



New Opportunities

**THE NEW  
NEOCON.COM**

## Opportunity by design.

The new NeoCon website will mean different things for different people. But for you, the exhibitor, it means powerful, simple-to-use tools to improve your performance at the show and beyond. Choose from one of five packages tailored to the needs of exhibitors at every level, with features that will allow you to do everything from evaluating your show performance to making your brand synonymous with NeoCon throughout the year. The show experience begins and ends online, and when your brand is woven into the fabric of the new NeoCon.com, it becomes an integral part of the show and of the design world. The result? Increased visibility, increased traffic, and increased opportunity.

## BASIC PACKAGE

# Going online has never been easier.

All NeoCon exhibitors are gifted with the NeoCon.com BASIC package. Build-out your exhibitor profile and begin showcasing your products before the madness begins. Attendees will be exploring NeoCon.com to assemble their NeoCon Guides favorite exhibitors and products with directions for how to cover as much territory as possible onsite in Chicago. Naturally you want to be included in this pre-show discovery path, and we will put you there. If you need help publishing information online to NeoCon.com, please email [neocon@designerpages.com](mailto:neocon@designerpages.com).

### PACKAGE FEATURES

#### **Exhibitor Profile**

Your exhibitor profile is a unique page about your brand only. Customize this profile so attendees know the information they need to know.

#### **Product Listings in NeoCon.com**

Publish an unlimited number of your products so attendees can come to know you better in advance of the show.

## DATA PACKAGE

# Quantify your return on investment, for the very first time.

Let's be honest: what really matters at NeoCon is how designers perceive your brand. With the DATA package, you'll get a clear, truthful, quantifiable answer to that all-important question. These easy-to-use metrics will allow you to learn more about how successfully you're engaging your customers. And you'll even have access to comparative metrics against your leading competitors. Armed with this information, you'll gain insight into how your brand is perceived in the marketplace. Yes, NeoCon only lasts three days. But NeoCon.com gives you information that's valuable throughout the year.

## PACKAGE FEATURES

### **Personal Analytics**

View key metrics to quantify your performance at NeoCon, including rank, impressions, clicks, saves, inquiries, tweets, scans, and more.

### **Comparative Analytics**

View and compare your personal metrics against those of your competitors. Yes, we can do that.

## CRM PACKAGE

# Make the most of every lead. Take NeoCon home with you.

OK, so it's not the Golden Rule, but maybe it should be: Know thy customer. CRM (customer-relations manager) lets you not just know your customers, but know them well, painting a vivid picture of each and every person who interacts with your brand. You'll gain access to full client profiles, unlocking everything from basic information to personal insights like NeoCon activity and recent projects worked on. Have you ever wondered what other exhibitors your customers are looking at? Of course you have, and now you'll know the answer. Every designer who interacts with your product becomes a valuable case study in the demographic and social relevance of your brand.

## PACKAGE FEATURES

### Lead Table

View all leads – impressions, clicks, inquiries, and scans – in a table ordered by level of interest.

### Attendee (Lead) Profiles

Each lead gets a complete profile including personal information, company data, activity and habits at NeoCon, and more.

### Social Notifiers

Social notifiers are updates of the latest conversations online – via the blogosphere, facebook, or twitter – about any subject you choose. For instance, learn about who is mentioning your brand online – and what they're saying about you.

## MEDIA PACKAGE (LIMITED TO 24)

# Guaranteed Spotlight.

Don't wait for people to find you at the show — steer them to you. The MEDIA package is all about visibility, encouraging more interaction with your brand and products, both online and onsite. To start, you'll be included in attendees' Suggested NeoCon Guides, and your products will be featured throughout NeoCon.com. You'll have a video interview published to NeoConLive during the show and included in a daily e-blast to 160,000 people. Your brand will benefit from the added visibility of the NeoCon.com vertical ad platform, ensuring that your name is a known quantity to show-goers. While the universe of exhibitors at NeoCon is big, with MEDIA, you'll be top of everyone's mind.

### PACKAGE FEATURES

#### **Inclusion in Suggested NeoCon Guide**

All attendees begin with a Suggested NeoCon Guide — a starting point to assemble their itinerary — and as a MEDIA subscriber, you'll make this shortlist.

#### **Inclusion in Featured Products**

Every page on NeoCon.com will feature products to help attendees explore all that NeoCon has to offer. And when we say featured products, we mean your products.

#### **Video Interview**

MEDIA guarantees a video interview to be published to NeoConLive during the show and likewise included in a daily e-blast to 160,000 people.

#### **Side-Rail Banner**

All MEDIA subscribers will have a banner surface every 32 pageviews.

#### **Inclusion in Vertical Ad Platform**

NeoCon has secured top media placement on Archinect, Inhabitat, Design Milk, Archinnovations, MocoLoco, and Contemporist, so your brand will be everywhere.

#### **Logo within #NeoCon10**

Most people who tweet #NeoCon10 receive a plain vanilla treatment, but not you. When you tweet #NeoCon10, your logo will display.

## PARTNER PACKAGE (LIMITED TO 6)

# Going to NeoCon? Might as well go all the way.

Everybody knows the big names at NeoCon, and this is exactly how you become one of those mega-brands. The PARTNER package provides maximum-level visibility, giving you the opportunity to customize a multi-faceted web campaign specific to your needs. You want a live-stream of your showroom? You've got it. Or a buy-button to help sell products online? We can do that too. And beyond customizable options, you'll benefit from a long list of features, like having your logo on every single page of NeoCon.com and printed on all attendees NeoCon Guides. With your brand positioned as a NeoCon partner, show-goers and web viewers alike will see you as an integral part not only of the show experience, but of the entire design community.

### PACKAGE FEATURES

#### **Logo on NeoCon.com**

Your logo will appear on every page of NeoCon.com. Attendees literally will not be able to miss it.

#### **Logo on Personalized NeoCon Guides**

When designers print their NeoCon Guides, your logo and showroom location will be on it. No if's, and's, or but's.

#### **Header Banner**

You'll have a ginormous header banner (yes, ginormous) surface every 8 pageviews.

#### **Logo in Four e-Blasts**

There are four e-blasts targetting 160,000 potential attendees announcing the New NeoCon.com. Your logo will appear in these correspondences front and center.

#### **Custom Campaign**

Your custom campaign means you tell us what you want and we deliver. Disclaimer: depending on your request, pricing may increase beyond the \$7,500.

	BASIC (FREE)	DATA (\$750)	CRM (\$1500)	MEDIA (\$5000)	PARTNER (\$7,500)
Exhibitor Profile	•	•	•	•	•
Product Listings	•	•	•	•	•
Personal Analytics		•	•	•	•
Comparative Analytics		•	•	•	•
Lead Table			•	•	•
Attendee (Lead) Profiles			•	•	•
Social Notifiers			•	•	•
Inclusion in Suggested NeoCon Guide				•	•
Inclusion in Featured Products				•	•
Video Interview				•	•
Side-Rail Banner				•	•
Inclusion in Vertical Ad Platform				•	•
Logo within #NeoCon10				•	•
Logo on NeoCon.com					•
Logo on Personalized NeoCon Guides					•
Header Banner					•
Logo in Four e-Blasts					•
Custom Campaign					•

# Do you want in?

It's a no-brainer. The New NeoCon.com totally changes what exhibitors can expect to get out of their NeoCon investment. To get in on the ground level, get in touch now.

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[www.neocon.com](http://www.neocon.com)