

NeoCon[®] East

PHILADELPHIA

SPONSORSHIP

OPPORTUNITIES

November 15 & 16 | 2017





NeoCon® East

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Shine a bright light on your brand and products with NeoCon East sponsorships.

Our NeoCon East sponsorship offerings provide new ways and more avenues to promote your brand and products to NeoCon East attendees and more importantly, increase traffic to your booth.

Our comprehensive packages are designed to accommodate any budget and encompass online marketing, on-site marketing, social media, email marketing, and more. Take advantage of these effective and affordable sponsorship opportunities.

Custom packages available.

Please contact Lindsey Martin at lsimonian@themart.com to reserve your sponsorship.

NeoCon East sponsors must be exhibitors at NeoCon East 2017. Booth investment must equal or exceed sponsorship investment.

KEYNOTE THEATER SPONSORSHIP

No Longer Available

Naming rights to Keynote Theater.

Recognition on all keynote marketing materials, including but not limited to the show map, onsite digital theater signage, show website, keynote HTML to 90,000, direct mail piece to 70,000, press releases, social media, and official show directory.

Opportunity to introduce Wednesday and Thursday keynote speakers
***with the exception of the Thursday GSA Keynote speaker.**

Opportunity to distribute promotional materials in Keynote Theater.
***with the exception of the Thursday GSA Keynote speaker.** *Sponsor responsible for all costs associated with printing and shipping materials, as well as distributing and cleaning up materials before and after each keynote presentation.*

VIP seating for 12 reserved in front row for each keynote presentation.

Rotating banner ad on NeoConEast.com.

Fee: \$10,000

WEDNESDAY, NOVEMBER 15

11AM: SUZETTE SUBANCE FERRIER, IIDA, *Studio Design Director, TPG Architecture*

1PM: ZENA HOWARD, AIA, LEEP AP, *Managing Director, Perkins+Will, North Carolina Practice*

THURSDAY, NOVEMBER 16

11AM: *DAVID INSINGA, AIA, *Chief Architect of the United States General Services Administration's Public Buildings Service*

1PM: ALEX GILLIAM, *Founder of Public Workshop*

Each Keynote will be hosted by an industry association. For details, visit: neoconeast.com/features/keynotes

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OPENING NIGHT PARTY CATERING SPONSORSHIPS

Are you planning on offering food or bar service within your booth on opening night of NeoCon East? If so, we encourage you to do so through our Opening Night Party catering packages.

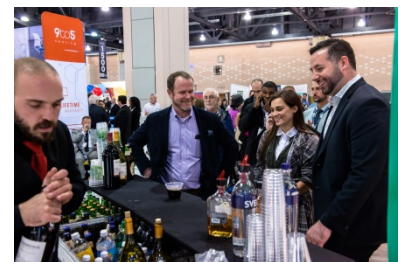
Wednesday of NeoCon East 2017 will wrap up with an Opening Night Party, A Philadelphia Block Party co-hosted with the IIDA PA/NJ/DE Chapter, across the show floor. Food and bar service will be provided in exhibitor booths and in public areas on the show floor.

The party will take place on Wednesday, November 15, 4-6 p.m. and is free to all registered NeoCon East attendees. *Please note that show hours extend through the party, so prepare for business to continue throughout the event.*

Our catering sponsorship packages will allow you to participate in the Opening Night Party and gain additional exposure and the following benefits:

- Food and beverage packages starting at \$2,500
- Sponsor designation on Opening Night Celebration floor plan
- Sponsor marker in booth during Opening Night Celebration
- Logo Inclusion in all Opening Night Party communications via: Dedicated Event HTML | Social Media | Website | Directory
- Onsite signage
- Co-promotion with the IIDA PA/NJ/DE Chapter via: Dedicated Event HTML | Social Media | Website

[CLICK HERE FOR CATERING SPONSORSHIP PACKAGES](#)



SHOW ENTRANCE FLOORING SPONSORSHIP

The Show Entrance Flooring Sponsorship will provide huge visibility for your brand and allow you to showcase your flooring in an impactful, large-scale format to all 7,500 attendees right as they enter the show.

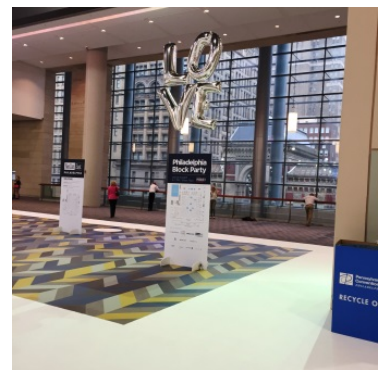
Onsite signage at entrance of the show.

Logo inclusion on website and show directory.

Banner ad on NeoConEast.com.

Targeted social media message promoting brand and booth.

[Flooring layout & dimensions](#)



Fee: \$0 – In-Kind

Sponsor responsible for material and labor costs.



LANYARD SPONSORSHIP

Create thousands of walking ads by putting your company branding around the neck of NeoCon East attendees. (Minimum lanyard order allowed is 3,000). Lanyards will be distributed with mandatory attendee badges. Lanyard production cost separate, specs to be coordinated with NeoCon East.

Logo inclusion on website and show directory, and banner ad on NeoConEast.com.

Fee: \$5,000

Sponsorship fee does not include lanyard production costs.

SEMINAR COFFEE SERVICE SPONSORSHIP

Engage with attendees right when they get to the show, by providing coffee service before they head into their seminars. **Option of Wednesday and/or Thursday morning coffee service.**

Onsite signage within coffee service space.

Opportunity to distribute materials near coffee service space.

Logo inclusion on website and show directory.

Sponsor recognition on attendee morning seminar registration confirmation and badge.

Fee: \$2,000 / day

Fee includes set-up and catering costs for morning coffee service.



DIGITAL ADVERTISING SPONSORSHIP

Reach attendees before, during and after the show by placing a rotating banner ad on neoconeast.com.

Drive attendees to your booth by promoting your brand, booth number, special event/offerings, etc., in your ad creative.

Banner Ad Specifications:

- Website: 728x90px
- Mobile: 320x100px
- Include url you would like ads linked to
- Place order through, and send ad files to, Lindsey Martin, lmartin@themart.com / 312.527.6449

Banner ad will be posted once received, through the duration of NeoCon East 2017.

Fee: \$2,500

Fee does not include artwork design.



HOTEL KEYCARD SPONSORSHIP

This opportunity allows the sponsor to advertise and promote their involvement with NeoCon East as soon as attendees arrive in Philadelphia. Promote your brand on 1,450 hotel guestroom keycards.

Sponsor to supply artwork for key cards.

Logo inclusion on website and show directory.

Banner ad on NeoConEast.com.

Targeted social media message promoting brand and booth.

Fee: \$5,500

Sponsorship fee includes all processing, coordination with hotels, and production of keycards.