

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

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the**MART**
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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.



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.

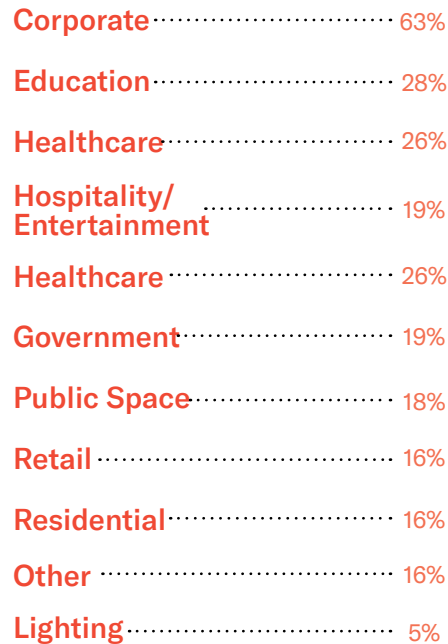
WHO EXHIBITS AT NEOCON

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.

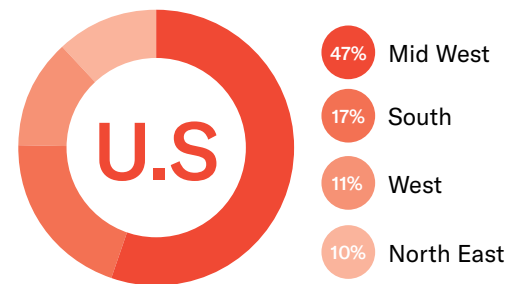
Manufacturers of products for commercial interiors including:

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

NEOCON ATTENDEES DESIGN AND SPECIFY FOR ALL TYPES OF COMMERCIAL ENVIRONMENT

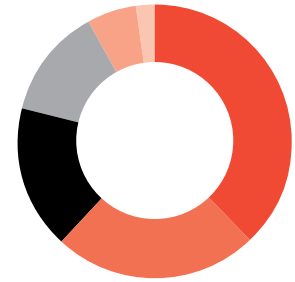


ATTENDANCE BY REGION



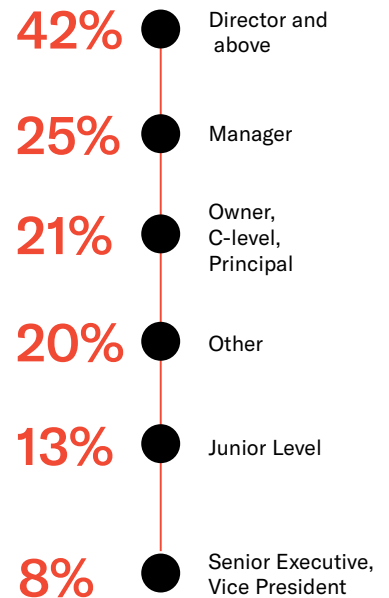
International 15%

ATTENDANCE BY PROFESSION

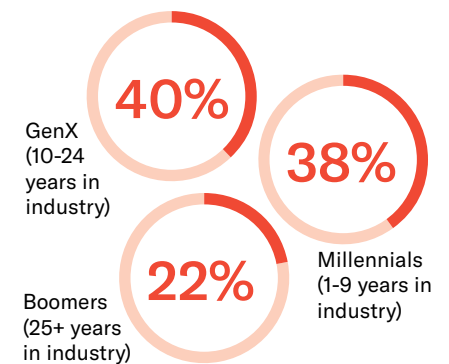


- 38% Interior Designer/Architect
- 24% Dealer/Rep
- 17% End User
- 13% Other (Includes non-exhibiting manufacturers)
- 6% Academia
- 2% Press

ATTENDANCE BY TITLE



ATTENDANCE BY GENERATION GROUP



NEOCON BY FLOOR

Floor 19 NeoCon Theater	
Floor 15 Outdoor @ NeoCon	
Floor 14 Design Center @ NeoCon	
Floor 11 NeoCon Showrooms	<ul style="list-style-type: none"> > Fabrics > Flooring
Floor 10 NeoCon Showrooms	<ul style="list-style-type: none"> > Furniture > Interior Building Products > Interior Finishes + Materials > Technology
Floor 7 NeoCon Exhibit Hall SEMINAR ROOMS • FOOD OPTIONS	
Floor 6 Design Center @ NeoCon SEMINAR ROOMS • NEOCON FOOD HALL	
Floor 3 NeoCon Showrooms	
Floor 2 Marshall's Landing ADDITIONAL FOOD OPTIONS	
Floor 1 LuxeHome @ NeoCon REGISTRATION • NEOCON PLAZA • COAT/LUGGAGE CHECK • FOOD OPTIONS	

NEOCON BOOTH PACKAGE



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



Interior Building Products + Interior Finishes

- > Acoustical Solutions
- > Cable & Wire Management
- > Ceilings
- > Glass & Hardware
- > Lighting
- > Paints & Coating
- > Raised Floor
- > Signage
- > Sound Masking
- > Specialties
- > Walls & Doors
- > Green Walls
- > Laminates
- > Metal
- > Specialty Leather & Textiles
- > Wall Finishes
- > Wall Tile
- > Wood Veneer
- > Interiors + Sources Materials Pavilion

Furniture + Fabrics

- > Accessories/Art
- > Caseworks
- > Lounge Seating
- > Seating
- > Storage/Files
- > Systems Furniture
- > Sound Proof Pods and Acoustic Divided Spaces
- > Textiles
- > Work Environments

Flooring

- > Broadloom
- > Carpet Tile
- > Ceramic/Porcelain Tile
- > Hardwood
- > Poured Concrete, Terrazzo
- > Raised Floor
- > Resilient Flooring
- > Solid Surface-Epoxy
- > Vinyl/Vinyl Tile

Technology

- > CRM/Software
- > Data Storage
- > Drafting
- > Rendering
- > Scanning
- > Sourcing
- > Specification
- > Technology Integrated Furniture Solutions



ADDITIONAL PROMOTIONAL OPPORTUNITIES FOR EXHIBITORS

- Onsite Sponsorship Activations
- Industry Awards
- Digital & Onsite Advertising
- Online Profiles
- Electronic Invitations
- Exhibitor Media Coverage
- Event Promotion

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
- > IIDA
- > ILFI
- > IWBI
- > OFDA
- > USGBC

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

CONTACT

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Exhibit at
NeoCon

Be What's
Next

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neocon.com/apply-to-exhibit