

NeoCon®

SPONSORSHIP OPPORTUNITIES & DIGITAL ADVERTISING

2017



NeoCon®

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ELEVATE YOUR COMPANY'S PROFILE AT NEOCON 2017

Keep your brand top of mind before and during the entire show by engaging attendees online, creating attention grabbing installations onsite, sponsoring programming, and enhancing attendee's NeoCon experience through creative brand activations and hosted amenities.

Check back as the show approaches for additional special event and special exhibit sponsorship opportunities.

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Customized sponsorships available such as branded pedi-cabs, unique display spaces, amenity services, etc.. contact Lindsey Martin to discuss. 312.527.6449 | lmartin@themart.com

** NeoCon sponsors must be Contract showroom tenants of The Mart or must be temporary exhibitors on the 7th floor for NeoCon 2017. For temporary exhibitors, booth investment must equal or exceed sponsorship investment.*

NeoCon®

SPONSORSHIPS

SOUTH DRIVE BANNERS \$10,000

Provide your company maximum exposure through the South Drive banner sponsorship on the prominent façade of The Mart. All NeoCon attendees, Mart visitors, Chicago River traffic, and Wacker Drive traffic will see your brand. *Sponsorship fee includes, printing, installation and storage for your banner. Limited availability.*



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SPONSORSHIPS

KINZIE/WELLS ENTRANCE \$16,500

While breaking from NeoCon, attendees are seeking the June weather. Create a seating vignette or installation in the space outside this highly visible entrance for unparalleled exposure to NeoCon attendees and tens of thousands passers-by.

NO LONGER AVAILABLE





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SPONSORSHIPS

SOUTH LOBBY I

\$40,000

Indisputably, the centerpiece of the historic Merchandise Mart and of NeoCon, the stately South Lobby is where NeoCon begins. Just inside of the front doors of The Mart, this Art Deco masterpiece, adjacent to the brand new Grand Staircase, acts as a meeting place throughout NeoCon, and is seen not only by the 50,000 NeoCon attendees, but the 38,000+ who walk through our doors daily.

NO LONGER AVAILABLE

NeoCon®

SPONSORSHIPS

CENTER PASS-THROUGH |
\$22,000 both walls
\$16,500 one wall

This major thoroughfare, allows a sponsor the opportunity to showcase anything from untraditional furniture vignettes hung from walls, to mosaics of products/story boards/projections, etc. All 50,000 NeoCon attendees would see this repeatedly and the impact would be spectacular.

NO LONGER AVAILABLE



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SPONSORSHIPS

EAST PASS-THROUGH I **\$27,500**

Ideal for creation of a Lounge, this pass-through is located across from Starbucks and Argo Tea, and would be a popular respite. This area will get noticed time and again by all NeoCon attendees and Mart visitors. The visibility is exceptional.

NO LONGER AVAILABLE



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SPONSORSHIPS

NORTH LOBBY I

\$22,000

Create an interactive display in the North Lobby of The Mart. The North Lobby also houses NeoCon Onsite Registration and Coat/Luggage Check, driving even more attendees to your space.

NO LONGER AVAILABLE





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SPONSORSHIPS

STARBUCKS ESCALATOR CEILING ACTIVATION | \$25,000

An exceptional spot for a high-design, sculptural hanging installation, this activation can be seen on both first and second floors near Starbucks, capturing the attention of tens of thousands daily -- a spectacular opportunity to flex your company's creative muscle.

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SPONSORSHIPS

NORTH-CENTRAL LOBBY DISPLAY I

\$27,500

Install a creative, interactive display in the North-Central Lobby under the escalator. Centrally located on the first floor and surrounded by Scan/Print Registration Kiosks, Do not miss this great opportunity to showcase your product to thousands of people passing.

NO LONGER AVAILABLE



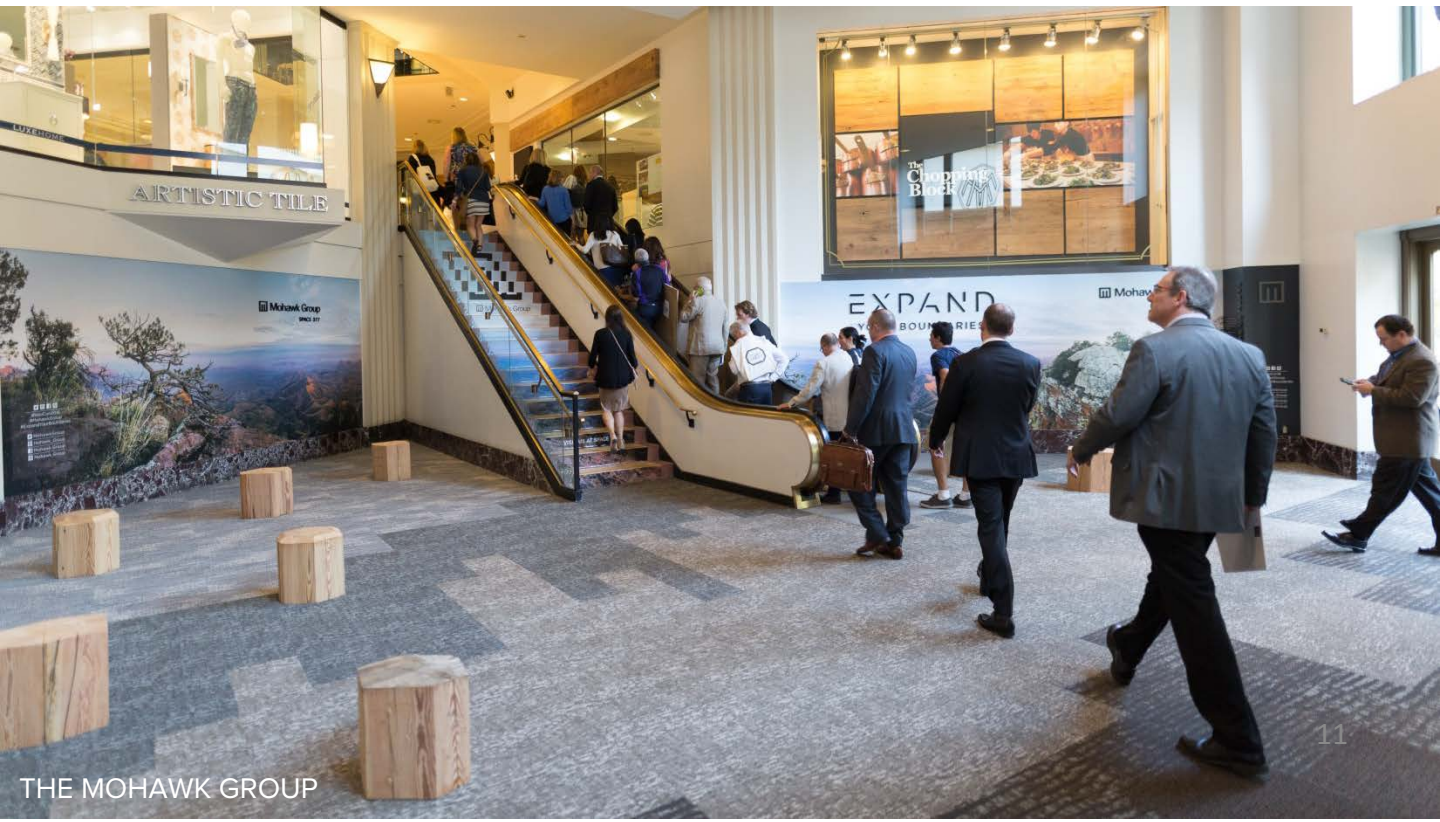
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SPONSORSHIPS

KINZIE/WELLS ENTRANCE | \$22,000

Located right of the El train, parking garages and the middle of the River North neighborhood, Kinzie/Wells is the busiest entrance to The Mart. Create a memorable display or vignette for thousands of attendees to enjoy.

NO LONGER AVAILABLE



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SPONSORSHIPS

NORTH CORRIDOR DISPLAY | \$16,500

Sponsor can craft a sizable wall display in the highly trafficked North Corridor, next to the Orleans Elevator Bank, which services all NeoCon floors, and across from the west Registration Scan/Print kiosk.



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SPONSORSHIPS

MAGAZINE DISTRIBUTION BINS |

\$10,000 | 6 bins total

Over 60 industry publications distribute their magazines during NeoCon. 6 magazine bins are in high traffic areas located on the 1st floor of The Mart. Splash your branding across the front of these bins and invite attendees up to your booth or showroom. Sponsor to design decals (90.25”w x 29”h), which will be placed on the face of the six bins. *Sponsorship fee includes printing and installation costs of signs.*



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SPONSORSHIPS

LANYARDS | \$15,000

Create thousands of walking ads by putting your company name around the neck of 10,000 (minimum) NeoCon attendees. Lanyards will be distributed with mandatory badges to NeoCon attendees: *Lanyard production cost separate, specs to be coordinated with NeoCon.*

NO LONGER AVAILABLE





NeoCon[®]

SPONSORSHIPS

OFFICIAL NEOCON SHOW BAG |

\$10,000

This walking promotional vehicle is distributed to the NeoCon attendees throughout the Merchandise Mart and will long outlive the life of the show, with the right demographic of people using them year-round. These can be produced in different fabrics, colors, styles – be as creative as you wish: Sponsors to include NeoCon logo on bag. NeoCon to provide staff to distribute bags on the first floor of The Mart near registration desks | **Fee does not include bag production** | Minimum of 5,000 bags, but more recommended for higher visibility.

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SPONSORSHIPS

CAB LINE BAR

\$7,500

With 50,000 attendees, the cab line tends to get quite long at the end of the day. The cab line sponsorship lets your company offer much appreciated, complimentary refreshments to attendees as they wait to go onto their next destination. Sponsorship fee includes all catering and labor costs. Sponsor may brand glasses, onsite signage and server shirts (branding costs not included in fee).



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SPONSORSHIPS

FREIGHT ELEVATORS | \$10,000

Three freight elevators are used to transport thousands of attendees from the first floor to NeoCon Floors, 3,7,10 and 11 throughout the show. Outfit these blank canvases with your brand using carpet, lighting, paint and signage. *Sponsorship fee does not include material and labor costs*

NO LONGER AVAILABLE



NeoCon®

SPONSORSHIPS

ELEVATOR BANK SPONSORSHIP I

Available to multiple sponsors |
\$11,000 per elevator bank (4-6
cabs), per floor

Take advantage of this offering and brand one of The Mart's elevator banks with elevator door decals. Invite thousands of people that will be riding your elevator to your booth or showroom: Sponsor has an opportunity to design the door decal for the elevator doors on floors: 1, 2, 3, 7, 10 and 11. Sponsorship fee includes production and installation of decals. *Limited floors and quantities available per sponsor.*



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SPONSORSHIPS

DIGITAL KIOSK SIGNAGE | \$1,650 - \$2,750 / Day

Promote your brand and attract attendees to your showroom/booth with The Mart's 13 digital kiosks placed throughout the first and second floor. Your ad will rotate with NeoCon wayfinding and partner signage. *Limited availability.*

\$1,500 / Day

Sat. 6/10 | Sun. 6/11

Mon. 6/12 | Tues. 6/13 | Wed. 6/14

\$2,500 / Day





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SPONSORSHIPS

WALKING ADVERTISEMENTS |

Available to multiple sponsors |
\$6,600

Up to four people may act as 'Walking Advertisements,' wearing your brand and creatively engaging with NeoCon attendees all three days of the show on floors 1,2 of The Mart, and can walk through halls of permanent contract showroom floors and aisles of floor 7. *Limited availability.*

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SPONSORSHIPS

BRANDED CAFÉ SEATING ALONG MAIN AISLES |

\$5,500 + Furniture Loan

Your brand will be front and center along the main aisle of the 7th floor. Utilize your product and the wall space behind your product to promote your brand. Approximate quantity of tables and chairs required: 27 tables – preferably high-top and 4 chairs/stools per table.

NO LONGER AVAILABLE



DESIGN THAT
EXCITES

Furniture sponsored by
Visit us at booth 7-7042

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SPONSORSHIPS

**7TH FLOOR PASS THRU
ALONG MAIN AISLES |
\$6,000**

Use these two highly trafficked pass-thrus on the 7th floor to showcase your product and create an interactive amenity for attendees.

NO LONGER AVAILABLE



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SPONSORSHIPS

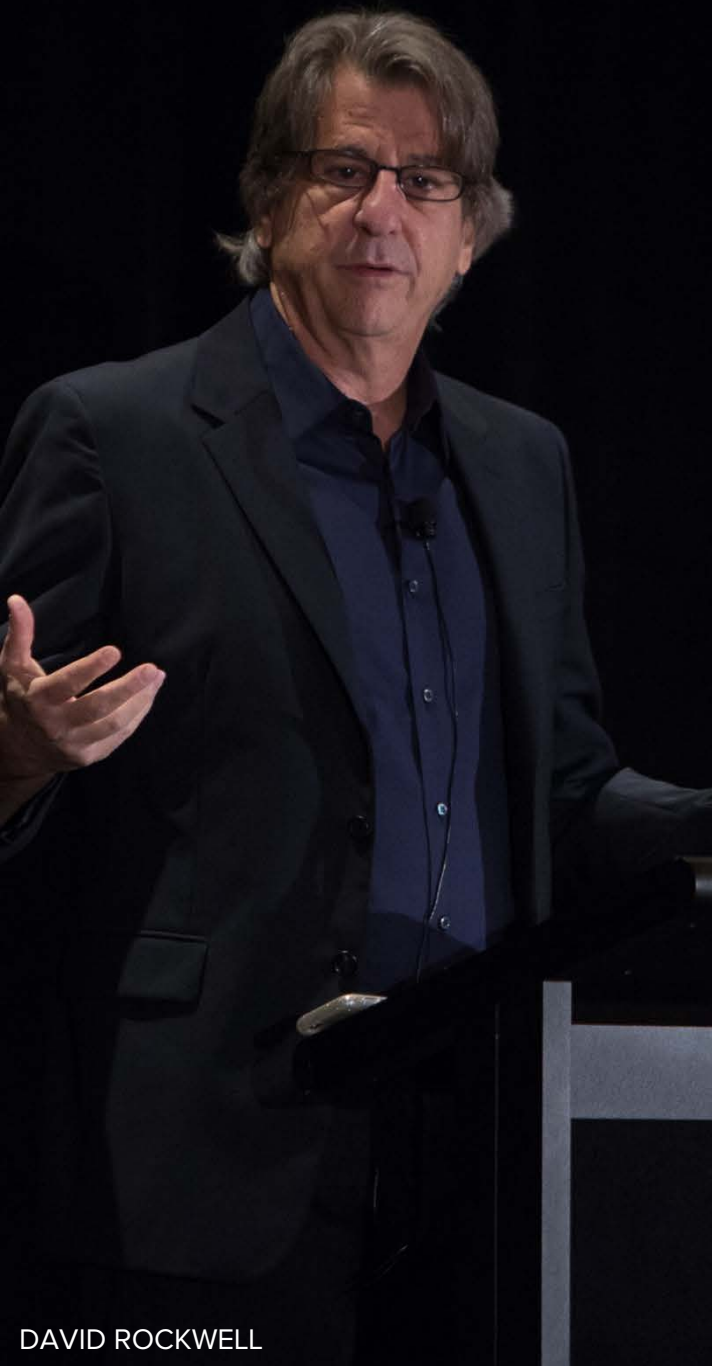
KEYNOTE SPEAKERS I

\$10,000 - \$25,000

NeoCon offers a Monday, Tuesday and Wednesday Keynote Presentation. Sponsorship is for one Keynote presentation and includes introduction of Keynote, recognition on all Keynote marketing materials, including but not limited to, website, dedicated HTML, direct mail, press releases, onsite signage, and official show directory. Sponsor logo featured podium and digital signage, opportunity to distribute promotional materials, and VIP seating for 12 reserved in front row.

[Click here for the 2017 Keynotes](#)

**MONDAY AND TUESDAY KEYNOTES
NO LONGER AVAILABLE**



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SPONSORSHIPS

SEMINAR WATER BOTTLE SPONSOR | \$2,500

Provide seminar attendees with water bottles. Use these bottles to brand your company and direct attendees back to your showroom/booth. *Sponsor responsible for production and cost of water bottles | Minimum 1,500 bottles.*

EDUCATIONAL TRACKS | Available to multiple sponsors \$3,000 per track

Support an educational track of CEU programs. Each track consists of 8 or more sessions throughout 3 days of programming: Your logo on the podium | Option to distribute company literature at session | Ask us about furniture vignette opportunity in the seminar rooms.



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SPONSORSHIPS



HOTEL KEYCARDS | \$20,000

This opportunity allows the sponsor to advertise and promote their involvement with NeoCon on 10,000 hotel guestroom keycards | Sponsor supplies the artwork for the keycards. *Fee includes all processing, coordination with hotels and production of keycards*

NO LONGER AVAILABLE

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SPONSORSHIPS

PRIVATE NEOCON ACCESS LOUNGE |

\$10,000

Created in partnership with IIDA in 2014, NeoCon Access is designed to provide a select group of designers and end-users with exclusive events and benefits throughout the show including a private lounge. Put your brand in front of top designers and clients by hosting Access members with food, coffee bar, cocktail hour, special event, complimentary service etc.



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DIGITAL PROMOTION

EXHIBITOR PROFILE ENHANCEMENTS Your exhibitor profile can be viewed by attendees on both the NeoCon website and NeoCon App, and is searchable by name, products, categories and show location. Make sure your profile details are up to date and accurate **NO LATER THAN JANUARY 31, 2017.** *You will receive a separate email with your login details.*

EXHIBITOR PROFILE BASIC PACKAGE I

\$0

- Standard Exhibitor Profile and inclusion on floor plan on the NeoCon website.
- Company logo in Exhibitor Profile.
- Company description in Exhibitor Profile.
- “Matcher” function: Get matched with attendees based on your demographic preferences.
- 5 Product image uploads.
- 5 Press release uploads.
- 3 Event promotion/hospitality uploads.
- Up to 8 brands listed on Exhibitor Profile.

VIDEO UPLOAD I

\$550/Video

- Upload a video to your Exhibitor Profile. Videos can be searched, are visible on the interactive floor plan and can be added to an attendee’s planner.

EXTRA PRODUCT IMAGES I

\$100/Image

- Have more than 5 product images you would like to upload to your Exhibitor Profile? Upload an extra product image or brochure.

The screenshot displays the 'NeoCon MY PLANNER' interface. At the top, it shows the event dates 'JUNE 13 | 14 | 15 | 2016' and location 'THE MART, CHICAGO'. A navigation bar includes links for Home, Profile, Announcements, Matcher, Stats, Planner, Floor Plan, Messages, and Exhibitors. The main content area features the exhibitor profile for 'Construction Specialties Inc' (CS logo), including their booth number (7-2036) and social media links. A 'Contact Info' section lists the website 'www.c-sgroup.com'. Below this, a 'Products and Videos' section highlights two products: 'Floorometry' (a modular system for floor coverings) and 'Acrovyn Wall Panels' (a wall panel system for architects and facility managers).

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DIGITAL PROMOTION

NEOCON WEBSITE AD |

\$5,500 | 449,155 Page Views

- Display your banner ad throughout the NeoCon website and mobile site. *Limited availability.*

NEOCON APP AD |

\$5,500 | 378,119 Impressions

- Reach out to attendees via the NeoCon App with a rotating banner ad and accompanying full-screen landing page. *Limited availability.*

NEOCON EMAIL AD |

\$6,500 | 165,000 Reach

- Incorporate your ad into a NeoCon e-blast. *Limited availability.*

ENHANCED PACKAGE |

\$7,500

- Everything in Exhibitor Profile Basic Package (pg.27)
- Ability to view attendees who have visited your Exhibitor Profile or added your company to their Planner
- Logo on all Planner pages under “NeoCon Planner Sponsors”
- Choice of rotating banner ad on NeoCon.com or rotating banner ad on NeoCon App (app ad includes accompanying full-screen landing page)
- 15 product image uploads

