

NeoCon Marketing

NeoCon targets the most highly qualified A&D professionals through an extensive multi-media 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, Instagram, LinkedIn, Pinterest and Vine

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

Relationships with more than 20 industry associations and promotion in over 50 print and online publications, including:

Associations

- › 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
- › Interior Design Educators Council
- › International Association of Lighting Designers
- › International Interior Design Association
- › National Council for Design Qualification
- › Office Furniture Dealers Association
- › U.S. Green Building Council-Illinois Chapter
- › Wallcoverings Association
- › Women in Architecture

Publications

- › Archello
- › Architect
- › Architects Newspaper
- › Architecture Boston
- › AZURE
- › Bellow Press
- › Building Operating Management
- › Buildings
- › The Business of Furniture
- › Commercial Architecture
- › Contract
- › Design Applause
- › Design Milk
- › design:retail
- › Designer Pages
- › DesignGuide.com
- › Fabulous Floors
- › Facility Executive
- › Floor Covering News
- › Floor Covering Weekly
- › Floor Focus
- › Floor Trends
- › Fortune
- › Green Building & Design
- › Green Operations
- › Healthcare Design
- › Health Facilities Management
- › Hospitality Design
- › IIDA Perspective
- › Interior Design
- › The Interior Directory
- › Interiors + Sources
- › Kontor
- › McMorrow Reports
- › Medical Construction and Design
- › Metropolis
- › MIX
- › MMQB
- › Office Insight
- › Office Snapshots
- › Restaurant Development & Design
- › VMSD
- › Workplaces Magazine

CONTACT INFORMATION
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NeoCon®
50

CELEBRATING FIFTY YEARS



NeoCon®

JUNE 11 | 12 | 13 | 2018

2018 PROSPECTUS

BE A PART OF THE INDUSTRY'S MOST
IMPORTANT EVENT OF THE YEAR

TheMart, Chicago | NeoCon.com

North America's most important design exposition
and conference for commercial interiors.

PRODUCED BY

theMART
A VORNADO PROPERTY

DISCOVER THE FULL SCOPE OF PRODUCTS AND SERVICES OFFERED AT NEOCON.

With 4 full floors of showrooms, exhibitors and thousands of new product launches, NeoCon provides unparalleled access to the latest and most innovative solutions in commercial design.

NeoCon will host nearly 300 brands in its newly redesigned 7th floor Exhibit Hall. Organized to provide a comprehensive, easy-to-navigate experience, the dynamic space showcases even more products and service by category, all on one floor.

- › The most important commercial interiors show in North America
- › For more than 50 years, the Chicago Merchandise Mart has hosted NeoCon
- › Over 50,000 attendees from 78 countries
- › 1 million square feet of exhibition space
- › More than 500 leading companies
- › First class education programming featuring over 100 CEU seminars, special programs, workshops and keynote presentations
- › Curated exhibits
- › Design & Architectural Tours
- › Networking Events
- › Prestigious Awards

TOP 4 REASONS ATTENDEES CHOOSE NEOCON

98% 94%

See new product

Learn about products/ services that can benefit clients/ employers

44% 31%

Networking/ social events

CEU Seminars

WHO ATTENDS NEOCON

Interior Designer/Architect 40%

Non-Exhibiting Manufacturer/Dealer 30%

Facility Manager, Purchasing Agent, Corporate Executive 10%

Academia 10%

Other 10%

NEOCON ATTENDEES DESIGN AND SPECIFY FOR ALL TYPES OF COMMERCIAL ENVIRONMENTS

Office/Corporate 83%

Institutional/Educational 44%

Healthcare/Hospitals/ Senior Housing 44%

Hospitality 31%

Residential 29%

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



TURN THIS...



...INTO THIS

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.

NeoCon 2018 New Exhibitor Application will be available August 2017.

Please apply at www.NeoCon.com/Exhibit

WHAT'S INCLUDED (PER 100 SQ. FT.)

- › 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
- › Listing on MyNeoCon.com
- › Free wi-fi to exhibitors

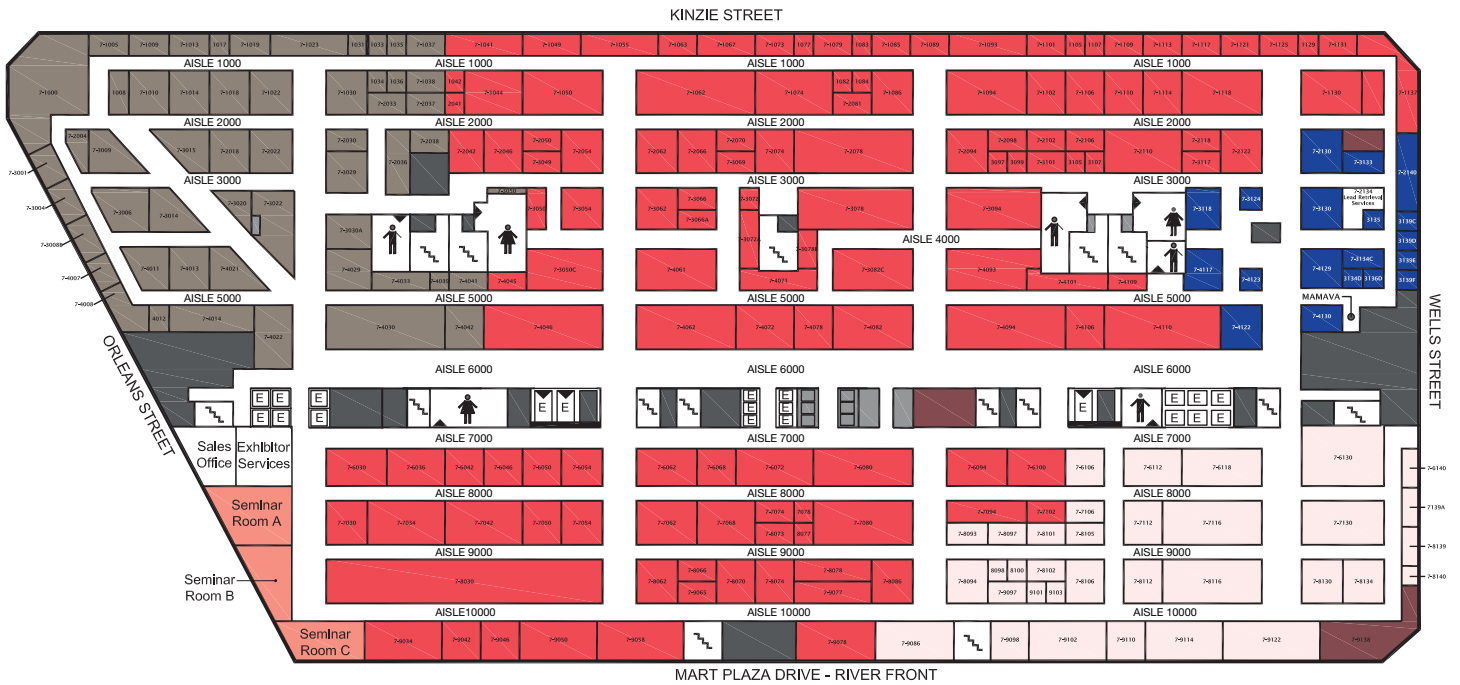
WHO EXHIBITS

Over the last 50 years, NeoCon has evolved into one of the most recognized and attended events in the industry. Our 2018 efforts will continue to build on the success of the show while expanding product offerings and helping exhibitors and attendees see the show in a more efficient way. NeoCon showcases over 300 brands on the 7th floor and 200 Contract Showrooms on 3, 10, and 11 as well as 200 Residential Showrooms currently within the Merchandise Mart.

MANUFACTURERS OF PRODUCTS FOR COMMERCIAL INTERIORS INCLUDING:

- › Workplace
- › Government
- › Healthcare
- › Hospitality
- › Schools & Institutions
- › Retail

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



FURNITURE & FABRICS

- › Accessories/Art
- › Casegoods
- › Lounge Seating
- › Seating
- › Storage/Files
- › Systems Furniture
- › Textiles
- › Work Environments

FLOORING

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

INTERIOR BUILDING PRODUCTS

- › Acoustical Treatment
- › Cable & Wire Management
- › Ceilings
- › Glass & Hardware
- › Lighting
- › Paints & Coating
- › Raised Floor
- › Signage
- › Sound masking
- › Specialties
- › Walls & Doors

INTERIOR FINISHES

- › 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