

NeoCon®

SPONSORSHIP OPPORTUNITIES

JUNE 13 | 14 | 15 | 2016
The Merchandise Mart, Chicago

ELEVATE YOUR COMPANY'S PROFILE AT NEOCON 2016

We can help you shine a bright light on your brand and products with NeoCon Sponsorships. Every public space, wall, ceiling and floor can be viewed as a canvas for attention grabbing outreach.

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NeoCon sponsors must be Contract showroom tenants of The Merchandise Mart or must be temporary exhibitors on the 7th floor for NeoCon 2016. For temporary exhibitors, booth investment must equal or exceed sponsorship investment.

OUTDOOR SPONSORSHIPS



SOUTH DRIVE BANNERS | \$10,000

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

NO LONGER AVAILABLE



KINZIE/WELLS ENTRANCE OUTDOOR DISPLAY OR VIGNETTE | \$15,000

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.

1st FLOOR SPONSORSHIPS



MERCHANDISE MART GRAND SOUTH LOBBY | \$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 Merchandise Mart, this Art Deco masterpiece 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



EAST PASS-THROUGH | \$25,000

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

1st FLOOR SPONSORSHIPS



CENTER PASS-THROUGH | \$20,000 both walls | \$15,000 one wall

This major thoroughfare stretching the length of The Mart, 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. Add a call to action 'Visit us on Floor X'.

NO LONGER AVAILABLE



NORTH LOBBY | \$20,000

Create an interactive display in the North Lobby of the Merchandise Mart. Do not miss this great opportunity to showcase your product to thousands of people passing by.

1st FLOOR 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.

NO LONGER AVAILABLE



NORTH CORRIDOR CEILING DISPLAY | \$20,000

Sponsor can craft a sizable, ceiling display running down the highly trafficked North Corridor, also used for NeoCon registration.

1st FLOOR SPONSORSHIPS



KINZIE/WELLS ENTRANCE | \$20,000

Kinzie/Wells is the busiest entrance to The Mart during NeoCon. Create a memorable display or vignette for attendees to enjoy.

NO LONGER AVAILABLE



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 installation costs.

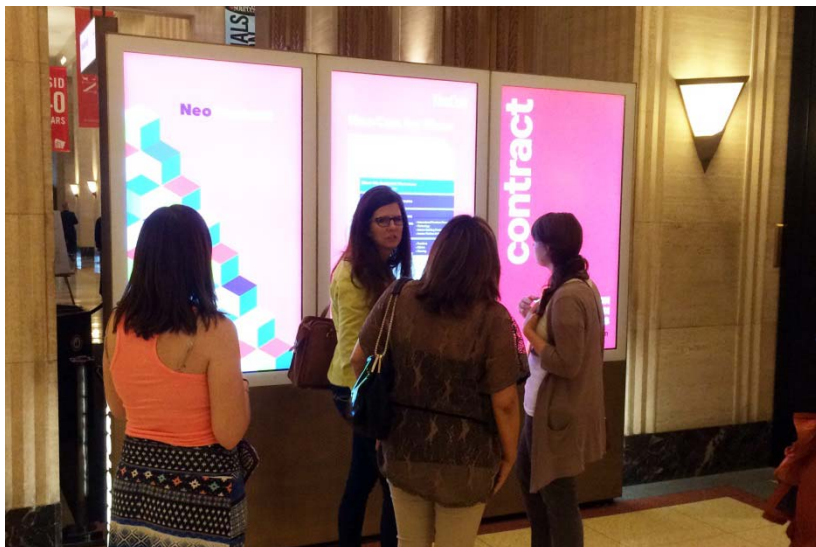
1st FLOOR SPONSORSHIPS



MAGAZINE DISTRIBUTION BINS | \$10,000 | 6 bins total

Over 60 industry publications distribute their magazines during NeoCon. 6 magazine bins/racks are in high traffic areas located on the 1st floor of The Mart. 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.**

NO LONGER AVAILABLE



DIGITAL KIOSK SIGNAGE | \$1,500 - \$2,500 / Day

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

Saturday, June 11 | Sunday, June 12: \$1,500 / Day

Monday, June 13 | Tuesday, June 14 | Wednesday, June, 15:
\$2,500 / Day

1st FLOOR SPONSORSHIPS



CAB LINE WATER BOTTLES | \$10,000 for 4,500 bottles

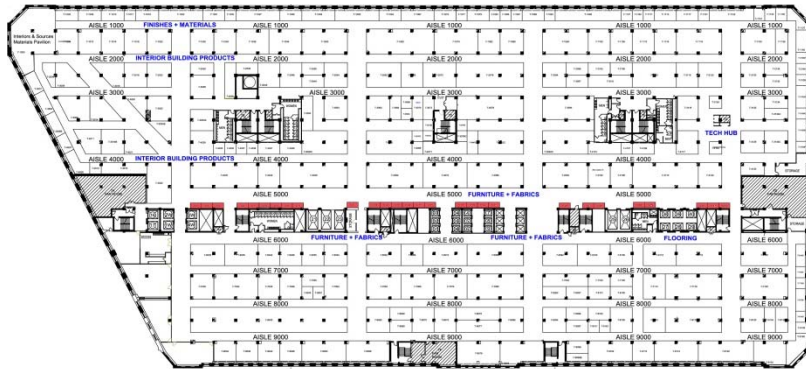
Pass out branded water bottles to NeoCon attendees waiting in the Taxi Cab line in the South Lobby of The Merchandise Mart: **Sponsorship Fee includes water bottles and customized paper labels around bottles.** Sponsor responsible for distributing the water bottle.



COAT / LUGGAGE CHECK | \$7,000

Brand the coat / luggage-check tickets with your company name, booth, and showroom location: **Sponsorship fee includes printing of coat / luggage-check tickets with your company logo** | Sponsor responsible for branded signage at Coat-Check.

7th FLOOR SPONSORSHIP



BRANDED CAFÉ SEATING ALONG MAIN AISLES | \$5,000 + 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 .

MULTI-FLOOR SPONSORSHIPS



ELEVATOR BANK SPONSORSHIP | Available to multiple sponsors | **\$10,000 per elevator bank, per floor**

Take advantage of this offering and brand one of the Merchandise 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, 3, 7, 10 and 11. **Sponsorship fee includes production and installation of decals.** *Limited floors and quantities available per sponsor.*



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.

PENDING

MULTI-FLOOR SPONSORSHIPS



WALKING ADVERTISEMENTS | Available to multiple sponsors | \$6,000

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 Merchandise Mart, and can walk through halls of permanent contract showroom floors and aisles of floor 7. *Limited availability.*



LANYARDS | \$15,000 for 10,000 lanyards

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

KEYNOTE SPONSORSHIPS



KEYNOTE SPEAKERS | \$10,000 - \$25,000

NeoCon 2016 speakers include:

Monday Keynote: DAVID ROCKWELL FAIA, Founder and President of Rockwell Group, an award-winning, cross-disciplinary architecture and design practice based in New York with satellite offices in Madrid and Shanghai. The firm crafts a unique narrative for each project through the intersection of theater and architecture.

NO LONGER AVAILABLE



Tuesday Keynote: PAUL SCIALLA, Founder of the International WELL Building Institute® (IWBI), will share emerging innovations and evidence-based research about how we can design buildings specifically to support the health and wellness of the people who live, work and learn in them

NO LONGER AVAILABLE



Wednesday Keynotes: OANA STANESCU, Partner of the architectural firm Family, has used her vast international experience to lead the office's European projects. Stanescu is currently involved in the +Pool project in New York, installing a cross-shaped floating swimming pool in the East River, and has also worked with Kanye West on both tour sets and personal residential projects. Prior to joining Family, Oana worked at a diverse array of award-winning offices around the world including Herzog and De Meuron, OMA and SANAA.

NO LONGER AVAILABLE

Sponsorship 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.

EDUCATION SPONSORSHIPS



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

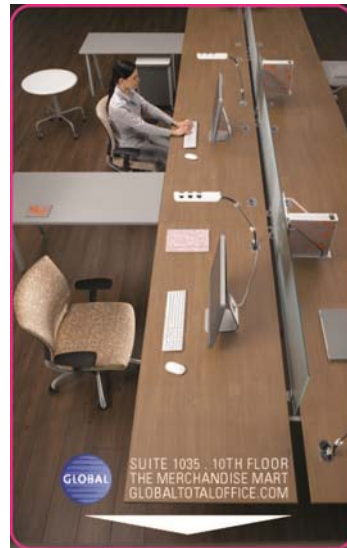
Support an educational track of CEU programs. Each track consists of 8 or more sessions throughout 3 days of programming: Your logo on the podium | Option to distribute company literature at session | Ask us about furniture vignette opportunity in the seminar rooms.



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.

ADDITIONAL 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



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. Take this opportunity to get creative and put your brand in front of top designers and clients by hosting Access members with food and drink, inviting them to a cocktail hour or special event promoting your brand, providing a complimentary service in the lounge, etc...

NO LONGER AVAILABLE

DIGITAL ENHANCEMENTS

BASIC PACKAGE | \$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 | \$500/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 | \$100/Image

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

ROTATING BANNER AD | \$5,000

- Display your 728x90 pixels banner ad at the top of the My Planner pages and throughout the NeoCon website. *Limited availability.*

ENHANCED PACKAGE | \$7,500

- Everything in the Basic Package
- 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

NEOCON HTML AD | \$6,500

- Incorporate your creative image or ad into a NeoCon e-blast. Get in front 160,000 potential attendees who receive NeoCon e-mails. Static Horizontal Specs = 610x75px. *Limited availability.*

NEOCON APP AD/LANDING PAGE | \$5,000

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

ALL DIGITAL ENHANCEMENTS CAN BE PURCHASED THROUGH YOUR EXHIBITOR PROFILE UNDER “DIGITAL UPGRADES”.