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Onsite & Digital Sponsorships

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# NeoCon 2022

June 13-15  
theMART, Chicago



We strive to provide our exhibitors with an array of onsite and digital sponsorship opportunities that will fit your needs in this new environment and allow your company to market your brand both at the show and in the months leading up to the show in unique and effective ways.

# Elevate Your Company's Presence at NeoCon 2022

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Contact Lindsey Martin to reserve your sponsorship:  
312.527.6449 | [lmartin@themart.com](mailto:lmartin@themart.com).

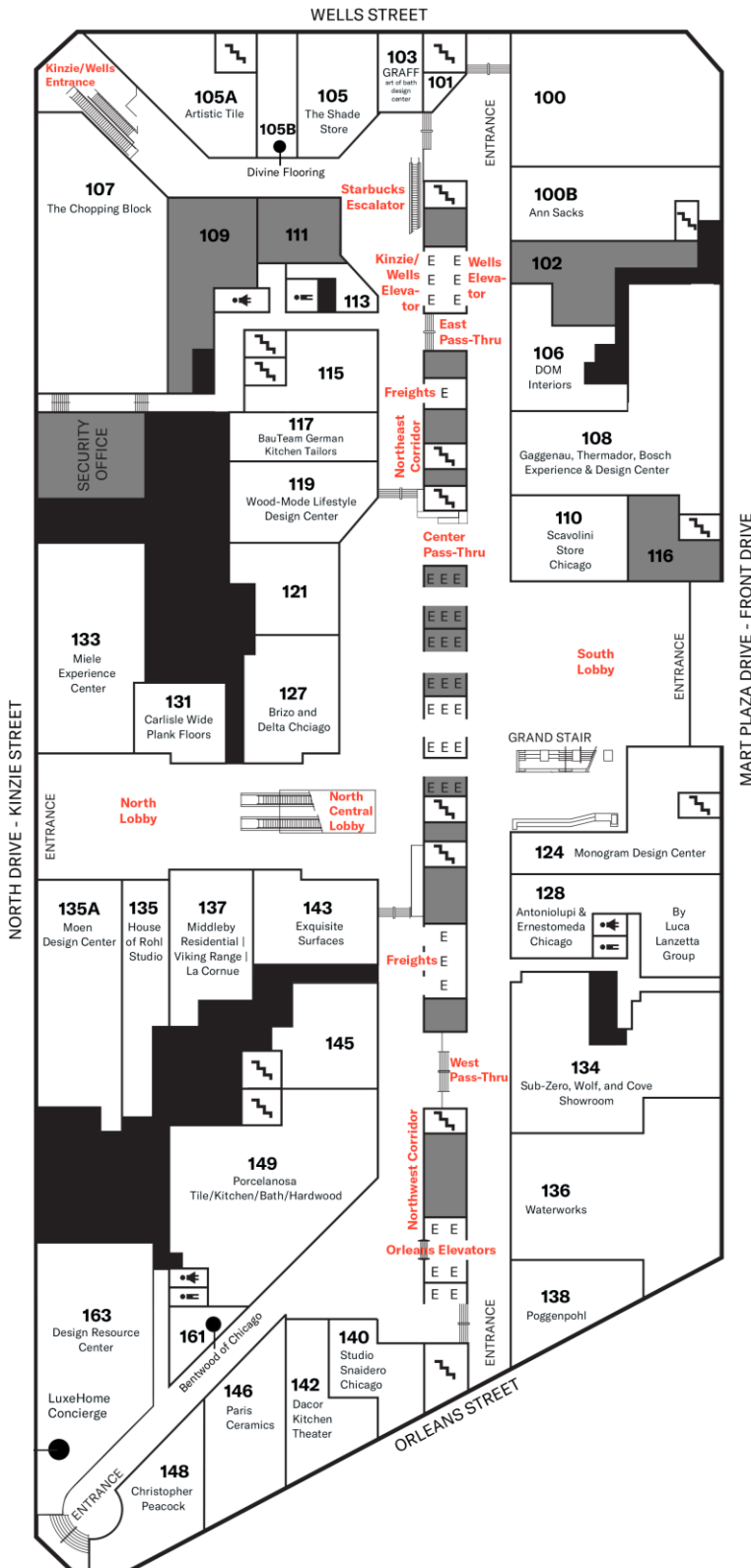
Sponsors must be NeoCon showroom tenants of theMART or temporary exhibitors on the 7th floor for the NeoCon 2022 show. Temporary exhibitors' booth investment must equal or exceed sponsorship investment.

# Onsite Installations

# NeoCon®

## 2022 Sponsorships

### 1st Floor Sponsorship Locations





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## 2022 Sponsorships

### Kinzie/Wells Exterior Entrance

\$22,000\*

Outdoor space will become an even more important amenity in 2022. Create a seating vignette or installation in the space outside this highly visible entrance for unparalleled exposure to NeoCon attendees and passers-by.

*\*Fee does not include materials and labor costs.*



### Kinzie/Wells Interior Entrance

\$25,000\*

Located right off the El train, parking garages and the middle of the River North neighborhood, Kinzie/Wells is the most utilized entrance into theMART. Create a memorable display or vignette for attendees to your showroom or booth right as they enter the show.

*\*Fee does not include materials and labor costs.*

**No longer available.**





### North-Central Lobby

\$32,000\*

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.

*\*Fee does not include materials and labor costs.*

**Contract pending.**





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## 2022 Sponsorships

### North Lobby

\$25,000\*

Create an interactive display in the 15' high North Lobby of theMART. The stately North Lobby acts as a meeting place throughout NeoCon, and houses a taxi pick-up location, driving even more attendees to your display.

*\*Fee does not include materials and labor costs.*



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## 2022 Sponsorships

### East Pass-Through

\$32,000\*

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.

*\*Fee does not include materials and labor costs.*





### Center Pass-Through

\$25,000

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.

*\*Fee does not include materials and labor costs.*

**No longer available.**



### Starbucks Escalator Ceiling Activation (with 1<sup>st</sup> Floor Footprint)

\$25,000\*

An exceptional spot for a high-design, sculptural hanging installation, this activation allows for branding on both first and second floors near Starbucks, capturing the attention of attendees daily -- a spectacular opportunity to flex your company's creative muscle.

*\*Fee does not include materials and labor costs.*





# NeoCon<sup>®</sup>

2022 Sponsorships

## Freight Elevators

\$10,000\*

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.

*\*Fee does not include materials and labor costs.*



# NeoCon®

## 2022 Sponsorships

### Northeast Corridor Display

\$15,000\*

Sponsor can brand a 20' wide blank canvas in the highly trafficked North Corridor, next to a freight elevator, which services NeoCon floors.

*\*Fee does not include materials and labor costs.*





# NeoCon®

## 2022 Sponsorships

### Northwest Corridor Display

\$15,000

Sponsor can craft a sizable wall display in the highly trafficked North Corridor, next to the Orleans Elevator Bank, which services NeoCon floors.

*\*Fee does not include materials and labor costs.*



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## 2022 Sponsorships

### 7<sup>th</sup> Floor, Branded Seating, Main Aisle

\$6,500 + Furniture Loan\*

Your brand will be front and center along the main aisle of the 7<sup>th</sup> Floor Exhibit Hall. Utilize your product and the wall space behind your product to promote your brand.

*\*Fee does not include materials and labor costs.*

**No longer available.**





# NeoCon®

2022 Sponsorships

## 7<sup>th</sup> Floor Pass-Throughs, Main Aisles

\$7,000\*

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

*\*Fee does not include materials and labor costs.*

**No longer available.**



# Onsite Advertising

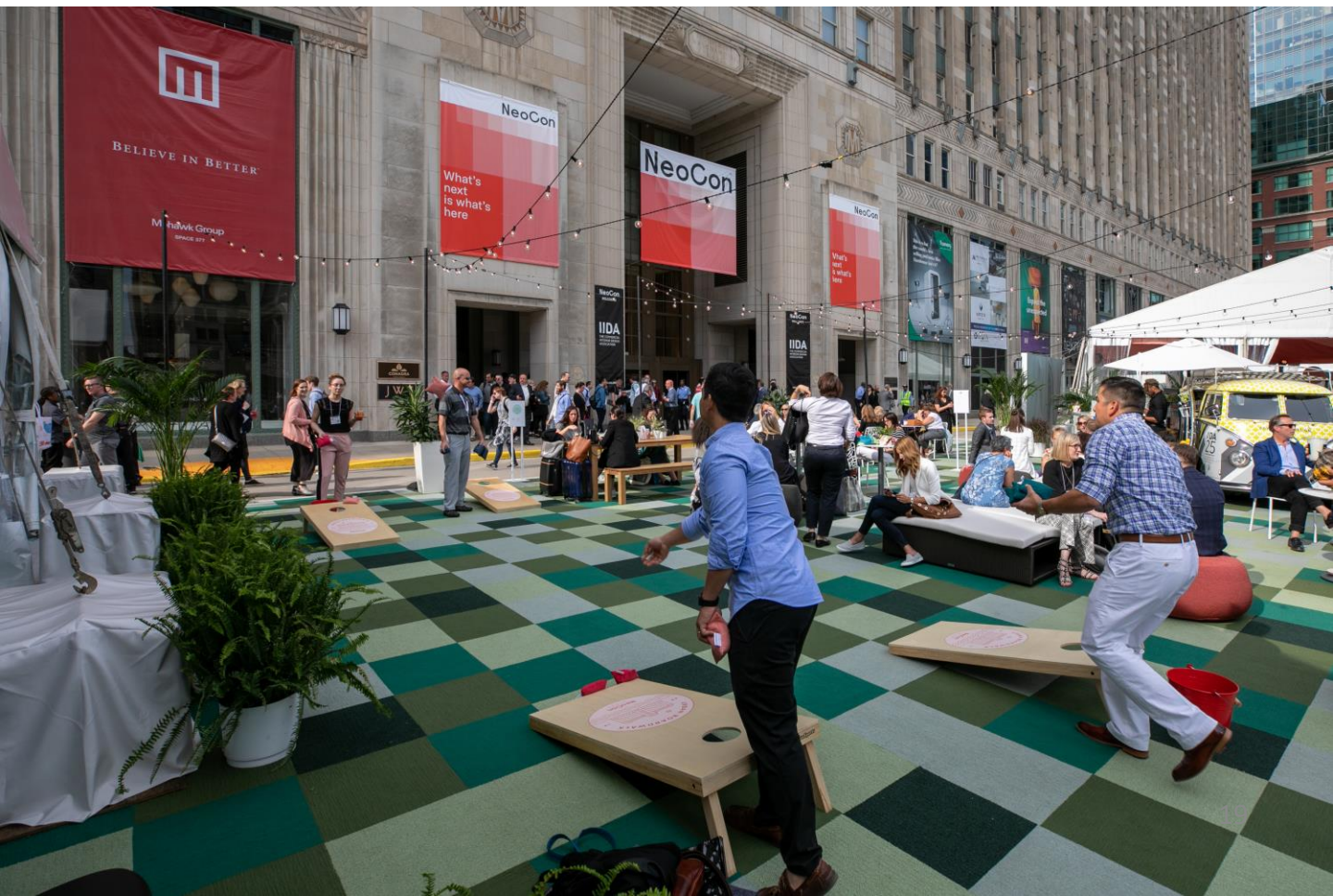
# NeoCon®

## 2022 Sponsorships

### South Drive Banners

**\$12,000** (*fee includes production, installation and removal of banner*)

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





### Elevator Bank Decals

**\$12,000 Per Elevator Bank, Per Floor – Doors Only** (*fee includes production, installation and removal of decals*)

Take advantage of this offering and brand one of theMART'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. **Limited Availability.**





### Full Wall Elevator Decals First Floor

**\$25,000** (*fee includes production, installation and removal of decals*)

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 theMART. **No longer available.**



### Full Wall Elevator Decals Second Floor

**\$15,000** (*fee includes production, installation and removal of decals*)

Located across from the 2<sup>nd</sup> 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 theMART during the show.



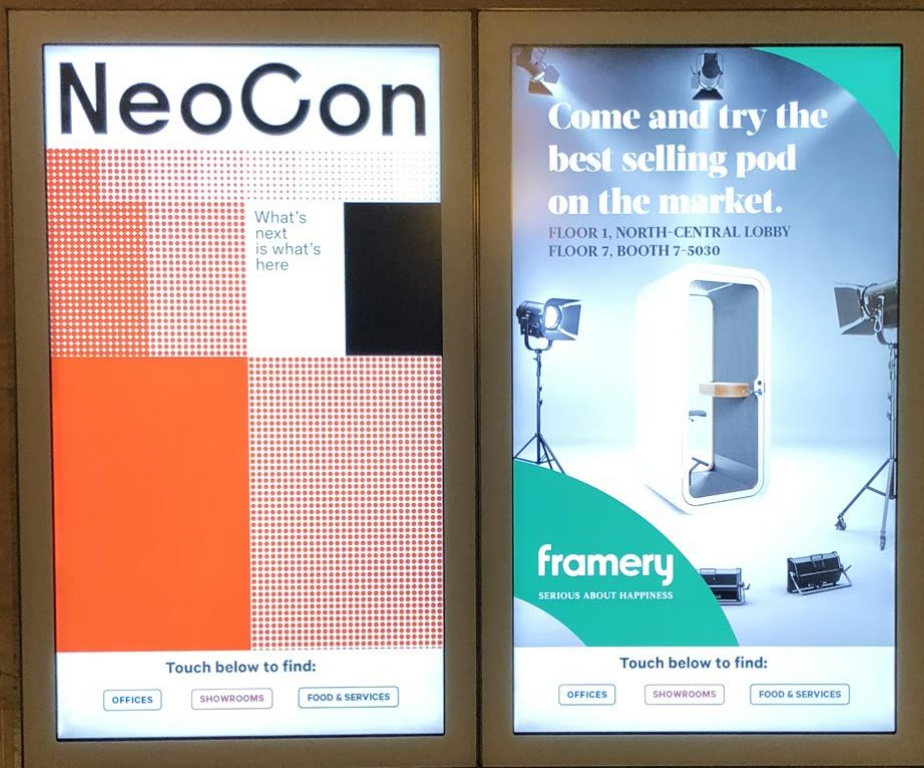


### Digital Kiosk Signage

\$3,500 / Show Day

Promote your brand and attract attendees to your showroom or booth with theMART'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). **Limited Availability.**

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 to keep the rotation to 8 assets or less, but on the single kiosks there may be more than 8 assets, each asset would still run for 8 seconds.





# NeoCon<sup>®</sup>

2022 Sponsorships

## Printed Billboards Second Floor

**\$7,000 Per Billboard** (*fee includes production, installation and removal of billboard*)

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



### Magazine Distribution Bins

**\$10,000 | 6 bins total (fee includes production, installation and removal of decals)**

Over 60 industry publications distribute their magazines during NeoCon. 6 magazine bins are in high traffic areas located on the 1<sup>st</sup> floor of theMART. Splash your message across the front of these bins and invite attendees up to your booth or showroom. Sponsor to design decals (90.25"w x 29"h), which will be placed on the face of the six bins.



# Attendee Amenities + Specialty Sponsorships



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## 2022 Sponsorships

### Official NeoCon Show Bag

**\$10,000\*** (*Fee includes NeoCon staff to distribute bags*)

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. *\*Fee does not include bag production or shipping. Minimum of 5,000 bags, but more recommended for higher visibility.*



### Show Lanyards

\$10,000\*

Create thousands of walking ads by putting your company name around the neck of 15,000 (minimum) NeoCon attendees. Lanyards will be provided to NeoCon attendees for use with mandatory badges. Specs to be coordinated with NeoCon. *\*Fee does not include lanyard production or shipping.*



# Social Media + Online Content



## Social Media

### Complimentary Social Media Opportunities

We are curating content for the ongoing feed across the NeoCon platforms that include Instagram, Facebook, Twitter, and YouTube. Please submit material for editorial consideration and be sure to include any links or relevant hashtags we should incorporate:

- **New Product Introductions:** Please submit your content [here](#).
- **General Company News/Content:** Please submit [here](#).

**NeoCon Social Media Platforms: 70,000+ followers**



[@neocon\\_shows](#)



[@neoconshows](#)



[@neocon\\_shows](#)

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## 2022 Sponsorships

### Social Media

#### NeoCon Product Spotlight \$250 - \$700

Includes a spotlight of a product of your choice to be featured on NeoCon's Instagram, Facebook and Twitter channels at optimal times. Also featured on the NeoCon website via the Exhibitor Page Instagram feed. (*Blackout dates: June 6-17, 2022*)

#### 1 Product Image:

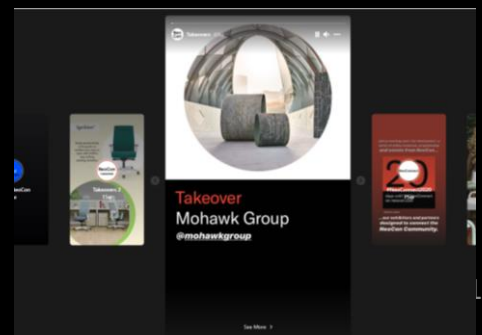
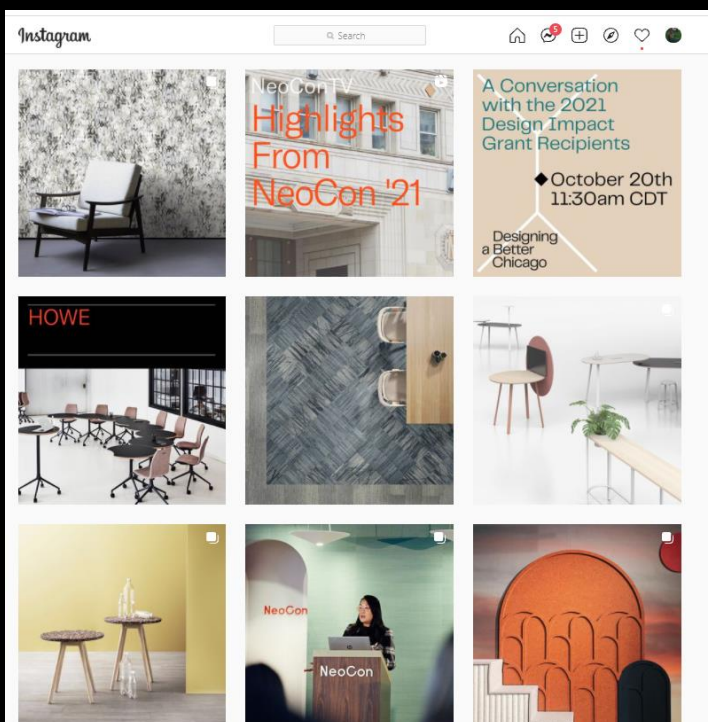
December 2021 through March 2022: \$250

April 2022 through July 2022: \$350

#### Slideshow of up to 8 images (8 images on FB and IG only; 1 image on Twitter):

December 2021 through March 2022: \$600

April 2022 through July 2022: \$700



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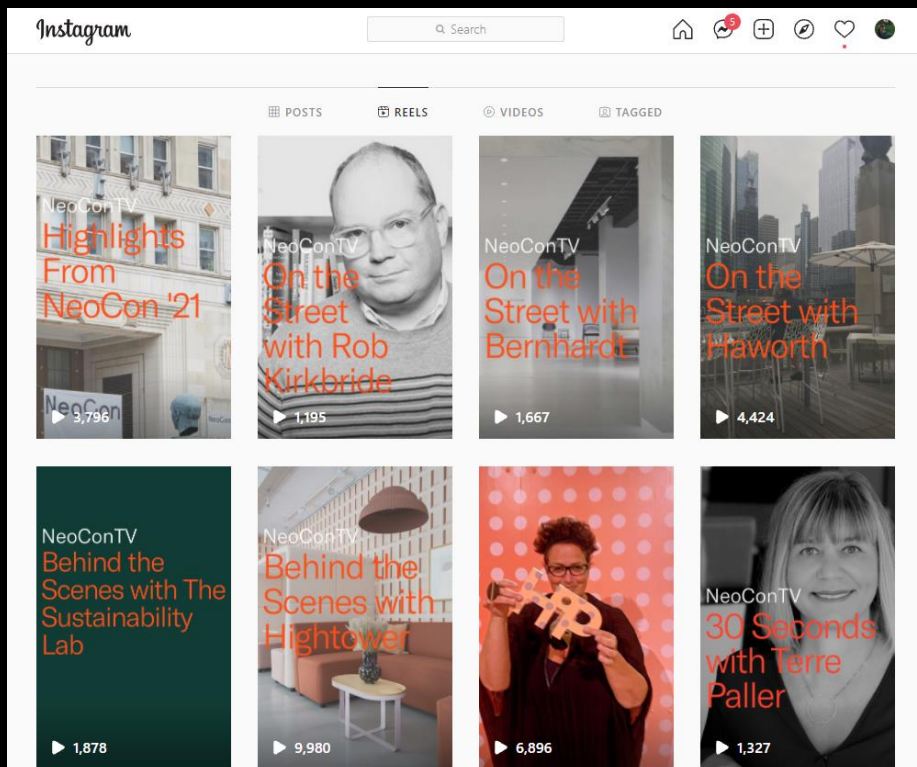
## 2022 Sponsorships

### Social Media

NeoConTV: \$3,000 - \$3,500

We're currently seeking submissions for NeoConTV: an ongoing series of Instagram Reels that go behind the scenes with manufacturers and designers, offering insider looks into showrooms and new product launches. Is someone from your brand a mover and a shaker in the industry? Do you have a designer you collaborate with that would make a great interview? These 30 second to 1 minute, professionally edited Reels are a perfect opportunity for your design talent to speak about industry trends and dig in on the inspiration and process behind your latest products. Examples of these videos can be found [here](#). (Blackout dates: June 6-17, 2022)

December 2021 through March 2022:	\$3,000
April 2022 through July 2022:	\$3,500





# NeoCon®

## 2022 Sponsorships

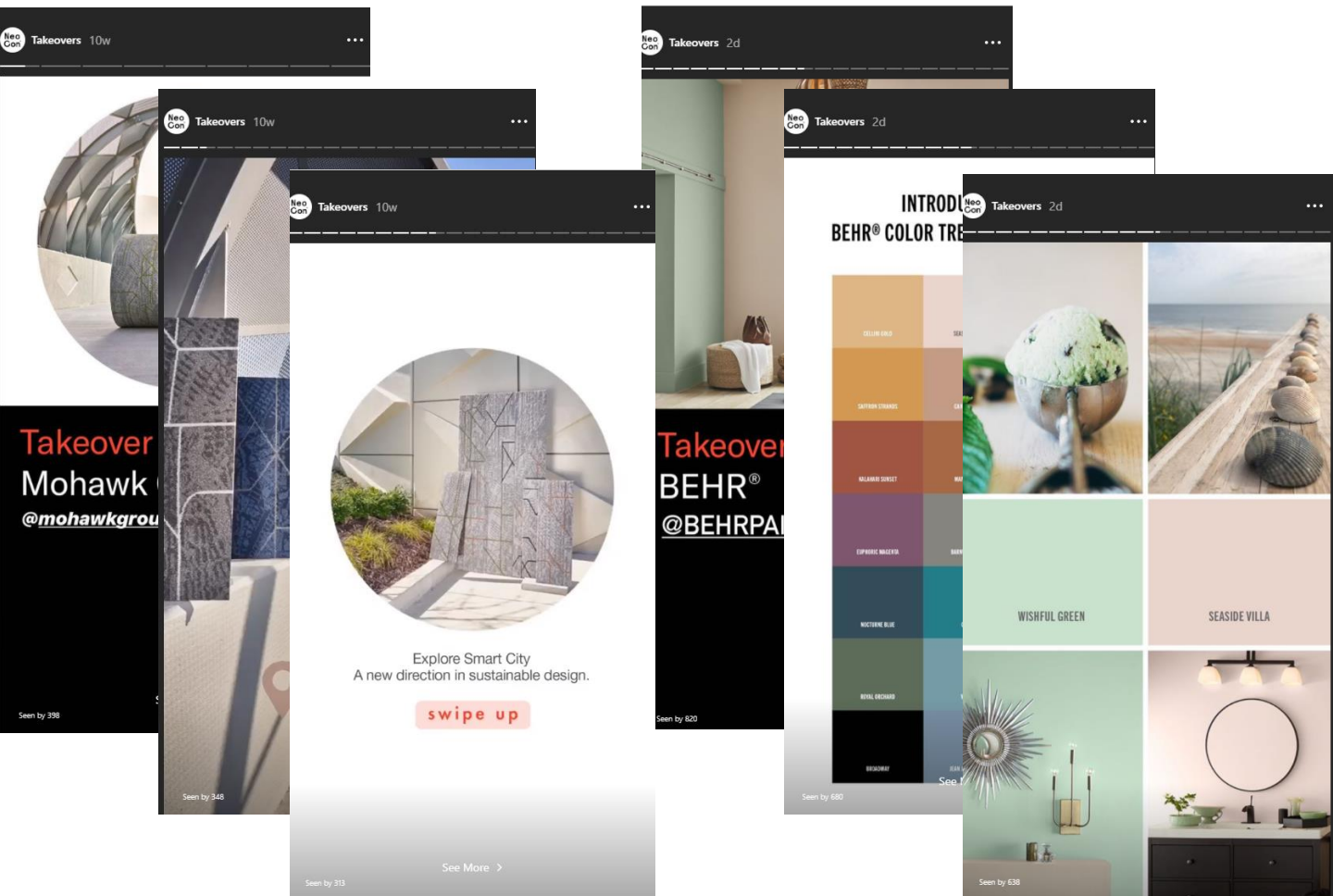
### Social Media

#### NeoCon Instagram Story Takeover: \$2,000 - \$2,500

Takeover NeoCon's Instagram stories for one day with an opportunity to post up to 10 image frames. Includes 1 static post announcing the takeover on Instagram, Facebook, and Twitter feeds the morning of the takeover, static image chosen by the NeoCon team. (*Blackout dates: June 6-17, 2022*)

December 2021 through March 2022: \$2,000

April 2022 through July 2022: \$2,500



### Guest Blog Post

NeoCon's "From the Community" Sponsored Blog: \$3,000 - \$3,500

NeoCon's "From the Community" blog has become a popular, widely read series featuring engaging and informative content from industry thought leaders. Through sponsorship, 2022 exhibitors can have the opportunity to submit a piece for inclusion in the series. All blogs will be featured on the neocon.com home page, blog page and across our social media platforms.

**Examples of these blog posts can be found [here](#).**

Content must be on a topic that appeals to the greater NeoCon audience. Materials must be pre-approved and must feel editorial in nature. NeoCon's PR firm, Novità, can work with exhibitors to solidify topic/theme and advise on copy/tone. (*Blackout dates: June 6-17, 2022*)

December 2021 through March 2022: \$3,000

April 2022 through July 2022: \$3,500



# Online Advertising



### NeoCon.com Rotating Banner Ad

\$6,000

Engage attendees before, during and after the show by displaying your banner ad throughout the NeoCon website and mobile site. Limited availability. *Over 1 million total website page views (January 1 – June 30)*

**SPECS:** Please provide your ad in the two sizes requested below:

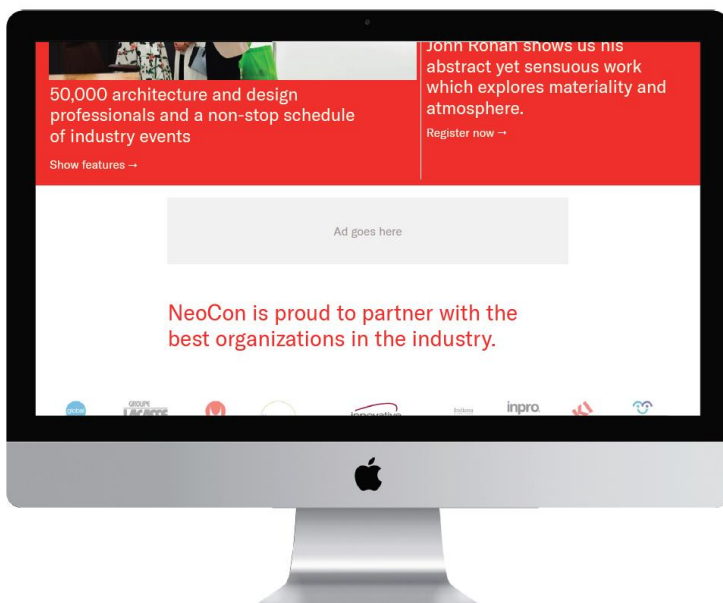
Website: **728 x 90 pixels jpg or gif**

Mobile: **320 x 100 pixels jpg or gif**

URL: **You would like ad linked to**

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.*

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## 2022 Sponsorships

### Dedicated Email-Blast

\$10,000

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 3<sup>rd</sup> party communications (approximately 34,000).

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



# Keynote Presentations



# NeoCon<sup>®</sup>

## 2022 Sponsorships

### Keynote Sponsorship

\$10,000 - \$20,000

Sponsorship is for one keynote presentation and includes introductory remarks, recognition on all relevant marketing materials, including but not limited to, website (*1m+ total pageviews annually*), dedicated Keynote HTML email (*165K NeoCon database*), press releases (*1.4K national and international editors and media outlets*), onsite signage, digital presentation signage, social media (*65k+ followers*) and official show directory.

**Additional presenter and promotional details forthcoming. Contact Lindsey Martin at [lmartin@themart.com](mailto:lmartin@themart.com) to discuss.**



Please contact Lindsey Martin to  
reserve your sponsorship:

Lindsey Martin

Director of Marketing, NeoCon

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