
NeoCon 2026 Onsite & Digital Sponsorships

June 8-10, 2026

Sunday Preview Day: June 7, 12-4pm

THE MART, Chicago

NeoCon

We offer exhibitors a dynamic mix of onsite and digital sponsorship opportunities—designed to showcase your brand, amplify your initiatives, and create meaningful engagement before, during, and after the show.

NeoCon

Elevate Your Company's Presence at NeoCon 2026

Year-Round Digital Sponsorships

- 4 Social Media
- 10 Online Content + Advertising

Programming Sponsorships

- 18 Keynote Presentations
- 19 Onsite + Virtual CEUs
- 20 INSIDE DESIGN Experiences
- 22 NeoCon Talks in Partnership with Design Milk
- 24 NeoCon Podcast Studio Powered by SURROUND

Onsite Sponsorships

- 26 Onsite Installations + Activations
 - 40 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 2026 show. Temporary exhibitors' booth investment must equal or exceed sponsorship investment for onsite sponsorship activations.

Click [HERE](#) for NeoCon Attendee Overview

NeoCon

Social Media Now Available Year-Round

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, facility managers, manufacturers, specifiers, corporate end-users, and media; providing sponsors meaningful ways to engage with the industry through **year-round multimedia promotion**.



105,046 Followers
+9.8% since last year



4,063,363 Annual Impressions
+54.9% since last year



4.7% Avg. Engagement Rate

Reporting period: July 2024 - June 2025

NeoCon

Multi-Platform Product Spotlight

Showcase your product innovations on NeoCon's Instagram, LinkedIn, and Facebook. Your 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
- Material deadline: 14 days prior to deployment

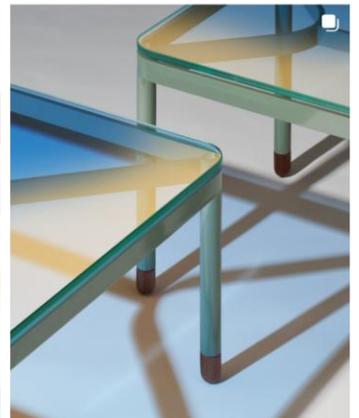
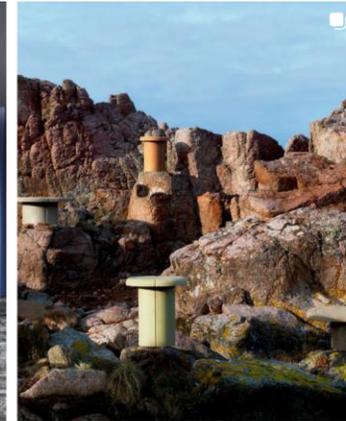
\$0.17 Avg. Cost per Impression
4.8% Avg. Engagement Rate

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

High-resolution lifestyle images required. [Here](#) is a 2025 show example. We are unable to use any image submissions with graphic or text overlay.

\$1,000: September 2025 - March 2026
\$1,300: April 2026 - August 2026

Blackout dates: June 1-12, 2026
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 they remain accessible and visible beyond the initial 24-hour story lifespan.

\$0.67 Avg. Cost per Impression

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.

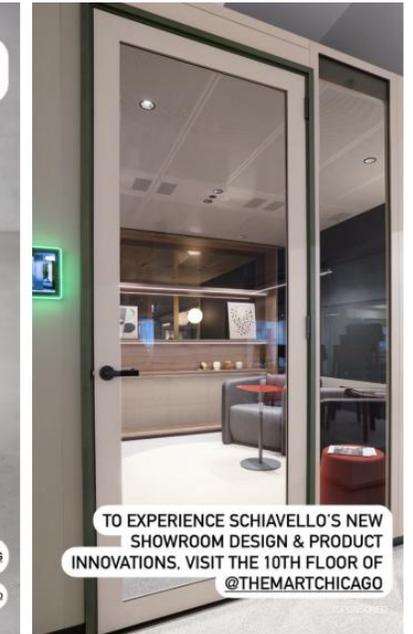
Material deadline: 7 days prior to deployment

\$800: September 2025 - March 2026

\$900: April 2026 - August 2026

Blackout dates: June 1-12, 2026

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.

\$0.98 Avg. Cost per Impression
1.6% Avg. Engagement Rate

High-resolution, professionally produced 1080x1920 video required. We are unable to use any video or Reel cover submissions with graphic or text overlay. [Here](#) is a 2025 example.

Material deadline: 14 days prior to deployment

\$2,250: September 2025 - March 2026
\$2,750: April 2026 - August 2026

Blackout dates: June 1-12, 2026
Limit 2 posts - must be spaced out by a minimum of 3 weeks.



NEW! On-Site Instagram Reel

Capture the energy of your NeoCon presence with an Instagram Reel produced by the NeoCon team. Filmed on-site on **Sunday, June 7**, these 30-60 second videos offer a dynamic way to generate real-time engagement while showcasing your brand, whether it's an inside look at your showroom or booth, a moment with your leadership, or a peek at a product debut.

Each Reel will be posted to NeoCon's Instagram Reels tab during the show (Day 1, 2, or 3), with an **Instagram Collab** (valued at \$500) baked in to maximize reach through your brand's account.

4.8% Avg. Engagement Rate

Includes: Filming, editing, and 1 round of review.

Material and filming coordination deadline: May 12, 2026

Day 1 Posting: No longer available

Day 2 Posting: \$3,500

Day 3 Posting: \$3,000

Limited availability — book early to secure your preferred day.



NEW! Best of NeoCon Winner Spotlight

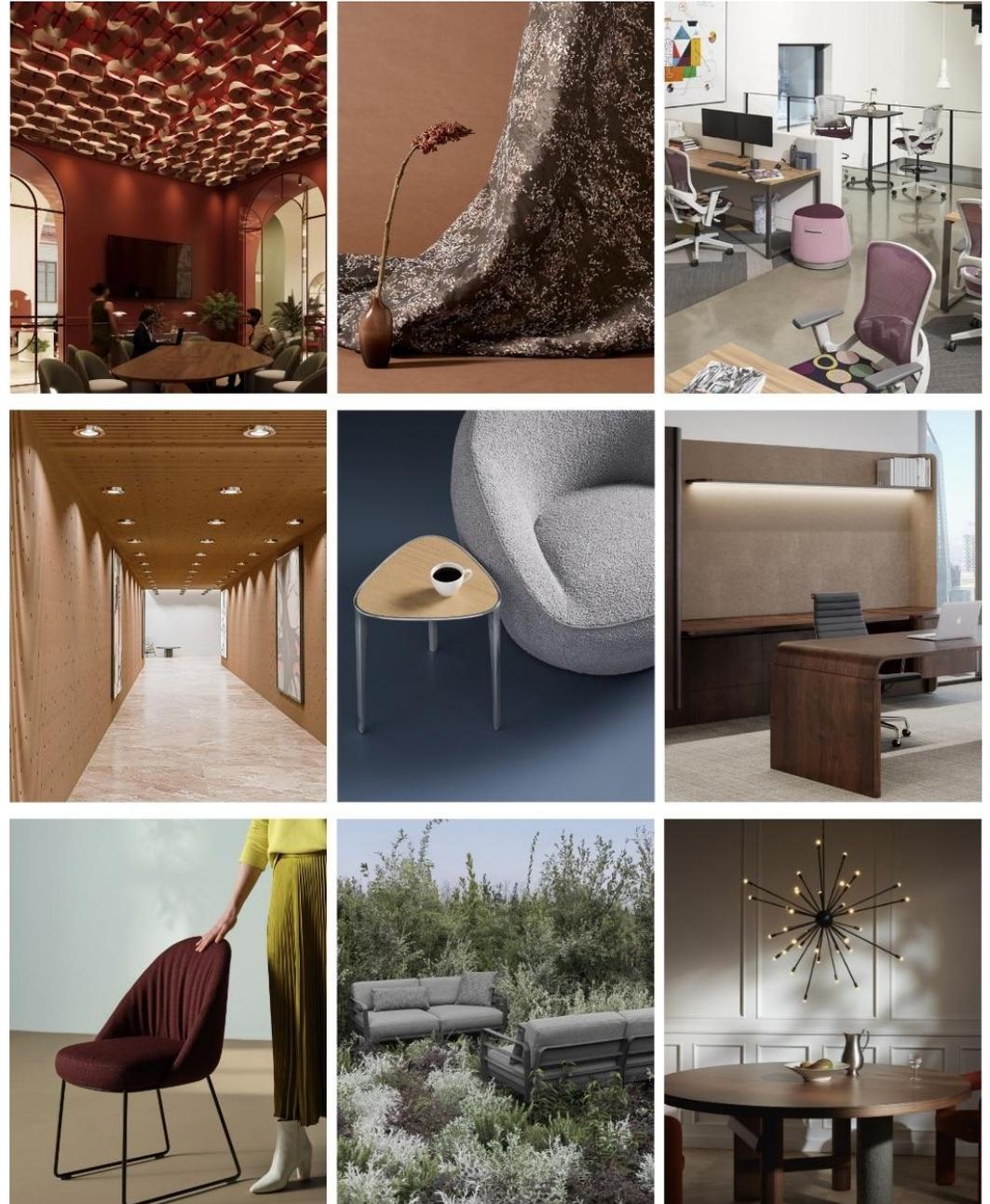
Shine a spotlight on your Best of NeoCon win with this exclusive social media sponsorship available only to this year's award recipients. This opportunity includes a dedicated feed post on NeoCon's Instagram, LinkedIn, and Facebook, celebrating your win and showcasing your product to our highly engaged audience.

Each post will highlight the winning product and tag your brand, helping amplify your recognition to A&D professionals, media, and specifiers who follow NeoCon for the latest in commercial design innovation.

- *3 posts (1 per platform) on one date*
- *Minimum of 3 images, maximum of 8*
- *Material deadline: 14 days prior to deployment*

\$700: January – May
\$800: June – December

Limit 1



NEW! LinkedIn Trends, Research & Insights Article

Position your company as a thought leader in the commercial design industry by sponsoring a LinkedIn Article on NeoCon's official page. This opportunity allows exhibitors to showcase their **original research, sustainability initiatives, design trend reports, or post-show insights** to a highly engaged professional audience.

NeoCon's LinkedIn followers include top A&D professionals, brand leaders, specifiers, media, and buyers, all seeking ideas and innovations that move the industry forward.

3.5% Avg. Engagement Rate
1.8K Avg. Impressions

Material deadline: 14 days prior to publication date

\$400: September 2025 - March 2026
\$500: April 2026 - August 2026

Blackout dates: June 1-12, 2026
Limit 1

NeoCon
16,178 followers
2mo · 🌐

As the design community looks forward to **#NeoCon2025**, four powerful design themes are shaping the future of our shared spaces. Aligned with this year's narrative, **#DesignAhead**, these directions—sensory-based design, cross-sector adaptability, material innovation, and resilience—are reimagining how we work, play, learn, heal, and connect.

Below, explore the full trends report and discover standout products and solutions from NeoCon exhibitors driving these ideas forward.



NeoCon 2025 Spotlights The Future of Commercial Design

NeoCon

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 their professional network. Whether it's a standout memory, a meaningful takeaway from a past show, or what they're most excited about for #NeoCon2026, this is an opportunity to join the conversation within the #NeoConCommunity.

\$0.15 Avg. Cost per Impression
5% Avg. Engagement Rate

High-resolution professional headshot required. [Here](#) is a 2025 show example.

Material deadline: 7 days prior to deployment

\$400: September 2025 - March 2026
\$500: April 2026 - August 2026

Blackout dates: June 1-12, 2026
Limit 2 posts - must be spaced out by a minimum of 3 weeks.

NeoCon
16,157 followers
2mo • 

"The Schiavello showroom has seen an endless stream of designers, architects, and curious folks pouring through in previous years, all buzzing about our Australian design flair. The overwhelmingly positive reaction to our bold, innovative designs made it clear we'd brought something fresh to the NeoCon scene. These moments cement NeoCon as the place where Schiavello's innovation shines and industry connections get real," says **Jeff Thompson**, Executive VP of North America at [Schiavello](#).

"This year we're continuing to highlight our 'Anything is Possible' ethos, showcasing exciting new, tailored solutions. Fundamentally good design, malleability and integrated technology is central to Schiavello's design philosophy and ensures we deliver workspaces that are perfectly in sync with the designer and client's vision, enhancing functionality and style. See you at showroom 10-135!"



Online Content + Advertising Now Available Year-Round

“From the Community” Blog

NeoCon’s blog series highlights fresh perspectives and thought leadership from innovators across the commercial interiors industry and beyond. Collaborating with NeoCon's PR firm, Novità, exhibitors are invited to share insights on timely, relevant topics that reflect their expertise and point of view. Novità can work closely with participating brands to shape themes, refine content, and ensure alignment with the overall voice and tone of the NeoCon platform.

All blogs are featured across NeoCon’s digital channels, including the homepage and blog section of neocon.com, as well as Instagram, Facebook, and as a LinkedIn Article. Examples of these blog posts can be found [here](#).

Material deadlines: Topic ideas due 14 days prior to deployment, draft and images due 7 days prior to deployment

\$3,000: September 2025 - March 2026
\$3,500: April 2026 - August 2026

Blackout dates: June 1-12, 2026
Limit 1

VCT, Reimagined: From Utility to Creative Canvas



Crafting Conversations for Wellness: The Power of Poetic Healthcare Furniture Design



The Next Frontier: Nature-Inspired Circular Materials



From Uniform to Universal: Inclusive Design for the Modern Workplace



A New Framework for Neuroinclusive Workplace Design



NeoCon.com Rotating Banner Ad

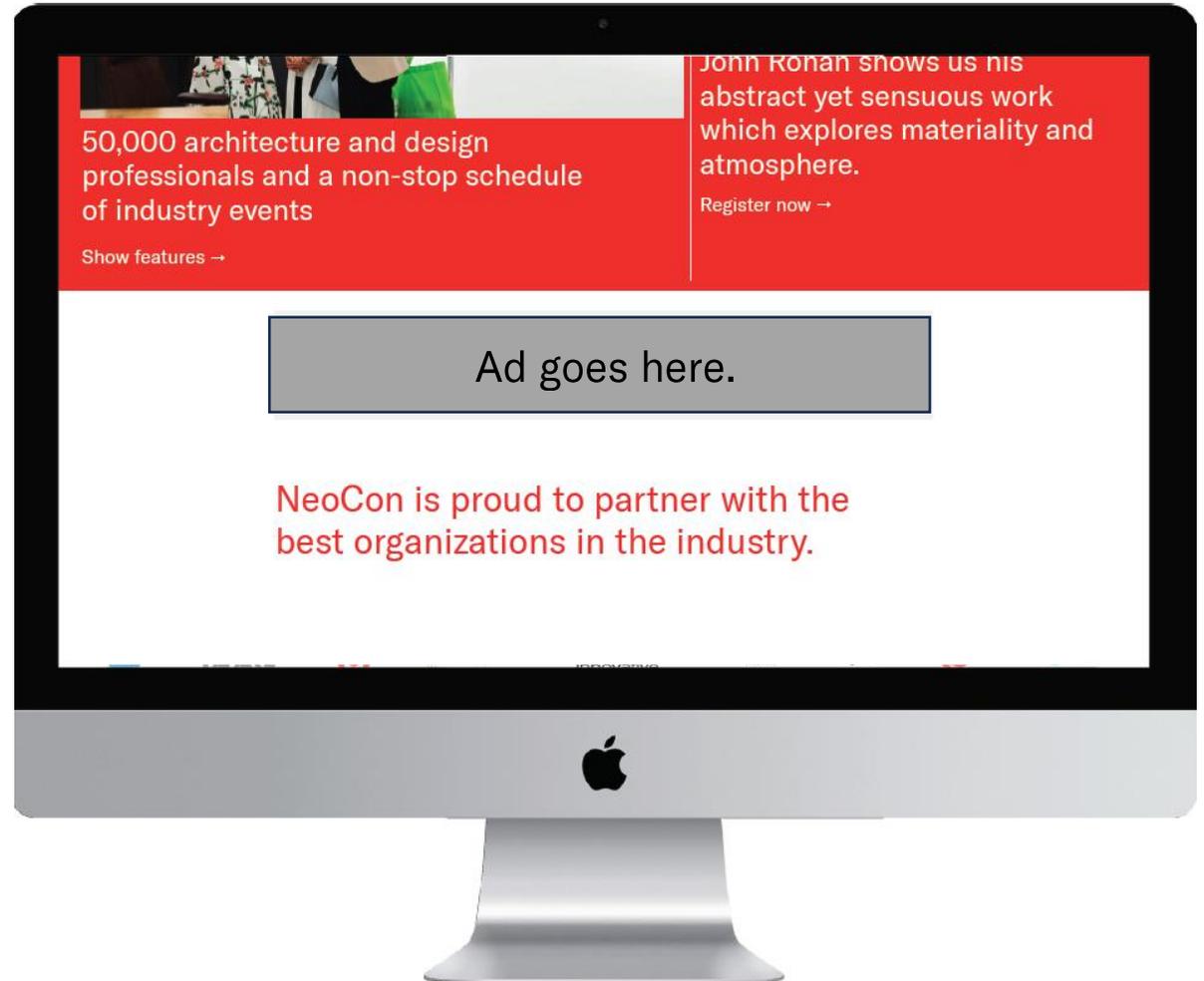
Engage attendees before, during and after the show by displaying your banner ad throughout the NeoCon website and mobile site. *Over 1 million total annual website page views.*

Your banner ad will be featured on rotation throughout neocon.com - each page will open with a different ad that remains on the screen until user navigates to another page.

Average ad views: 55,000

\$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 (41,000+).

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 1-12, 2026*



Programming

Keynote Sponsor

Align your brand with thought leadership at NeoCon—sponsor one keynote presentation (Monday, Tuesday, or Wednesday).

Benefits include:

- Introductory remarks
- Opportunity to provide furniture for stage
- Recognition across marketing: social media (105K+ followers), website (1M+ annual pageviews), Keynote e-blast (141K database), press releases (1.4K media outlets / 302M overall annual media reach), digital signage, and show directory
- 30-second branded commercial played before presentation and livestreamed (sponsor provides content)
- Distribute promotional materials at presentation.
- Branded onsite signage
- Web banner ad across neocon.com (6.5K value).
- Reserved VIP seating for 12

\$15,000 - \$25,000



CEU Programming Sponsor

NeoCon offers unmatched educational programming for industry professionals. Feature your brand alongside approximately 60 AIA- and IDCEC-approved seminars (8 onsite, 60 virtual), presented by world-class experts and thought leaders addressing today's most relevant and pressing topics. All sessions are available onsite, online, and on-demand for 90 days post-show.

Benefits include:

- Recognition across marketing: social media (105K+ followers), website (1M+ annual pageviews), Keynote e-blast (141K database), press releases (1.4K media outlets / 302M overall annual media reach), digital signage, and show directory
- Branding at the start of each seminar
- Post-show sponsor-branded email to CEU registrants.
- Sponsor complimentary coffee for onsite CEU attendees (included in fee)
- Distribute promotional items to onsite CEU attendees.
- Branded onsite signage
- Web banner ad across neocon.com (6.5K value)

\$25,000



INSIDE DESIGN Experiences

Be the Exclusive Sponsor of Inside Design
Now in its second year with the Design Museum of Chicago, Inside Design brings NeoCon attendees 5-6 curated, design-driven events across the city. As the exclusive sponsor, your brand gains premier visibility and alignment with immersive, high-impact design experiences. 2025 experiences Included studio tours + hands-on workshops with iconic Chicago artists, curated dining paired with creative design sessions, and behind-the-scenes tours of restored historic venues.

Sponsorship benefits on the following page.



INSIDE DESIGN

SPONSORSHIP BENEFITS:

Exclusive Sponsorship:

- Designation as exclusive sponsor: “*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
- Opportunity to provide branded giveaways to Inside Design attendees

Digital Promotion

- Sponsored IG Stories post on NeoCon IG account - sponsor to provide content (\$900 value)
- Sponsored rotating web ad across neocon.com (\$6.5K value - 1M total annual page views)
- Sponsored post-show eblast to NeoCon Talks attendees – sponsor to provide email
- NeoCon show eblast promoting the Inside Design program (141K+ recipients)
- Dedicated Inside Design webpage on neocon.com
- Homepage promotion on neocon.com
- Social promotion across NeoCon’s accounts, pre-, during and post-show Show: (105K+ followers / 4.6M avg. annual impression / 4.7% avg. engagement rate)
- Programming press release (1.4K media outlets / 302M overall annual media reach)
- Inclusion on sponsor page of neocon.com and on onsite printed directory

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

\$15,000



NeoCon Talks

New for 2026, NeoCon Talks is partnering with Design Milk to unite industry disruptors, thought leaders, and influencers for dynamic 20-minute discussions.

Designed for audiences eager for bold ideas and fresh perspectives, NeoCon Talks will feature 10–12 sessions that challenge conventional thinking and spark 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 offers ongoing engagement opportunities with live Keynote streams, a pop-up coffee and snack bar, and a gathering space that keeps attendees interacting with your brand throughout the Show.



Sponsorship opportunities and benefits on the following page.



NeoCon Talks

SPONSORSHIP OPPORTUNITIES

Title Sponsor – \$15,000

Provide product for stage and Lounge design. Includes all sponsor benefits, one sponsored session, and top billing across all promotions.

Seating Sponsor(s) – \$7,000–\$9,000

Provide mixed seating for the stage area of the Lounge. Includes all sponsor benefits plus one high-impact programming component.

Acoustics Sponsor – \$7,000 - No longer available.

Provide acoustic solutions to ensure an exceptional audio experience and define the NeoCon Talks Lounge footprint.

Café Tables & Seating Sponsor – \$7,000

Provide café tables and seating within the Coffee Bar area of the Lounge, including branded table clings.

Flooring Sponsor – \$7,000

Provide flooring design and product to define and elevate the Lounge space.

Custom Sponsorship – \$7,000

Opportunity to provide attendee hospitality, wireless charging stations, swag, or other creative activation.

SPONSORSHIP BENEFITS:

Onsite Promotion

- Video reel promoting products in the Lounge
- Recognition on onsite signage in the Lounge, throughout the 7th floor Exhibit Hall, on digital kiosks throughout the first and second floor of THE MART, and the Grand Stair projection
- Opportunity to include QR codes or approved branded promotional pieces on products

NeoCon Promotion

- Sponsored Stories post on NeoCon Instagram account - sponsor to provide content Sponsored rotating web ad across neocon.com – sponsor to provide ad (total annual page views)
- Sponsored post-show eblast to NeoCon Talks attendees – sponsor to provide email
- NeoCon pre-show eblast promoting the NeoCon Talks program (141K+ recipients)
- NeoCon post-show eblast promoting the NeoCon Talks recordings (141K+ recipients)
- Dedicated NeoCon Talks webpage on neocon.com
- Homepage promotion on neocon.com
- Social promotion across NeoCon’s accounts. pre, during and post-show Show: (105K+ followers)
- NeoCon Programming press release (1.4K media outlets / 302M overall annual media reach)
- Inclusion on sponsor page of neocon.com and on onsite printed directory
- Recorded NeoCon Talks programs included in the NeoCon Program Library on neocon.com

Design Milk Promotion

- Design Milk article, social post, and email feature announcing the lineup of speakers and mention of sponsors
- Inclusion of that article in a Metropolis newsletter
- Sponsored module in Design Milk newsletter promoting activation and mentioning sponsors
- Design Milk social post captured on-site promoting activation with mention of sponsors
- Live Instagram coverage each day of show mentioning and tagging sponsors (@designmilk, 3.8M followers)
- NeoCon Talks recap article (including links to video content) promoted via social and newsletter with mention of sponsors

NeoCon Podcast Studio

The NeoCon Podcast Studio – Powered by SURROUND will feature a full lineup of SURROUND Podcast Network shows recorded live throughout all three days of NeoCon. Align your brand with this dynamic, content-driven hub and tap into some of the most influential voices in the industry.

Attendees can listen in on the newest episodes as they're recorded, meet the hosts, enjoy exciting giveaways, and take part in exclusive hospitality.

The Podcast Studio will be located on the 11th floor, with plans to feature at least one live-audience program in the Studio show days.

SURROUND®

Sponsorship opportunities and benefits on the following page.



NeoCon Podcast Studio

SPONSORSHIP OPPORTUNITIES

Category-exclusive PRODUCT PARTNER - \$5,000

Sponsorship Benefits

- Product integration as appropriate
- Onsite signage promoting client's showroom (or 7th floor space)
- Opportunity to provide branded giveaways

SURROUND Promotion

- Instagram Story posted to @surroundpodcastnetwork and @interiordesignmag during the show, featuring the sponsor's presence in the lounge

NeoCon Promotion

- Recognition on 1x NeoCon show eblast promoting Podcast Studio (140K recipients)
- Recognition on dedicated Podcast Studio webpage on neocon.com
- Promotion of Podcast Studio on Homepage of neocon.com
- Inclusion in social promotion of Podcast Studio on Instagram, Facebook, and LinkedIn NeoCon accounts, pre-show and during show. (104K followers)

Category-exclusive TITLE SPONSOR - \$20,000 - No longer available.

Sponsorship Benefits

- Product integration in the Podcast Studio as appropriate
- Onsite signage promoting client's showroom or 7th-floor exhibiting space
- Opportunity to provide branded giveaways

SURROUND Promotion

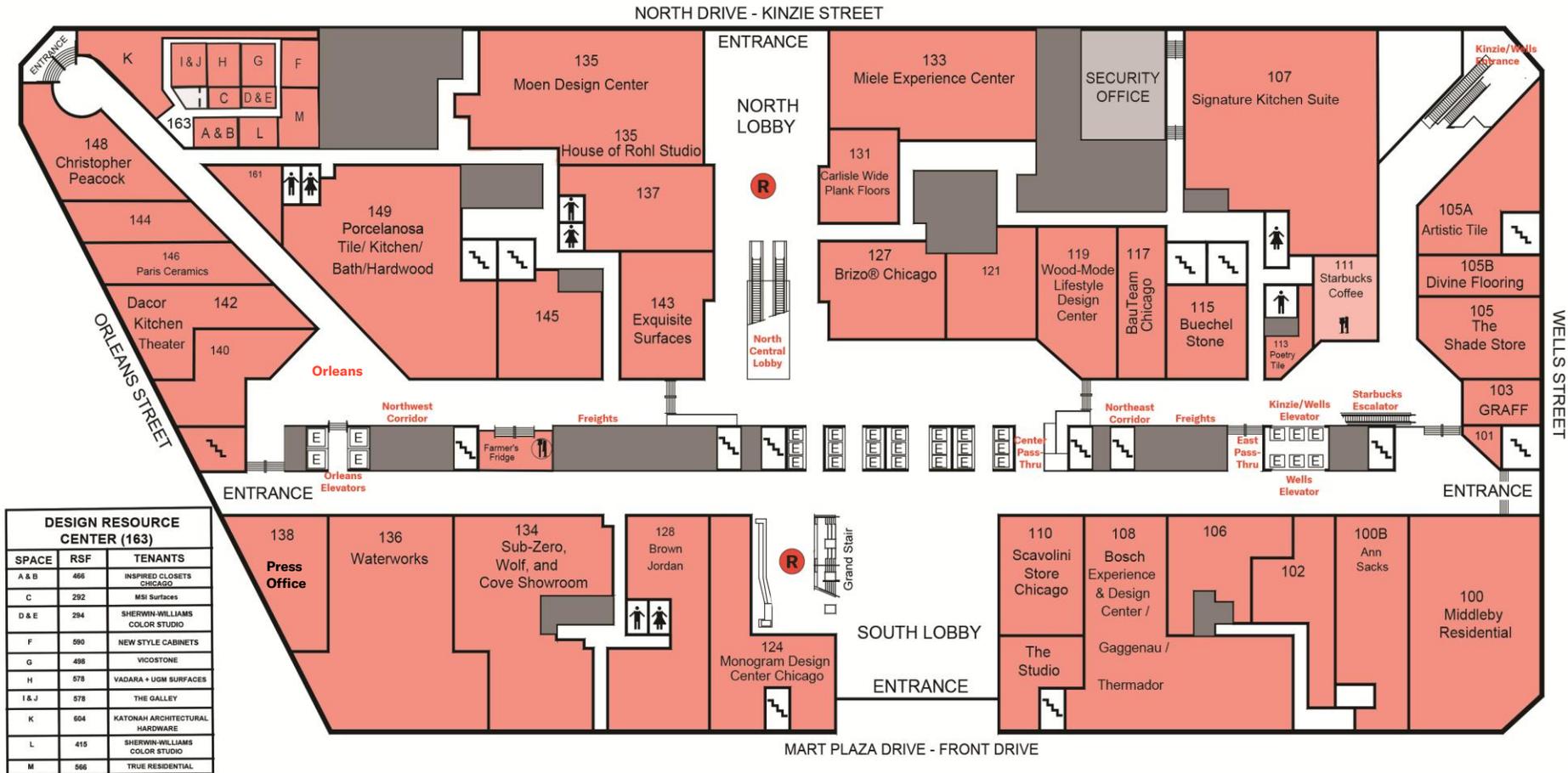
- Custom podcast episode produced with the sponsor, taped in Podcast Studio booths
 - Option to align with SURROUND Presents, Deep Green, Once Upon a Project, or Barriers to Entry
- Guarantee 1,000 podcast downloads, and 50k impressions
- Recap article featuring the episode posted to interiodesign.net or metropolismag.com
- Promotion of client's sponsorship, driving a minimum 150k impressions during and after NeoCon
- Instagram Story posted to @surroundpodcastnetwork and @interiordesignmag during the show, featuring the sponsor's presence in the Podcast Studio

NeoCon Promotion

- Recognition on 1x NeoCon show eblast promoting the Podcast Studio and programming taking place during NeoCon (141K recipients)
- Recognition on dedicated Podcast Studio webpage on neocon.com
- Promotion of the Podcast Studio on Homepage of neocon.com.
- Inclusion in social promotion of the Podcast Studio on Instagram, Facebook, and LinkedIn NeoCon accounts, pre-show and during show. (104K followers)
- Pre-Show: Promoting show schedule and activities
- During Show: Capturing on-site footage and posting day-of
- 1x Instagram Stories sponsored post (sponsor to provide content)
- 1x sponsored rotating banner ad on neocon.com (sponsor to provide banner ad)
- 1x sponsored post-show email to Podcast Studio attendees (sponsor to provide HTML file)

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.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels.

\$25,000

Fee does not include materials and labor costs.

Click on link for details:

[1st Floor Display Rules and Regulations](#)



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.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels.

\$30,000

No longer available.

Fee does not include materials and labor costs.

Click on link for details:

[1st Floor Display Rules and Regulations](#)



North-Central Lobby

Install a creative, interactive display in this centrally located first-floor hub and put your brand at the center of the NeoCon experience. Showcase your products, connect with attendees, and engage thousands of design professionals as they enter the show.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels.

\$32,000

No longer available.

Fee does not include materials and labor costs.

Click on link for details:

[1st Floor Display Rules and Regulations](#)



South Lobby

Indisputably the heart of the historic Merchandise Mart, the stately South Lobby serves as a central gathering place throughout NeoCon. Positioned just off the show's vibrant outdoor space, River Park, sponsorship here transforms this architectural icon into an unforgettable brand experience, putting your message front and center for thousands of design professionals throughout their NeoCon journey.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels.

\$50,000

No longer available.

Fee does not include materials and labor costs.

Click on link for details:

[1st Floor Display Rules and Regulations](#)



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.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels.

\$32,000

No longer available.

Fee does not include materials and labor costs.

Click on link for details:

[1st Floor Display Rules and Regulations](#)



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.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels.

\$30,000

No longer available.

Fee does not include materials and labor costs.

Click on link for details:

[1st Floor Display Rules and Regulations](#)



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.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels.

\$25,000

No longer available.

Fee does not include materials and labor costs.

Click on link for details:

[1st Floor Display Rules and Regulations](#)



1st Floor Orleans

Located across from a primary NeoCon elevator bank and highly visible from a main corridor, the Orleans first-floor sponsorship location offers a prime opportunity to create a bold, high-impact display. Leverage the generous footprint and sightlines to capture attendees' attention as they move toward the elevators and head up to the show floors.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels.

\$10,000

Fee does not include materials and labor costs.

Click on link for details:

[1st Floor Display Rules and Regulations](#)



Freight Elevators

Freight elevators are used to transport attendees from the first floor to all NeoCon floors, throughout the show. Activate and 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.)

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels.

\$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 2026. Serving top design, business, and tech media—as well as industry leaders meeting with the press—this space offers a private area for interviews and work, plus printers, charging stations, and complimentary meals, snacks, and gourmet coffee throughout the show. Multiple sponsorships available. *Available to multiple sponsors.*

\$6,000

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 NeoCon 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 multiple sponsors.*

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels

6,500.00

Fee does not include materials and labor costs.



7th Floor Center Café/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. Space is co-located concessions.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels

\$8,000

No longer available.

Fee does not include materials and labor costs.



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.*

\$6,000

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.

Marketing Benefits includes placement in the *Experiences & Activations* marketing campaign, featuring promotion across NeoCon email, website, print, social media, and onsite channels

\$7,000

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

Command attention as attendees arrive. This 20-foot, large-scale takeover on a NeoCon elevator bank is located directly across from Starbucks and THE MART's busiest entrance—guaranteeing maximum visibility.

\$25,000

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

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.

17,000 per Elevator Lobby.

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.

**\$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



NeoCon

Design
Ahead

Stop by.
Feel the Moxie.
Add to it.

10th Floor, Suite 1042
INDIANA FURNITURE

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. Bags will be distributed on the first floor of THE MART near registration desks. *Sponsor to include NeoCon logo on bag. Minimum of 5,000 bags, but more recommended for higher visibility.*

\$10,000

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



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

Fee includes production, installation and removal of billboard.

