



NeoCon[®]

2012

June 11-13 | The Merchandise Mart, Chicago

Exhibiting Information

NeoCon®



June 11–13
The Merchandise Mart, Chicago

Why Exhibit?

If Your Company Manufactures These Products ... You Need to be at NeoCon

Accessories / Art / Building Products / Carpeting / Ceiling Systems / Flooring / Furniture / Lighting / Outdoor Furniture / Seating / Software Technology / Technology Support / Textiles / Wall Treatments

What is NeoCon®?

For the last 43 years, the Chicago Merchandise Mart has hosted NeoCon; the largest commercial interiors show in North America. NeoCon® is the best opportunity to get in front of your most important audience. With nearly 40,000 attendees from around the world; 700 exhibitors and showrooms; NeoCon is the place to showcase your new and innovative products to thousands of key decision makers. At NeoCon attendees have the opportunity to take advantage of more than 140 CEU-accredited educational sessions, inspiring keynote speakers, as well as numerous networking events and tours throughout the city of Chicago. NeoCon is *the* premier industry event that connects buyers and sellers in the contract furnishings industry.

For additional show details, visit neocon.com

Be a Part of NeoCon

"In good times or challenging times, every year we look to NeoCon® Chicago as THE event to launch new products, gather together our independent sales rep partners and show new client prospects something unique in conference tables."

Kevin Munroe

Vice President, Sales & Marketing, Prismatic Designs Ltd.

"As an exhibitor, NeoCon® is the most important venue on the planet to premiere new product and meet the people that drive our industry."

Paul Makielski

Sitmatic

"It's been an amazing experience to watch our industry mature into a global presence around this remarkable event. NeoCon is one of those rare events that brings the best out in an entire industry. I'm glad to have been a part of this amazing business and this annual affair."

Chuck Saylor

CEO, izzydesign

"NeoCon® is a chance to get valuable insight on our new product introductions, and to thank our customers, dealers and sales representatives for their valued support. NeoCon has been instrumental in our continued growth and success. We base our year around NeoCon."

Michael McLean

Spec Furniture

photo credits / ESRAWE / LEMAY ASSOCIATES / ROYA MANUFACTURING / KASIAN ARCHITECTURE

Booth Package

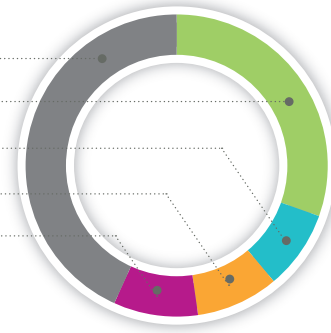
The NeoCon Market Suites are located on floors 7 and 8 of The Merchandise Mart. Floors 3, 10, and 11 are devoted to contract furnishings permanent showrooms. A typical Market Suite is approximately 10' by 10' and can be combined to accommodate larger booth sizes. Exhibit space is sold per square foot in approximate 100 square-foot increments.

What's Included

Back and side hard walls / Gray carpet / A 120-volt, 150-watt duplex electrical outlet / A 1'x4' fluorescent light
Four 75-watt halogen track lights / Basic booth sign / 7'10" height restriction

Target Audience

- 40% - Interior Designer/Architect
- 30% - Manufacturer/Dealer
- 10% - Facility Manager, Purchasing Agent, Corporate Executive
- 10% - Academia
- 10% - Other



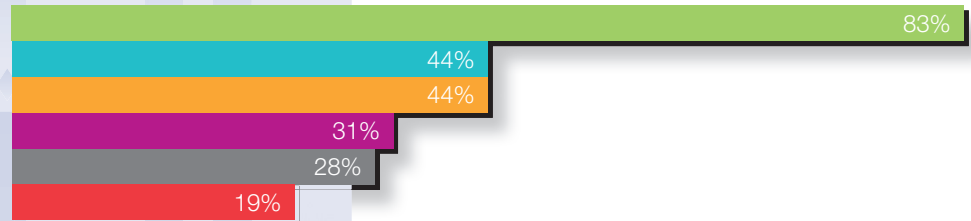
NeoCon Attendees Have Buying Clout

- 89% - Plan to specify/purchase products they see at NeoCon within the next 12 months
- 88% - Are primary decision makers or influence decision-making



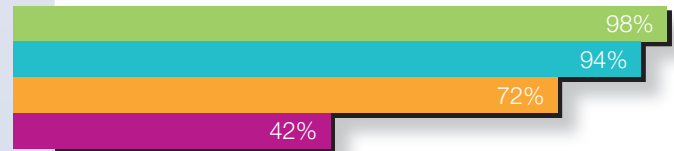
NeoCon Attendees Design and Specify for all Types of Commercial Environments

- 83% - Office/Corporate
- 44% - Institutional/Educational
- 44% - Healthcare/Hospitals/Senior Housing
- 31% - Hospitality
- 28% - Residential
- 19% - Retail



Top 4 Reasons Attendees Choose NeoCon

- 98% - See new product
- 94% - Learn about products/services that can benefit clients/employers
- 72% - Networking/social events
- 42% - CEU seminars



MyNeoCon – Opportunity By Design

MyNeoCon, a portion of neocon.com provides powerful simple-to-use tools to improve your lead generation performance at the show and beyond. All NeoCon exhibitors are gifted with a BASIC package, which includes the opportunity to build out an “exhibitor profile” where you can upload your company information including images, logos, brands, etc...online at NeoCon.com. This new tool threads the physical and digital product search and discovery experience of NeoCon® and will ensure that as a participating exhibitor your are getting unprecedented access to your customers before, during and after the show.

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Marketing Support That Delivers:

We provide our exhibitors with the tools to effectively promote their presence in the show to their current and future clients prior to, during and after NeoCon® through:

- A Marketing Campaign exceeding 300,000 prospective attendees
- E-blasts sent to more than 120,000 industry contacts
- Attendee lists for use in sending out direct mail to promote your products or services to help drive traffic to your booth
- Electronic VIP Invitations to promote your presence at NeoCon
- Sponsorship offerings to increase your visibility
- Award competitions
- Complimentary online MyNeoCon listing
- Free marketing and promotional opportunities

- **Relationships with more than 20 industry associations, including:**

- | | | | |
|---------|---------|---------|---------|
| • AIA | • CMG | • IDEC | • NEWH |
| • ASID | • DIFFA | • IIDA | • OFDA |
| • BIFMA | • IALD | • NCIDQ | • USGBC |

- **Advertising in supporting print and online publications, including:**

- | | | | |
|--------------|----------------|-----------------------|----------------------------|
| • Archinect | • Contemporist | • Healthcare Design | • METROPOLIS |
| • Archi-Tech | • Contract | • Hospitality Design | • MMQB |
| • ASID ICON | • DesignMilk | • IIDA Perspective | • Otto-Otto |
| • Azure | • Download | • Interior Design | • Office Insight |
| • Buildings | • Floor Focus | • Interiors & Sources | • Today's Facility Manager |

To learn more
about marketing
and sponsorship
opportunities at
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