
NeoCon[®]

2019 Prospectus

The world's leading
platform and most
important event of the
year for the commercial
design industry

June 10-12, 2019
theMART, Chicago
neocon.com

the**MART** A VORNADO PROPERTY

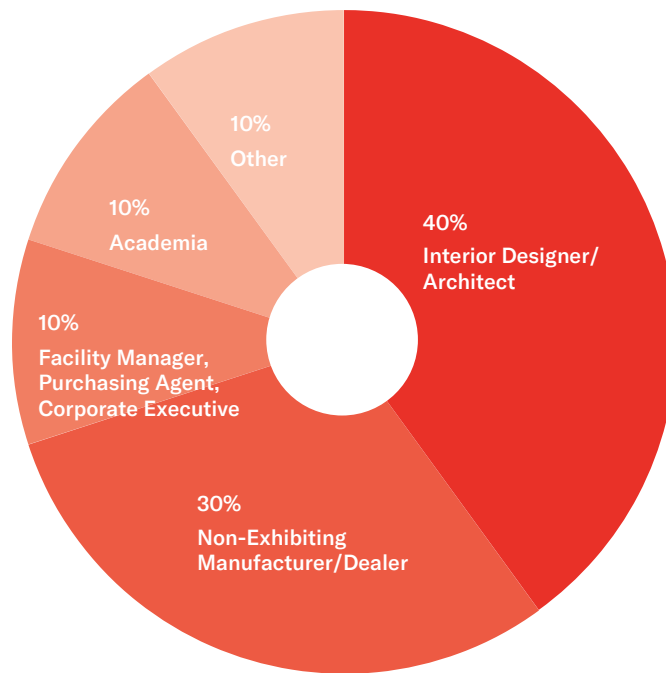
Unparalleled access to the latest and most innovative solutions in commercial design.

NeoCon serves as the commercial design industry's launch pad for innovation—offering ideas and introductions that shape the built environment today and into the future.

NeoCon hosts nearly 300 brands in its recently redesigned 7th floor Exhibit Hall. Organized to provide a comprehensive, easy-to-navigate experience, the dynamic space showcases a myriad of products and services by category and has become a major highlight of the NeoCon experience.

- The most important commercial interiors show in North America
- For 50 years, the Chicago Merchandise Mart has hosted NeoCon
- More than 50,000 attendees from 78 countries
- 1 million sq. ft. of exhibition space
- More than 500 leading companies
- First-class educational programming featuring 100 accredited seminars in addition to its special programs and marquee presentations
- Inspiring Installations
- Design & Architectural Tours
- Networking Events
- Prestigious Awards

WHO ATTENDS NEOCON



TOP 4 REASONS ATTENDEES CHOOSE NEOCON

98%

See new product

94%

Learn about products/ services that can benefit clients/employers

44%

Networking/ social events

31%

CEU Seminars

NEOCON ATTENDEES HAVE BUYING POWER

89%

Plan to specify/ purchase products they see at NeoCon within the next 12 months

88%

Are primary decision makers or influence decision making

NEOCON ATTENDEES DESIGN AND SPECIFY FOR ALL TYPES OF COMMERCIAL ENVIRONMENTS

83%

Office/Corporate

44%

Institutional/Educational

44%

Healthcare/Hospitals/ Senior Housing

31%

Hospitality

29%

Residential

Over the last 50 years, NeoCon has evolved into one of the most recognized and attended events in the industry.

WHO EXHIBITS AT NEOCON

Our 2019 efforts will continue to build on the success of the show while expanding product offerings and helping exhibitors and attendees connect in a more valuable way. NeoCon showcases nearly 300 brands on the 7th floor and 200 Contract Showrooms on 3, 10, and 11 as well as 200 Residential Showrooms on floors 6 and 14 located in The Mart.

Manufacturers of products for commercial interiors including:

- Workplace
- Government
- Healthcare
- Hospitality
- Public Space
- Schools & Institutions
- Retail

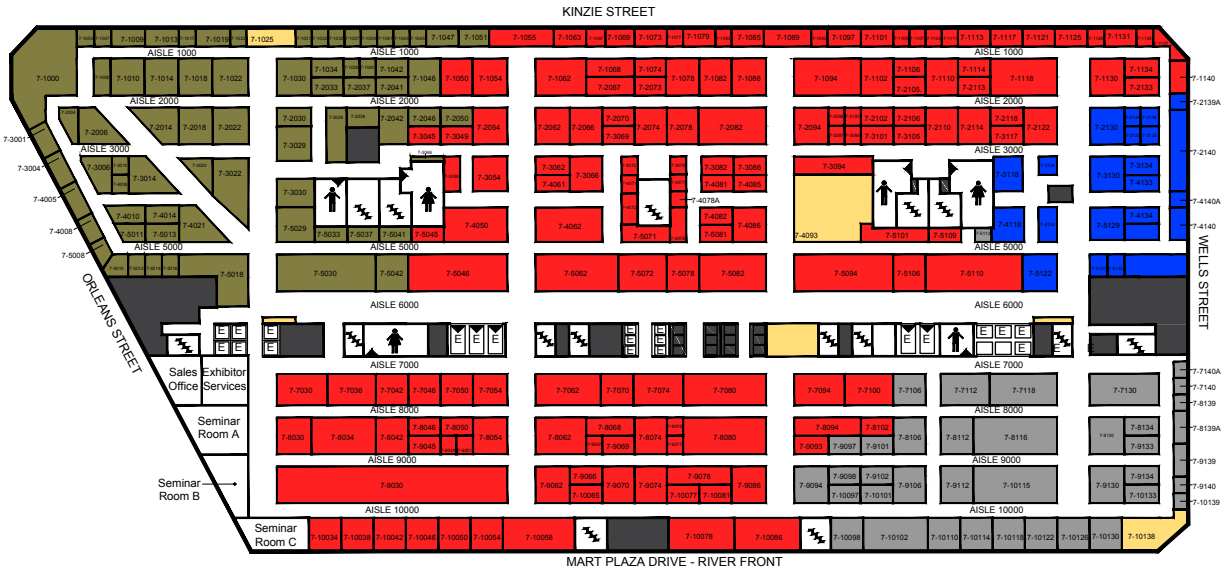
NEOCON BOOTH PACKAGES



Booth space is sold per square foot in approximately 100 square foot increments. The NeoCon Booths are located in the 7th Floor Exhibit Hall. The NeoCon 2019 new exhibitor application will be available August 2018. What's included:

- › Back and side white hard walls
- › Gray carpet
- › (1) 120 volt, 150-watt duplex electrical outlet
- › (1) 1' x 4' LED track light
- › (4) LED lights
- › 8" x 11" booth sign
- › Exhibitor listing on website and print directory
- › Free wi-fi to exhibitors

NEOCON TEMPORARY EXHIBITORS ARE LOCATED IN THE 7TH FLOOR EXHIBIT HALL



Furniture + Fabrics

- › Accessories/Art
- › Casegoods
- › Lounge Seating
- › Seating
- › Storage/Files
- › Systems Furniture
- › Sound Proof Pods and Acoustic Divided Spaces
- › Textiles
- › Work Environments

Flooring

- › Broadloom
- › Carpet Tile
- › Ceramic/Porcelain Tile
- › Hardwood
- › Poured Concrete, Terrazzo
- › Raised Floor
- › Resilient Flooring
- › Solid Surface-Epoxy
- › Vinyl/Vinyl Tile

Finishes, Materials, Interior Building Products

- › Acoustical Solutions
- › Cable & Wire Management
- › Ceilings
- › Glass & Hardware
- › Lighting
- › Paints & Coating
- › Raised Floor
- › Signage
- › Sound Masking
- › Specialties
- › Walls & Doors
- › Green Walls
- › Laminates
- › Metal
- › Specialty Leather & Textiles
- › Wall Finishes
- › Wall Tile
- › Wood Veneer
- › Interiors + Sources Materials Pavilion

Technology

- › CRM/Software
- › Data Storage
- › Drafting
- › Rendering
- › Scanning
- › Sourcing
- › Specification
- › Technology Integrated Furniture Solutions

NeoCon targets the most highly qualified A&D professionals through an extensive multimedia marketing campaign.

- Print and digital ads run in 50 top trade and business publications
- Show brochures are mailed to lists of more than 150,000 industry professionals
- A series of 20 promotional e-blasts are sent to close to 200,000 targeted prospects from NeoCon's substantial database
- Through NeoCon Access, exclusive benefits and events attract top designers and corporate end users
- A robust show website communicates all show components and features detailed exhibitor information
- A multi-platform show app aids in communication and wayfinding once the show is in progress
- Media efforts, managed by Novita PR, are directed to more than 300 trade and consumer media outlets and include significant exhibiting company outreach
- Communications extend out to include Facebook, Twitter, and Instagram

ADDITIONAL PROMOTIONAL OPPORTUNITIES FOR EXHIBITORS

Attendee Lists

Use our lists to promote your products/services

Electronic Invitations

Promote your presence at NeoCon through our customizable HTML

Sponsorships

Build your brand through a number of onsite and online options

Awards Competitions

Gain recognition via the top competitions in the industry

Online Profiles

Promote your company and products via complimentary online and app listings

NEOCON IS PROUD TO PARTNER WITH THE BEST ASSOCIATIONS AND PUBLICATIONS IN THE INDUSTRY, INCLUDING:

Associations

- › Association for Contract Textiles
- › The American Academy of Healthcare Interior Designers
- › The American Institute of Architects
- › American Society of Interior Designers
- › BIFMA International
- › Color Marketing Group
- › Design Industries Foundation Fighting AIDS
- › Designs for Dignity
- › International Interior Design Association
- › Office Furniture Dealers Association
- › U.S. Green Building Council-Illinois Chapter

Publications

- › Archello
- › Archiproducts
- › Architect
- › Architects Newspaper, The
- › Architectural Record
- › Azure
- › Bellow Press
- › Building Operating Management
- › Buildings
- › Business of Furniture
- › Clever
- › Commercial Architecture
- › Contemporary Stone & Tile Design
- › Contract
- › Design Applause
- › Design Milk
- › design:retail
- › Designer Pages
- › DesignGuide.com
- › Environments for Aging
- › Facility Executive
- › Floor Covering News
- › Floor Covering Weekly
- › Floor Focus
- › Floor Trends
- › Glocal Design Magazine
- › Green Building & Design
- › Green Operations
- › Healthcare Design
- › Hospitality Design
- › I&D
- › Il Foglio del Mobile
- › Interior Design
- › interiors+sources
- › McMorro Reports, The
- › Metropolis
- › MMQB
- › Officeinsight
- › Office Snapshots
- › Perspective
- › Restaurant Development & Design
- › Snap
- › VMQD
- › Workplaces Magazine
- › Workspace Design Magazine

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