

# NeoCon<sup>®</sup>

## **NeoCon Announces Significant Showroom Expansions, Notable Returns, and Innovative Debuts Ahead of the 2026 Edition**

*Long-Term Leasing Momentum, a New Lighting Showcase, and a New Creative Collaboration Space*

**(Chicago, IL – March 17, 2026)** Returning to The Mart June 8-10—with a Preview Day on June 7—[NeoCon](#) is proud to announce notable milestones leading up to the 2026 edition. Marked by significant investments from powerhouse brands, including Keilhauer and Calyx by Claridge tripling their footprints, a surge of key renewals from Emeco, Schiavello, and Stance Healthcare, to new permanent showrooms for Formica Group and Slalom, the debut of a new **Collab Space** featuring veteran giants, and the launch of **Illuminate at NeoCon** showcasing 50-plus premier lighting brands, this year's show underscores NeoCon's spirit of innovation, community, and connection.

"Each year we look for ways to support how the industry comes together," comments Byron Morton, Vice President & Co-Head of Leasing. "From expanded showrooms to new platforms for collaboration and product discovery, we're continuing to enhance the NeoCon experience, building fresh opportunities for brands and attendees to connect and exchange ideas."

### **New and Notable: Leasing Activity and Showroom Growth**

The Mart continues to evolve with new permanent showrooms, strategic relocations, dynamic expansions, 22 long-term leases, and an influx of specialty showcases. Major highlights include:

**New Permanent Showrooms:** [Formica Group](#) (10-120), [Nevers Industries](#) (1061), [Slalom](#) (10-168), and [Workrite](#) (333) are opening new showrooms in time for NeoCon 2026, further expanding the building's offering across textiles, seating, surfaces, and ergonomic solutions.

"As a brand with more than a century of design heritage, Formica Group cares deeply about showing up for the design community, sharing new ideas, and continuing to innovate alongside the industry," notes Meghan Howell, Creative & Design Director, Formica Group North America. "Having a permanent home in The Mart allows us to do that in a more meaningful way, and we're excited to be part of the energy and creativity that makes NeoCon so special."

**Significant Expansions:** Established exhibitors continue to reinvest in larger and more immersive environments designed to support year-round engagement, including [Calyx by Claridge](#) (1082), [ClearSpace Design](#) (1040), and [HAT Collective](#) (1078), alongside [Keilhauer](#) and [Division Twelve](#) (399).

"NeoCon has long been the global meeting place for the designers, innovators, and creatives who make our industry great, and there's no address more iconic than The Mart," says Mike Keilhauer, CEO, Keilhauer. "With this substantial expansion of our showroom, bringing

Keilhauer and Division Twelve together, creating a hub for exploration and inspiration, Keilhauer has established a cornerstone at the heart of the industry.”

“After more than a decade of exhibiting at The Mart, Calyx by Claridge is proud to reinvest by extending our lease and tripling our floorplate,” adds Beth McGrew, Vice President of Sales & Marketing, Calyx by Claridge.

**Strategic Relocations:** Several brands—including [CF Stinson + Arc-Com](#) (355), [Krug Furniture](#) (373), [Mayer Fabrics](#) (335), [OM Seating](#) (1012), and [Sedia Systems](#) (324A)—are relocating to refreshed spaces within The Mart ahead of the show.

**Key Renewals:** Furnishing leaders [Emeco](#) (318), [Schiavello](#) (10-135), and [Stance Healthcare](#) (10-139), have extended their commitments for long-term leases.

**Specialty Showcases:** In addition to the permanent showrooms, NeoCon 2026 debuts a series of specialty spaces and design destinations on the 10th and 11th floors. This curated selection includes the re-engagement of former long-time tenants [HBF](#) and [HBF Textiles](#) and [Neutral Posture](#), as well as first-time exhibitors [Haskell Education](#), [Impact Acoustic](#), [Memo](#), and [ACTIU](#).

### **The New 7th Floor: A Curated Blueprint for Discovery**

NeoCon’s destination for discovery, the 7th Floor Exhibit Hall, will be reimagined into an intuitive hall-within-a-hall layout, featuring a category-driven exploration of immersive showcases and branded experiences from more than 200 companies, including returning notables [AHF Products](#), [Assa Abloy](#), [Benjamin Moore](#), [Configura](#), [Emu](#), [Mockett](#), [NARDI](#), and [Snapcab](#), and first-time exhibitors [Airria](#), [Emma Hayes](#), [Fenabel](#), [Hanan Sotelo](#), [Lignotrend](#), [Lucca House](#), [Metall Furniture](#), [Revigres](#), and [The Wood Veneer Hub \(WVH®\)](#). Key pillars include:

**Collab Space:** A 2,800-square-foot hospitality-driven installation designed by [Charlie Greene Studio](#). Collab Space represents a departure from traditional booth silos. Inspired by the concept of ‘Chicagohenge’— the spectacular alignment of the sun with the city grid – it serves as a metaphor for design synergy. Marrying atmosphere, materiality, color, and product integration into a cohesive destination, the interactive space will feature brands like [Allseating](#), [Kriskadecor](#), [Mohawk Group](#), [Paul Brayton Designs](#), [ROOM](#) an OFS Company, and [Simii Design](#) in context.

“We’re so excited to share an experience that’s quintessentially Chicago with NeoCon attendees: Chicagohenge,” says Jason Hall, founder and creative director of Charlie Green Studio. “The way the deep, rich color of the setting sun aligns perfectly with the city grid once a year is memorable and fleeting.”

**Illuminate at NeoCon:** A new show-within-a-show dedicated to architectural, technical, and decorative lighting, *Illuminate* recognizes lighting as a fundamental architectural driver. Through immersive real-world applications, the platform will feature global leaders like [ALW \(Architectural Lighting Works\)](#), [Axis Lighting](#), [Axolight](#), [Barn Light Electric](#), [Estiluz](#), [Focal Point](#), [Juniper](#), [lightly](#),

[Marset](#), [PureEdge Lighting](#), and [USAI](#). Educational programming, special events, and networking opportunities will further support collaboration between lighting manufacturers and designers and the broader A&D community.

“*Illuminate* signals a meaningful new chapter for NeoCon, one that places lighting design at the center of the conversation,” says Adrian Howitt, Vice President + General Manager, Fluxwerx Illumination.

“There is an unmatched energy that takes over The Mart during NeoCon,” adds Teresa Navarro, Sales Manager, Estiluz. “This is a new experience for us, and we are incredibly excited to be a part of it.”

Propelled by strong leasing activity and new debuts, NeoCon 2026 is set to unite 50,000 design professionals with more than 450 brands, world-class programming, special events, tours, and workshops.

NeoCon is open to trade, C-Suite executives, and other industry-related professionals, and registration is free for all attendees. Register [here](#). For more news and real-time information, follow NeoCon on: [Instagram](#) (@NeoCon\_Shows), [LinkedIn](#) (@NeoCon-Shows), and [Facebook](#) (@NeoConShows).

###

## Frequently Asked Questions (FAQs)

### **Q: What are the key leasing highlights announced ahead of NeoCon 2026?**

**A:** Ahead of NeoCon 2026, The Mart has secured 22 long-term leases and a range of showroom developments, including new permanent showrooms, expansions, relocations, and specialty showcases.

### **Q: Who are the new and notable exhibitors at NeoCon 2026?**

**A:** Notable additions and returning participants include Formica Group, Nevers Industries, Slalom, and Workrite with new permanent showrooms, as well as first-time exhibitors Neutral Posture, Haskell Education, Impact Acoustic, Memo, and ACTIU. The show will also welcome the return of HBF and HBF Textiles in a specialty showcase.

### **Q: Which brands are expanding their presence at The Mart?**

**A:** Several established exhibitors are significantly expanding their footprints, including Keilhauer and Calyx by Claridge—both of which are tripling their showroom space—along with ClearSpace Design and HAT Collective, reflecting continued investment in immersive showroom environments.

### **Q: Which companies are relocating their showrooms and renewing their leases?**

**A:** CF Stinson + Arc-Com, Krug Furniture, Mayer Fabrics, OM Seating, and Sedia Systems are relocating to new spaces within The Mart ahead of NeoCon 2026. Emeco, Schiavello, and Stance Healthcare have all extended their lease commitments.

**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)

NeoCon® is a registered trademark of Merchandise Mart Properties Inc., a subsidiary of Vornado Realty Trust.

**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.

**Media Kit:**

Access the official show press kit [here](#).

**Media Contacts:** Novità Communications

[Sarah Claypool](#) / [Danielle McWilliams](#) / [Katie Fosdick](#)