Exhibit at NeoCon
7th Floor
Exhibit Hall

What’s next is what’s here

June 8–10, 2020
Chicago

The world’s leading platform for commercial design

neocon.com

NeoCon® is a registered trademark of Merchandise Mart Properties, Inc.
The world's leading platform and most important event of the year for the commercial design industry.

WHO EXHIBITS AT NEOCON

Our 2020 efforts will continue to build on the success of the show while expanding product offerings and helping exhibitors and attendees connect in a more valuable way. NeoCon showcases nearly 300 brands on the 7th floor and 200 Contract Showrooms on 3, 10, and 11 as well as 200 Hospitality, Outdoor and Residential showrooms on floors 1, 6, 14 and 15.

Manufacturers of products for commercial interiors including:

→ Corporate → Public Space
→ Healthcare → Retail
→ Hospitality → Government
→ Education → Lighting

NEOCON ATTENDEES DESIGN AND SPECIFY FOR ALL TYPES OF COMMERCIAL ENVIRONMENT

Corporate ...................... 63%
Education ..................... 28%
Healthcare .................... 26%
Hospitality/Entertainment .... 19%
Healthcare .................... 26%
Government .................... 19%
Public Space .................. 18%
Retail ......................... 16%
Residential ................... 16%
Other .......................... 16%
Lighting ...................... 5%

ATTENDANCE BY TITLE

42% Director and above
25% Manager
21% Owner, C-level, Principal
20% Other
13% Junior Level
8% Senior Executive, Vice President

ATTENDANCE BY REGION

U.S

Mid West 47%
South 17%
West 11%
North East 10%
International 15%

ATTENDANCE BY GENERATION GROUP

GenX (10-24 years in industry) 40%
Millennials (1-9 years in industry) 38%
Boomers (25+ years in industry) 22%

The Forefront of Design
With nearly 1 million square feet of exhibition space, NeoCon features game-changing products and services from both leading companies and emerging talent—providing unparalleled access to the latest and most innovative solutions in commercial design.

Connecting the Community
Since NeoCon launched in 1969, it has served as the annual gathering place for the commercial design world’s manufacturers, dealers, architects, designers, end-users, design organizations and media. NeoCon is a vibrant hub for a non-stop schedule of networking, events and celebrations.

Inspiration and Knowledge Sharing
Daily keynote presentations and more than 100 CEU programs offer world-class expertise and insight about today’s most relevant topics as well as the future of commercial design.
The NeoCon booths are located in the 7th Floor Exhibit Hall. Booth space is sold per square foot in approximately 100 square foot increments and includes:

- Back and side white hard walls
- Gray carpet tile
- (1) 120 volt, 150-watt duplex electrical outlet
- (1) 1’ x 4’ LED light fixture
- (4) LED track lights
- 8” x 11” booth sign
- Exhibitor listing on website and print directory
- Free wi-fi to exhibitors

NEOCON TEMPORARY EXHIBITORS ARE LOCATED IN THE 7TH FLOOR EXHIBIT HALL
NeoCon targets the most highly qualified A&D professionals through an extensive multimedia marketing campaign.

- Print and digital ads run in top trade and business publications
- Show mailers 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 Program, 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 1,000 trade and consumer media outlets and include significant exhibiting company outreach
- Communications extend out to include Facebook, Twitter, and Instagram

NeoCon is proud to partner with the best organizations in the industry, including:

VISIT WWW.NEOCON.COM FOR A FULL LIST OF PARTNERS

**Publication Partners**
- Archiproducts
- The Architect’s Newspaper
- Architectural Record
- Azure
- Contract
- Design Milk
- Facility Executive
- Floor Covering News
- gb&d (Green Building & Design)
- Healthcare Design
- Hospitality Design
- i+D
- Interior Design
- interiors + sources
- Metropolis
- Office Insight
- Perspectives
- Restaurant Development + Design
- Sixtysix
- Workplaces Magazine

**Design Organizations**
- AAHID
- ACT
- AIA Chicago
- ASID
- BIFMA
- CMG
- Designers 4 Dignity
- DIFFA
- IALD
- IDA
- IIDA
- ILFI
- IWBI
- OFDA
- USGBC

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Exhibit at NeoCon — Be What's Next

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