

NeoCon World's Trade Fair Web Ad and HTML Sponsorship Details

Web Ad Sponsorship at neocon.com

NeoCon is offering participating exhibitors and manufacturers the opportunity to sponsor a "Web Ad" on the NeoCon World's Trade Fair website, to promote your company's brand, product and web site information.

The NeoCon web site is where thousands of industry professionals interested in attending NeoCon must visit in the months leading up to the Show to pre-register, find important information about exhibits, educational programs, networking opportunities and much more. All the communications that are a part of our extensive marketing campaign are driving more than 300,000 potential attendees to our website, the most comprehensive online resource for all things NeoCon. We want you to get in on the action! Here are the details:

Two Web Ads Available:

119 x 400 –Tower - \$10,000

119 x 200 – Tall Button - \$8,000

**See Appendix 1 for Spec Sheet

- Web ads will appear throughout every page of the NeoCon Website which means your company will have consistent prominent web placement throughout the entire NeoCon website.
- Web Ads will be prominently posted on the right hand column of the NeoCon website located under the "Request a Brochure" Link.
- Web ads can HOTLINK directly to your company website or the webpage of your choice.
- Web ads may have an interactive/FLASH component.
- A Web ad will be posted at neocon.com no later than 2 weeks after the Web Ad is received by our marketing communications dept. and will stay posted from the time it is initially posted through December 1, 2010!

Ad Sponsorship in the NeoCon Attendee HTML Email Blasts

In addition to the web ad sponsorship, NeoCon is offering participating exhibitors and manufacturers the opportunity to sponsor an Ad in one of our upcoming NeoCon Attendee HTML email blasts that reach over 120,000 industry professionals.

By sponsoring an Ad in a NeoCon Attendee HTML, you company's brand, products and website information will be at the fingertips of your most important clients and potential clients as they open their inbox and see emails from NeoCon with your company's information.

Our NeoCon Attendee HTML email blasts are the most important marketing vehicle we use to inform potential attendees about the show. We send 8 HTML Attendee email blasts in the months leading up to NeoCon and they are all targeting contacts that are interested in NeoCon and looking to source products at the Show. Get ahead of the competition and make a first impression before NeoCon event starts! Sign up now to sponsor one of these hot HTMLs:

Piece	Deployment Date
Attendee #1 HTML	TBD
Attendee #2 HTML	TBD
Attendee #3 HTML	TBD
Attendee #4 HTML	TBD
Attendee #5 HTML	TBD

Attendee #6 HTML	TBD
Attendee #7 HTML	TBD
Attendee #8 HTML	TBD

One Ad Available per HTML:

119 x 400 – Tower - \$8,000 per HTML

119 x 200 – Tall Button - \$5,000

**See Appendix 1 for Spec Sheet

- Your Ad will not rotate. In other words, you have the exclusive rights for the HTML Ad depending on which size you sign up to sponsor.
- This means your company will have prominent ad placement on the HTML that is sent to over 120,000 potential attendees.
- HTML Ads will be prominently posted on the right hand column of the Attendee HTML template located under the “Request a Brochure” Link.
- HTML ads can HOTLINK directly to your company website or the webpage of your choice.
- HTML ads *cannot* have an interactive/FLASH component.
- An HTML ad must be received by our marketing communications dept. *a minimum two weeks prior* to the Deployment Date of the HTML that you are sponsoring. (See above grid for specific Deployment Dates.

Appendix 1

Merchandise Mart Properties, Inc. Standard Display Ad Guidelines [1207]

All submitted ads must follow the specs outlined below. Materials due two weeks prior to scheduled Post Date.

File Formats:

GIF, JPEG, FLASH, HTML

Resolution:

72 dpi

Email and Web-Site Ad Sizes:

<u>Ad Type</u>	<u>Specs</u>	<u>Size</u>
Tower	119 x 400	40K
Tall Button	119 x 200	30K

Link URL:

Must be included via email when creative is submitted

Specifications:

Ads should not be designed to blend in with the site, do not mimic editorial fonts or colors. Ads should not include fake form elements of other graphic symbols that mimic functionality that does not exist. Ads should not use "strobing" effects or excessive graphic motion.

Flash usage general guidelines:

1. A backup .jpg or .gif must be supplied for browsers unable to detect flash
2. Any ad or portion of ad that covers content must include a close button
3. Creative must not auto download or ask the user to download plug-ins
4. Ads with audio must have an on/off button and must be user-initiated
5. All Flash creative is evaluated on a case-by-case basis (Flash is not permitted for HTMLs)

*** NOTE: In order for the clickTAG function to work properly, Flash designers must select version "Flash Player 6" in their publish settings prior to .swf export***

Please send to:

Kathy Piechnik, 312.527.7619
kpiechnik@mmart.com

HTML Ad



M / T / W
JUNE 15-17 THE MERCHANDISE MART CHICAGO NEOCON.COM

NeoConomics

NEOCON® IS WORTH YOUR INVESTMENT...AND THEN SOME.

THERE IS ONLY ONE TIME when you can view and source thousands of the newest commercial furnishings [products](#) for all your important projects.

THERE IS ONLY ONE PLACE where you can choose from over 150 CEU, LU, LEU and CMU accredited [seminars](#) from a variety of excellent educational tracks to help you meet your professional development licensing requirements.

THERE IS ONLY ONE OPPORTUNITY each year to [network](#) with over 50,000 industry peers.

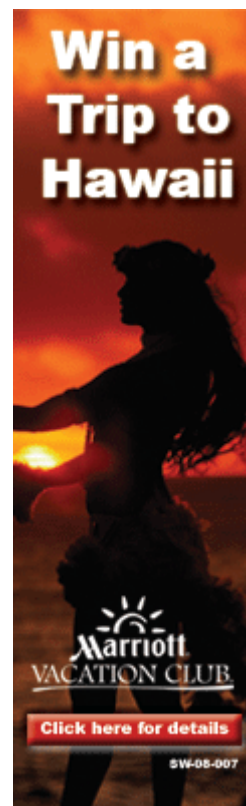
THERE IS ONLY ONE WAY to STAY ON TOP of what is happening in the industry....

ATTEND NEOCON.

Seminar and event registration is [now available!](#)

Great Deals on Hotels Available [NOW](#)

Visit neocon.com



Web site ad sample for www.neoconeast.com

NeoCon World's Trade Fair 2009 - Windows Internet Explorer

http://www.neocon.com/show_info/keynotes.cfm

File Edit View Favorites Tools Help

NeoCon World's Trade Fair 2009

to create a culture that allows creatives to do their best work. Book signing to follow in the Official NeoCon Bookstore.

Add Keynote

 **Paola Antonelli [KE2]**
TUESDAY, JUNE 16 • 8:00 AM
HIMP - SAUGANASH BALLROOM
CREDITS: 0.1 CEU FEE: \$0.00
SPONSOR: PAOLI™
PRESENTER: 

THE FUTURE OF DESIGN

 Since she stepped back from practicing architecture in order to focus on writing about design, teaching and curating exhibitions, Italian-native Paola Antonelli has become a force to be reckoned with in the design world. Working at The Museum of Modern Art in New York since 1994, Antonelli is now a senior curator in the Architecture and Design department and has worked on shows such as "Humble Masterpieces," which celebrated traditionally unheralded design icons such as the paperclip; "Safe," considering issues of protection; "Workspaces," a look at contemporary workplace design; and "Design and the Elastic Mind," a survey of the fertile relationship between design and science. Join Antonelli as she focuses on how designers stand

Your Seminar/Special Event cart is empty

+ Better Together

ABCO
Fixtures Furniture
HAG
Harter
izzy
Zoom Seating

showrooms
1150
11-100
8-3094
izzyplus.com

for you.

ASID NATIONAL CONFERENCE AT
NeoCon
World's Trade Fair 2009
Chicago, June 15 - 17
AMERICAN SOCIETY OF

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M/T/W
JUNE 15-17
THE MERCHANDISE MART CHICAGO

Your Seminar/Special Event cart is empty.

- Show Information**
- Show Overview
- About Us »
- NeoCon TV
- Keynotes
- Luncheons
- Afternoon Spotlights
- Special Events and Attractions »
- Seminars »
- Association Forums
- Student Series
- Exhibitor Listing
- Photo Gallery
- Industry Support
- In The News
- Download Brochure
- Join Our Mailing List
- Attend the Show**
- Exhibit at the Show**
- Other NeoCon Information**


KEYNOTE SPEAKERS



Daniel Pink [KE1]
MONDAY, JUNE 15 • 8:00 AM
HIMP - SAUGANASH BALLROOM
CREDITS: 0.1 CEU FEE: \$0.00

SPONSOR: **Allsteel**
PRESENTER: **IIDA**
INTERNATIONAL INTERIOR DESIGN ASSOCIATION

CREATIVITY, MOTIVATION AND YOU

 How do we motivate ourselves and others to perform at a higher level? In his provocative and entertaining presentation, Daniel Pink, best-selling author of A WHOLE NEW MIND, will answer those questions by exploring the surprising science of human motivation. Drawing on startling studies and real-life examples, he'll show that much of what we do in organizations actually crushes creativity. He'll reveal the three elements at the heart of genuine, sustainable motivation. And he'll explain how to create a culture that allows creatives to do their best work. Book signing to follow in the Official NeoCon Bookstore.

Your time is valuable.
Take control of your NeoCon experience.

- FIND** new products
- CONNECT** with exhibitors
- SHARE** with your colleagues
- PLAN YOUR NEOCON NOW**

NeoCon NAVIGATOR

Presented with **INTERIOR DESIGN**

