

NeoCon[®]

NEOCON TO UNVEIL ELEVATED NEW 7TH FLOOR EXHIBIT HALL AT 2025 EDITION

Introducing Specialized Segments, Curated Activations, Enhanced Hospitality & More

(Chicago, IL - December 11, 2024) NeoCon is pleased to announce a dynamic new 7th Floor Exhibit Hall experience, set to debut at the 56th annual NeoCon, June 9-11, 2025. Boasting nearly 200 leading companies and emerging talents from around the globe, the redesigned floor will introduce a “halls within a hall” concept and feature dedicated, amenity-rich spaces for immersive activations, programming and more.

The thoughtful layout—with four main zones organized by key product categories—will enhance navigation, enabling attendees to quickly find exhibitors and solutions tailored to their needs while giving exhibitors more focused opportunities to connect with target audiences. Eye-catching hospitality spaces by Chicago-based Elise Metzger, founder of the experiential design firm Forward Fruit, will include a new NeoCon Café, as well as other inviting settings to network, take a break, and conduct business.

“This strategic, design-led transformation enables us to create a more focused and engaging environment that fosters growth and meaningful connections for all involved,” remarks Byron Morton, Vice President & Co-Head of Leasing at NeoCon. “It further strengthens and enhances NeoCon’s ongoing role as both a business accelerator and a global hub for innovation in the commercial design industry.”

The four newly specialized sections will include: **Hall 7.1**, a distinctive area with abundant natural light spotlighting design-forward brands, including those seeking to expand their business in the North American market; **Hall 7.3**, dedicated to architectural products, flooring, and cutting-edge technology solutions; **Hall 7.5**, showcasing global sourcing exhibitors; and **Hall 7.7**, featuring furniture and fabrics tailored to all commercial sectors including corporate office, education, healthcare, hospitality, government, and public spaces. Strategically designed for optimal visibility, accessibility, and differentiation, these areas will ensure a cohesive experience for exhibitors and attendees.

Brands interested in exhibiting can submit an application on the website neocon.com/apply-to-exhibit. Contact [Julie Amato-Kohl](#), Vice President of Exhibitor Sales, and [Madeleine Tullier](#), Director of Exhibitor Sales, for more details on exhibiting.

For 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 about today's most relevant topics as well as the future of commercial design. 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, 1871, 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.