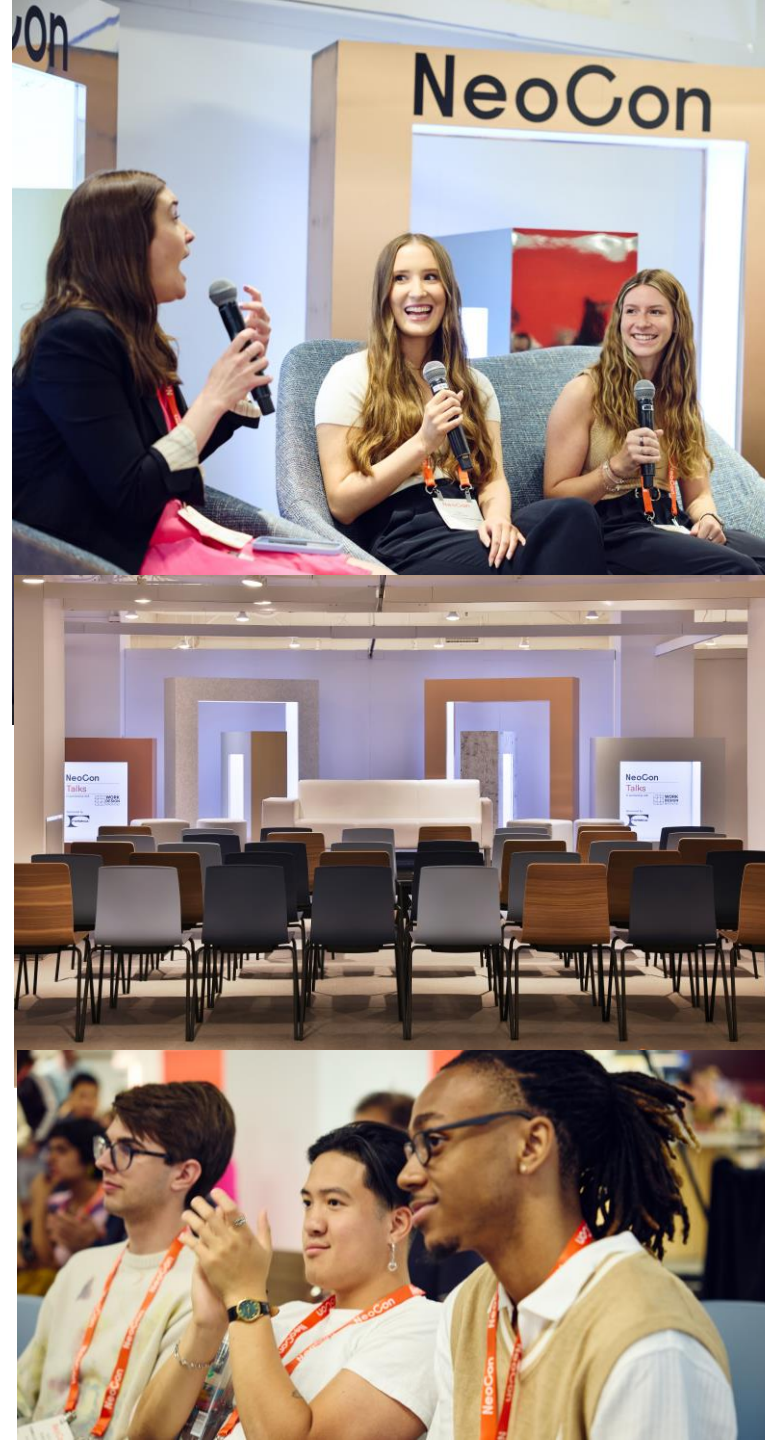
NeoCon Talks

20-minute conversations to spark ideas and innovation

In partnership with



Sponsorship opportunities and benefits on following page.



NeoCon Talks Lounge

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)

\$7,000 - 9,000 | No Longer Available

Acoustics Sponsor: Provide acoustic solutions to provide attendees with an exceptional audio experience as well as define the footprint of the NeoCon Talks Lounge.

\$7,000 | Currently Available

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

\$7,000 | Currently Available

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

\$7,000 | Currently Available

Custom Sponsorship: Opportunity to provide attendee hospitality, experience, swag, etc.

\$7,000 | Currently Available

SPONSORSHIP BENEFITS

Onsite Promotion

- Video reel promoting products in the Lounge.
- Recognition on onsite signage in the Lounge, throughout the Exhibit Hall, and on digital kiosks throughout the first and second floor of THE MART.
- Opportunity to include QR codes or branded promotional pieces on products.

NeoCon Promotion

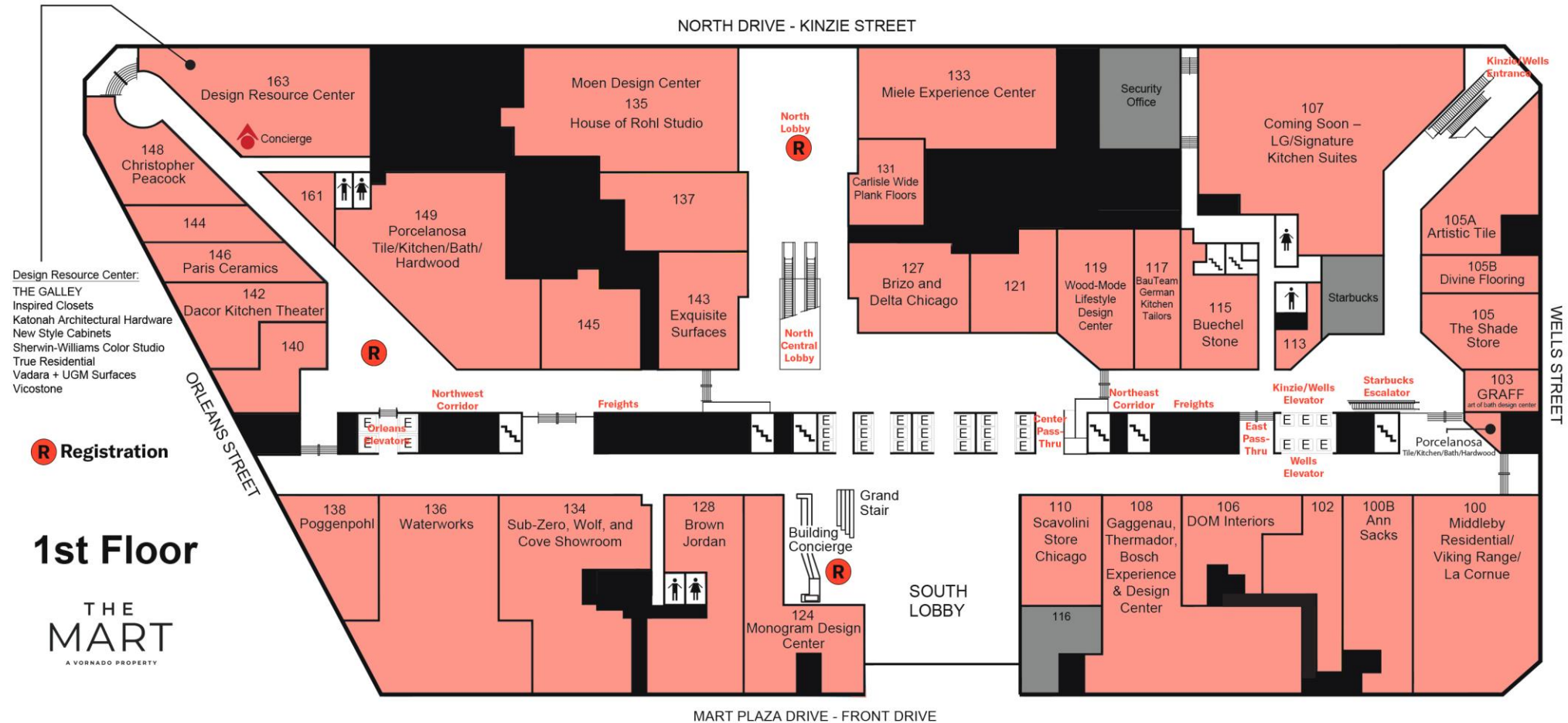
- Recognition on 1x NeoCon show eblast promoting “NeoCon Talks” (**150K recipients**).
- Recognition on dedicated “[NeoCon Talks](#)” webpage on neocon.com.
- Promotion of NeoCon Talks on Homepage of neocon.com.
- Inclusion on social promotion of NeoCon Talks on Instagram, Facebook, and LinkedIn (**74K 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 (**1M total annual page views**).
- Sponsor included on sponsor page of neocon.com and on onsite printed directory.
- Recorded NeoCon Talks programs included in the NeoCon Program Library on neocon.com.

Work Design Magazine Promotion

- Pre/post event coverage on WDM social media accounts (**110,000 followers**).
- Custom Instagram Story of Sponsor products in the Lounge.
- NeoCon Talks post-event editorial with a custom callout to one product per sponsor.
- Recorded NeoCon Talks programs included on [workdesign.com](#) and the WD YouTube channel.
- Year long Marketplace profile of a sponsor product in the Lounge.

Onsite Installations + Activations

1st Floor Sponsorship Locations



Kinzie/Wells Exterior Entrance

Outdoor spaces have transformed into must-have amenities. Position your brand at the busiest entry point into THE MART, just steps from the El train, parking garages, and the vibrant River North neighborhood. With constant foot traffic, this entrance is the perfect place to command attention and make an immediate impact as attendees arrive at the show.

\$25,000

Currently Available

Fee does not include materials and labor costs. See [1st Floor Display Rules and Regulations](#) for details.



Kinzie/Wells Interior Entrance

The 2-story Kinzie/Wells entrance is the busiest point of entry into THE MART. Make a lasting impression by leveraging the various surfaces throughout the space, ensuring your brand captures attendees' attention the moment they enter the show.

\$30,000

No longer available.

Fee does not include materials and labor costs. See [1st Floor Display Rules and Regulations](#) for details.



North-Central Lobby

Install a creative, interactive display in the North-Central Lobby. Centrally located on the first floor, do not miss this opportunity to showcase your product and brand and engage with NeoCon attendees throughout the show.

\$32,000

No longer available.

Fee does not include materials and labor costs. See [1st Floor Display Rules and Regulations](#) for details.



East Pass-Through

This prime pass-through space, across from Starbucks, guarantees repeated exposure to every NeoCon attendee and MART visitor. With its outstanding visibility, 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.

\$32,000

No longer available.

Fee does not include materials and labor costs. See [1st Floor Display Rules and Regulations](#) for details.



Center Pass-Through

This vibrant thoroughfare presents an incredible opportunity for sponsors to transform the space with bold, unconventional displays—from striking furniture vignettes to captivating mosaics, storyboards, and projections. With both walls available for branding, your message will capture the attention of every NeoCon attendee, making a powerful, unforgettable impact in one of the event's most high-profile spots.

\$30,000

Currently Available

Fee does not include materials and labor costs. See [1st Floor Display Rules and Regulations](#) for details.



Starbucks Escalator 1st Floor Footprint

Claim this exceptional sponsorship opportunity for maximum visibility. Located on the first floor, directly across from Starbucks and adjacent to the busiest entrance, this prime spot ensures your brand captures the attention of attendees throughout the show. Make a striking statement and stand out in one of the most high-traffic areas of the event.

\$25,000

Currently Available

Fee does not include materials and labor costs. See [1st Floor Display Rules and Regulations](#) for details.



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.

Opportunity to decal front doors of freights on all NeoCon floors. (Additional \$1,500 per door/per floor-includes decal print/install. Only eligible with interior sponsorship.)

\$7,000

No longer 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 2025. 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, printers and charging stations, as well as complimentary meals, snacks, beverages and gourmet coffee and espresso service throughout the show. *Available to more than one sponsor.*

\$6,000

Currently Available

Fee does not include materials and labor costs.



7th Floor – Main Café Sponsorship

Highlight your product and brand in a thoughtfully curated main café area at the heart of the Exhibit Hall. A designer will seamlessly integrate brands from various product categories to create an eye-catching space where attendees can relax, enjoy food and beverages, network, or recharge before visiting your booth or showroom. This prime, high-traffic location guarantees optimal visibility and interaction with your brand. *Available to more than one sponsor.*

2025 design concept to-come.

6,500.00

Limited Availability

Fee does not include
materials and labor costs.



7th Floor Center 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. Option for co-located concessions.

\$8,000

Pending

Fee does not include materials and labor costs.



7th Floor - Main Aisle Activation

Put your brand and products in the spotlight with prime visibility in up to 5 key locations along the main 6000 aisle of the 7th Floor Exhibit Hall. **This sponsorship is perfect for a series of seating vignettes and products with charging capabilities.** *Please note that all displays must comply with NeoCon's foot-traffic clearance guidelines.*

\$7,000

Currently Available

Fee does not include materials and labor costs.



7th Floor Pass-Throughs

Transform two highly-trafficked pass-throughs connecting the 7th Floor Exhibit Hall's two main aisles into dynamic, interactive showcases for your product. Captivate attendees with a creative experience and guide them to your booth or showroom, as they move between key areas.

\$7,000

Currently Available

Fee does not include materials and labor costs.



Onsite Advertising

South Drive Banners

Boost your company's visibility with a South Drive banner sponsorship on the prominent façade of THE MART. Your brand will gain maximum exposure to NeoCon attendees, MART visitors, Chicago River traffic, and Wacker Drive commuters alike.

\$12,500

Limited Availability

Fee includes production, installation and removal of banner.



Full Wall Elevator Decals – 1st 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 – 2nd Floor

Located across from a NeoCon registration/badge pick-up location, the 2nd floor Food Hall, several other food/coffee vendors and the indoor El train entrance, this massive billboard will make an impactful impression on attendees navigating through THE MART during the show.

\$20,000

Currently Available

Fee includes production, installation and removal of decals.



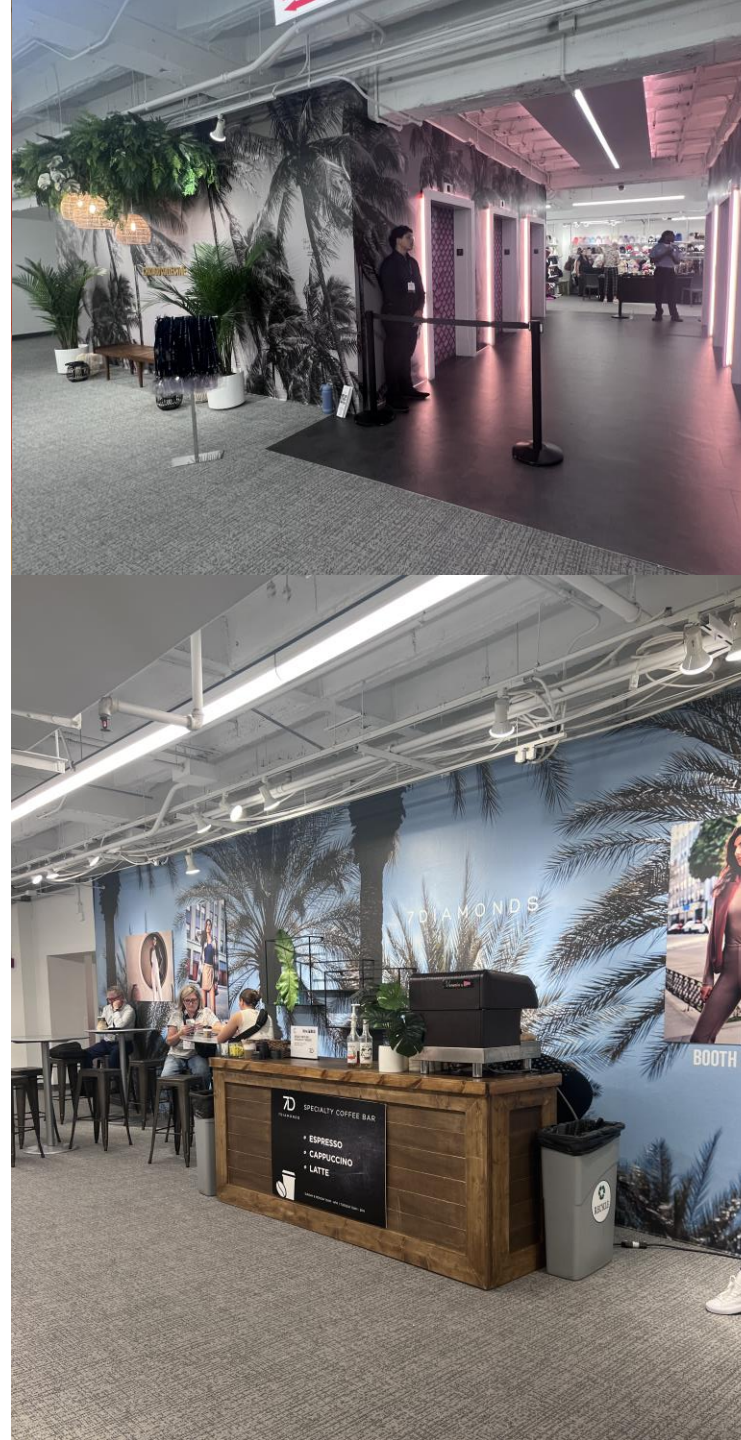
Elevator Lobby Takeover – 7th Floor

This expansive opportunity in the newly designed 7th Floor Elevator lobbies will showcase your brand prominently as attendees enter the Exhibit Hall. Take over the entire lobby with impactful decals that extend into a main aisle, ensuring your brand is front and center from the moment they step onto the floor.

15,000 per Elevator Lobby.

Limited Availability

Fee includes production, installation and removal of decals.



Elevator Bank Decals – 1st and Showroom Floors

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, 3, 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.



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. See [1st Floor Display Rules and Regulations](#) for details.



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.

\$7,500 Per Billboard

Currently 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

No longer available.

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

