

# NeoCon®

## NeoCon to Launch Premier Lighting Exhibit in 2026

*New curated showcase to feature a compelling look at the trends, technology, and products from the lighting industry for the built environment*

(Chicago, IL – September 17, 2025) [NeoCon](#), the largest and longest-running show serving the commercial interiors (A&D) industry, is thrilled to announce the launch of ***Illuminate at NeoCon*** 2026, a new show-within-a-show concept dedicated to architectural, technical, and decorative lighting. Debuting June 8-10 at THE MART in Chicago, this strategic expansion reinforces the show's commitment to an ever-evolving ecosystem of design innovation. The new curated platform aims to foster deeper connections between lighting manufacturers and professionals and the design community, offering direct access to the brands and technologies that are shaping the future of lighting design and its powerful and inherent impact in the built environment.

"With *Illuminate*, our goal is to create a dynamic new hub connecting the lighting industry with the commercial design community and NeoCon's audience of over 50,000 architects, designers and end-user decision makers," comments Lisa Simonian, Vice President, Head of Trade Shows at THE MART. "We are responding to an important need for lighting to be more properly recognized as a key and essential component of good design."

As part of a thoughtful redesign of the 7th Floor's Exhibit Hall, *Illuminate* will be a vibrant showcase for education and exploration, featuring:

- A selection of premier and emerging lighting brands in unique booth configurations.
- Interactive vignettes and immersive installations that demonstrate the dramatic effects of lighting design in situ—showcasing real-world scenarios.
- Educational programming led by lighting experts offering valuable insights into trends, technologies, and applications.
- Special events, happy hours, and meet-and-greets designed to create meaningful connections and inspire collaboration.
- Design collaborations incorporating lighting throughout THE MART at NeoCon.

*Illuminate* exhibitors will benefit from all NeoCon exhibitor assets, including opportunities to participate in NeoCon's sponsorships, programming, and the prestigious Best of NeoCon awards, with new and expanded categories for lighting. Information on booth packages and sponsorship opportunities can be found [here](#) and brands interested in exhibiting can contact [Julie Kohl](#), Vice President of Exhibitor Sales, and [Madeleine Tullier](#), Director of Exhibitor Sales.

For more showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon on: [Instagram](#) ([@NeoCon Shows](#)), [LinkedIn](#) ([@NeoCon-Shows](#)), and [Facebook](#) ([@NeoConShows](#)).

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**About NeoCon:** NeoCon is the world's leading platform and most important event for the commercial interiors industry, held each year at THE MART in Chicago. Since launching in 1969, NeoCon has served as the annual gathering place for the commercial design world's manufacturers, dealers, architects, designers, end-users, design organizations, and media. The three-day event showcases game-changing products and services from more than 400 leading and emerging companies—providing unparalleled access to the latest and most innovative solutions. A robust educational program of keynote presentations and CEU sessions offers world-class expertise and insight into today's most relevant topics as well as the future of commercial design. [www.neocon.com](http://www.neocon.com)

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**About THE MART:** THE MART is the largest privately held commercial building in the United States: It encompasses 4.2 million gross square feet, spans two city blocks, rises 25 stories, and is visited by an average of 30,000 people each business day (or nearly 10 million people annually).

THE MART serves as the home to Chicago's most creative and technologically innovative companies, including Motorola Mobility, PayPal, Avant, and MATTER, as well as Fortune 500 companies Conagra Brands, Allstate, Medline Industries, Beam Suntory, IPG, and Grainger. It is also the largest and most important center for design in North America, with more than 250 premier design showrooms offering the latest resources for both residential and commercial markets.

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