NeoCon®
World's Trade Fair 2010

Do you want to increase business and exposure for your company during the most important show of the year?
Sponsorships are powerful traffic boosters! Let us help you increase your company's visibility at the upcoming show with the below opportunities!

(Please Note: prices subject to change):

Opportunities $2,500 - $5,000

SPONSORSHIP	PRICE	Description
Shoe Shine Stations	$2,500 for 2 stations	Display your product and provide a service! Get attendees to sit on your furniture and read your product literature while they have their shoes shined! With all the hustle and bustle of the show, attendees won't be able to pass the chance to sit in your comfortable furniture…even if it's just for a few minutes! • Opportunity to display your product in front of thousands of attendees • On-site signage at the two stations provided
Speaker Ready Room	$2,500	Gain exposure by sponsoring the "**Speaker Ready Room**" where over 175 NeoCon industry experts meet and prepare for their important program presentations • Sponsor provides furnishings for the room and fee pays for refreshments • Opportunity for on-site signage and literature distribution • Sponsor promoted in the on-site directory addendum • Sponsor responsible for shipping, drayage, installation and tear down costs. **CLICK HERE** for images of the Speaker Ready Room and discover the possibilities
2nd Floor Window Displays	$3,000	Sponsor receives a glass display case on the second floor of the Mart to showcase your product(s). Cases will display sponsor's merchandise for one week prior to NeoCon and the week of NeoCon • Display case measures 14 ft wide by 3 ft deep, 8 ½ ft high and is 42 square feet. • Fee pays for rental of display case. • Sponsor responsible for set-up & take down of display. **CLICK HERE** for an image of the 2nd Floor Window display
Educational Track	$3,000 per track	Support an educational Track of CEU programs. Tracks available include: Workplace Health/Office Design, Environmental, Institutional, Professional Development, Retail, Healthcare/Senior Housing Design and Lighting. Each track includes at least 10

Available to multiple sponsors		sessions throughout 3 days of programming. • Fee covers room rental, audiovisual and other speaker needs. • On-site signage provided, including your logo on the podium. • Option to distribute company literature at session. • Sponsor promoted in the directory and on the official NeoCon web site ***Ask us about furniture vignette opportunity in the seminar rooms.
Magazine Distribution Bins	$5,000	Over 60 Industry Publications distribute their magazines during NeoCon. Magazine bins/racks are in high traffic areas and are located on the 1st floor of the Merchandise Mart. • Sponsor gets the opportunity to design (90.25"w x 29" h) posters which will be placed on the face of the **seven bins**. **CLICK HERE** for images
Photo Blow-Ups	$5,000	Sponsor receives prime exposure through a 40"x60" sign, placed in a prominent area of the Mart. • Sponsor provides the artwork • First submissions get first priority in show floor locations **CLICK HERE** to see images of photo blow-ups
Coat Check	$5,000	Put your name and booth/showroom location info… on something attendees will HAVE to hold on to all day!! Coat check tickets. Attendees will be sure to visit your booth/showroom when they see your name first thing in the morning when they check in! • Fee includes signage at the coat check and logo design on tickets. • Sponsor has opportunity to display product in Coat check area. **CLICK HERE** for images of the Coat Check Room

HOT! Pedway Light Boxes	$3,000 per light box or $15,000 for all 8	Display your company logo and creative graphics incorporating your exhibit or showroom number on one of the Light Boxes in the 2nd floor Pedway, between the Merchandise Mart and Holiday Inn Mart Plaza • Sponsor provides artwork for the film (visual area-30"x46") • Duration period of keeping the advertisement up – 2 weeks **CLICK HERE** for images of the pedway and light boxes
Information Vests/Pins	$5,000	This is a perfect opportunity for a **textile manufacturer.** If you are looking for getting exposure and to promote your new fabric and design beyond your booth/showroom, this is a sponsorship for you. • Sponsor designs and produces the information vests.

		• Pre-Show Web site promotion and in the on-site directory addendum **CLICK HERE** for images of Information Vests
Parking Garage Receipts	Prices vary	Here is something else attendees will have to hold on to. Parking garage receipts! Make the last impression of the day…. with your logo and a message on the receipt attendees will receive when they leave the show. • Sponsor supplies graphic to include on the back side of the receipt • Fee includes signage in the parking lot

Opportunities $7,000 - $15,000

Official NeoCon Show Bag	$7,000	This walking promotional vehicle is distributed to the NeoCon attendees throughout the Merchandise Mart. • Sponsorship includes the right to produce the "official" NeoCon Show Bag with the NeoCon logo and distribute on Floors 1,2,3,7,8,10 and 11. • Fee does not include production. • On-site signage to recognize the sponsor of the NeoCon show bag will be included. **CLICK HERE** for sample show bags
Elevator Floor Covering Sponsorship Available to multiple sponsors	$8,000 per elevator	Showcase your floor covering in one of the Merchandise Mart's elevators through this unique sponsorship and make a first impression before attendees even get to your showroom or booth! Sponsor a NeoCon Elevator during NeoCon and get great exposure • Carpet Display in an elevator during NeoCon • Inside and outside elevator signage **CLICK HERE** for images and elevator specs
Custom Printed Taxi Cab Receipts Available to multiple sponsors	$8,000	Brand the taxi cab receipts NeoCon attendees receive while visiting Chicago during NeoCon 2009. • Sponsor supplies graphics to include on the 2-sided, 4 color receipt pads. • Fee includes all production and distribution of customized receipts during NeoCon. **CLICK HERE** for a sample
NeoCon Email Blast Ads Available to multiple	$5,000 - $8,000	Incorporate your creative image or ad into the NeoCon e-blast. Get exposure in front 160,000 potential attendees who receive NeoCon HTMLs. Feature your new product(s) that you will be introducing at the show and invite potential attendees to your booth or showroom. • Sponsor provides the artwork two weeks prior to mail date.

sponsors		Ad Specs: **Tall Button 119x200 pixels** **Tower 119x400 pixels** **CLICK HERE** for details and sample ads
NEW! Elevator Door Sponsorship Available to multiple sponsors	$10,000 per elevator bank	Take an opportunity of this new offering and brand one of the Merchandise Mart's elevators with **elevator door decals**. Invite hundreds or thousands of people that will be riding your elevator to your booth or showroom. • Sponsor has an opportunity to design the door decal for the elevator doors on floors: 1, 3, 7, 8, 10 and 11 **CLICK HERE** for samples
Cab Line Water Bottles	$10,000 for 4,500 bottles	Sponsor receives customized natural spring water bottles with imprinted, color wrapped labels. Sponsor has the opportunity to pass out the water on-site as NeoCon attendees wait in the Taxi Cab line in the South Lobby of the Merchandsie Mart. • Fee includes the water bottles and customized paper wrap around water bottles • Sponsor supplies artwork to be used and fee pays for production and shipping • Sponsor responsible for distributing the water bottles
Cab-line Entertainment	$10,000	Make the FIRST & LAST impression of the day. Provide attendees with fresh entertainment while they're entering The Mart or waiting in long cab stand lines in the South Lobby of the Mart: • Signage is prominently displayed in front of band with your name and logo • Opportunity to display your product **CLICK HERE** to see what others have done
Exhibitor Lounge/ Sales Office	$10,000	Network with NeoCon exhibitors in the Sales Office and Exhibitor Lounge. This is an ideal sponsorship for a supplier who wants to get in front of exhibitors: • Opportunity to provide furnishings for the two spaces (7th & 8th floor sales offices) • The fee will pay for the catering to over 500 exhibitors • On-site signage provided **CLICK HERE** for images of the sales office
Registration	$10,000	Sponsor the one area where all attendees will have to go when they arrive at the Merchandise Mart for NeoCon…the registration areas. • Fee includes signage at all registration stations • Sponsor may provide product for registration set-up if appropriate **CLICK HERE** for images of the registration areas
First Floor Banners	$10,000 – $15,000	Everyone wants a piece of the action on the 1st floor of the Mart. These banners hang in high traffic areas of the Mart's 1st floor:

Available to multiple sponsors		• Sponsor provides artwork for production of banners • Sponsor can help identify location of banner placement • Locations to choose from include: North Lobby above revolving door: 15'w x 5'h Wells St. entrance above revolving door: 20' x 10' Orleans St. entrance above revolving door: 20' x 10' North Lobby corridor: 31"w x 99"h South Lobby columns: 31"w x 99"h **CLICK HERE** for sample banners and locations
Walking Advertisements Available to multiple sponsors	Prices vary – depends on a location	Hire people to wear your brand through out the different show floor of the Merchandise Mart • Sponsorship includes the right to have walking advertisements on the selected show floors and at the entrances to The Mart to promote your company. **CLICK HERE** for ideas
Student Series	$10,000	What better way to show that your company is the future of the design industry, but by supporting the very individuals that are the future?! Sponsorship covers the keynote honorarium and travel expenses, catering for the students and signage. • Opportunity to introduce the Keynote • Sponsorship includes a listing and logo on the web site, directory, and in a dedicated HTML • Opportunity to design 2 HTMLs and student post-card • Opportunity to distribute company literature or giveaways at the program • Opportunity to host the speaker and students in your showroom/booth **CLICK HERE** for images from previous years
6 Pedway Banners – 2nd floor skywalk	$10,000	Sponsor 6, double sided banners located in the walkway between the Merchandise Mart and the Holiday Inn and get great exposure as thousands of people pass through to attend NeoCon educational programs at the Holiday Inn Mart Plaza. • Sponsor provides artwork for production of the 6 (6'x3') banners **CLICK HERE** for images of the Pedway banners
1st Floor Plasma TVs	$10,000	Splash your product, brand and company all over the 1st floor plasma screen TVs during NeoCon. These high traffic areas attract thousands of attendees who are making their way around the Mart. Provide a DVD with a video to be played throughout the 3 days of the NeoCon. May include sound. • Sponsorship includes the right to have their video played non-stop during the 3 days of NeoCon.

		CLICK HERE for images of the plasma TVs
Airport Shuttle Express Available to multiple sponsors	Prices Vary.	Sponsor will receive huge visibility as travelers use the airport shuttle express bus: • Two-sided, illuminated sign on top of shuttle highlights company name and logo with NeoCon World's Trade Fair and booth/showroom location. • Fee includes one month of advertising on (4) shuttles running to and from downtown Chicago hotels from O'Hare and Midway Airports, every 15 minutes. **CLICK HERE** for an image of the shuttle van
Café Areas	$10,000	Sponsor provides tables and chairs to furnish café areas on select contract show floors: • Opportunity to furnish the café(s) • Fee includes on-site signage and opportunity to provide personalized napkins or creative giveaways • Sponsor receives listing on the web site and in the directory addendum. • Café will be themed by the sponsoring company **CLICK HERE** for images of cafes from past shows
Internet Café	$10,000	This high technology area provides attendees with access to the Internet right from the show floor. • Sponsorship includes the opportunity to provide furnishings for the space • Sponsor is responsible for computer equipment rental fees • Sponsor receives listing on the web site and in the show directory addendum • On-site signage in the café space and through out the floor provided **CLICK HERE** for images of Internet lounges from previous years.
Taxi Top Displays Available to multiple sponsors	$12,000 For 25 cabs Or $18,000 for 50 cabs	Taxis dominate downtown Chicago day and night; during NeoCon, taxis line up outside the Merchandise Mart entrance forming a virtual moving billboard with your message. Taxis are the primary method of transportation to and from the major hotels, restaurants and local attractions that NeoCon attendees will visit during their stay. Use the most effective and cost-efficient way to make an impact on NeoCon attendees before, during and after the show. Receive great visibility by displaying your name on a Taxi Top Panel. • Fee includes four weeks advertising on 50 cabs (other options available for a higher sponsorship fee) • Sponsor provides four color artwork

		CLICK HERE for images

Opportunities $15,000 and Up

Keynote Speakers	Prices Vary	Sponsor supports speaker honorarium, travel expenses, room rental and audio/visual needs: • Opportunity to introduce the speaker • Sponsorship includes a listing and logo on the web site, on-site directory, and in a dedicated e-mail blasts • On-site signage at keynote session: 22x28 sign at the entrance to the room and a podium sign • Opportunity to bring your own signs/banners and put up a furniture display at the entrance to the room • Opportunity to distribute company literature at the session • Opportunity to host speaker in your showroom/booth space for a meet and greet event. **CLICK HERE** for images of keynotes and sponsor's recognition
Kinzie/Wells Entrance Display	$15,000	This is the biggest entrance for NeoCon where thousands of attendees access the Mart. Sponsor a Display inside or outside the Kinzie/Wells Entrance. **CLICK HERE** for ideas
HOT! North-Central Lobby Display	$15,000	Put up a creative display in the North-Central Lobby right by the registration area. Don't miss this great opportunity to showcase your product to thousands of people passing by or waiting in line to register. • Sponsor responsible to supervise the installation or set up of the display. • Sponsorship includes web site and directory promotion. **CLICK HERE** for images of past displays
South Lobby Billboard Banners	$15,000	Sponsor receives (1) oversized indoor billboard in one of the most visible areas of the show - South Lobby • Fee includes one 7'5" high x 18'12" wide vinyl double sided banner. • Sponsor provides artwork **CLICK HERE** for banner images
Lanyards	$15,000 for 10,000 lanyards	Create thousands of walking ads by putting your company name around the neck of every NeoCon attendee! Lanyards will be distributed with mandatory badges to every NeoCon attendee. • Opportunity to include company name, logo, and booth/showroom number on ¾" lanyards. • Choice of up to 2 colors on a lanyard

		CLICK HERE for samples
South Drive Display	$15,000	Leave an impression before attendees even enter the Mart. Sponsor a South Drive Display on the driveway or the sidewalk of the Mart. • Opportunity to display your product in front of thousands of attendees before and after they visit you at NeoCon • On-site signage provided **CLICK HERE** for sample displays
Segways	$15,000	Segway riders utilize a patented shield that combines your company's message with a "new-gadget" effect. The Segway is a highly visible, green friendly, mobile machine that allows a rider to easily maneuver around and interact with show attendees, at a height above the crowd. The Segway riders can station themselves near high-traffic areas, placing your brand in the most effective places. • Sponsor provides the artwork to be displayed on 3 segways through the out 3 days of the show • Promotional items/handouts may be distributed, and company attire worn, if provided by the sponsor. **CLICK HERE** for more information
Scooter Squads	$15,000	These groups of scooters tow 40´´x 60´´ double-sided billboards in teams of three; creating a 1, 2, 3 effect that is hard to ignore. Take control and position the scooters in high foot traffic areas to pass out company information, and communicate your brand's talking points. • Sponsor provides the artwork to be displayed on 3 scooters through out the 3 days of the show • Opportunity to distribute promotional items/handouts, and provide company attire for the riders **CLICK HERE** for more information
Coffee Sleeves and a Satellite Coffee Station in the Kinzie/Wells lobby	$20,000	Give free coffee to attendees!!! Satellite Starbucks Coffee Station at Kinzie/Wells entrance will distributes coffee, compliments of the Sponsor. This is one of the main entrances to the building for the NeoCon attendees. • The fee pays for **Coffee Sleeves** and **Coffee.** • On-site signage at the station • Opportunity to provide t-shirts, hats, aprons etc. with company logo to the Starbucks staff (both at the satellite coffee station and the Starbucks store on the 1st floor of the Mart) **CLICK HERE** for images of the satellite coffee station

Hotel Keycards	$20,000 for 10,000 keycards	This opportunity allows the sponsor to advertise and promote their involvement with NeoCon on hotel guestroom keycards. • Sponsor supplies the artwork for the keycards • Opportunity to select 10 participating hotels from the NeoCon room block • Fee includes all processing, coordination with hotels and production of cards **CLICK HERE** for sample key cards
Press Room	$20,000	The NeoCon Press Room serves over 350 press members from around the world as well as the industry leaders who meet with the press. The sponsorship includes the following: • Opportunity to showcase company's product throughout the entire Press Room and brand it as the Press Room sponsored by your company. • Opportunity to provide company materials and other giveaways to help brand the Press Room • Fee covers catering (breakfast, lunch, snacks and beverages) for all the Press Members, computers, printers and installation • Extensive way-finding signage throughout the Merchandise Mart recognizing your company as the Press Room Sponsor. • Promotion on the web site and on-site directory **CLICK HERE** for images of the press room
NeoConvoy	$20,000	Do you have a company truck? If you do, do not hesitate in joining the rest of the NeoConvoy line up and display your truck among the 'majors' in the South Drive of The Mart! In order to take advantage of this great opportunity, each participating manufacturer is required to spend a minimum of $20,000 in sponsorships. Do not wait, choose one or few of the opportunities from this list today! **CLICK HERE** for images of the NeoConvoy trucks
Outside Banners	$25,000	Gain extra exposure and have your company name be visible to thousands of potential clients and attendees before they even enter The Mart. Leave a lasting impression on the NeoCon attendee:

		• Opportunity to design one big banner to be hung on the Pedway above the Orleans St. **Highly noticeable to taxi traffic leaving The Mart.** **Or** • Opportunity to design series of small banners that will spell out the name of your company and get hung on the front of The Mart **CLICK HERE** for images of The Mart's outside banners
The SPECTACLE on the South Drive	Prices vary	As every year, we are looking for one **hip** manufacturer with a unique idea to sponsor a **"SPECTACLE"** on the South Drive. Create a buzz and be the talk of the show for press, attendees and exhibitors! If you think you have the next big idea, hurry and secure the sponsorship by contacting Kathy Piechnik at 312-527-7619 or email kpiechnik@mmart.com and share your vision!