Elevate Your Company’s Presence
2020 Sponsorships

NeoCon®
Elevate Your Company’s Presence at NeoCon 2020

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

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Contact Lindsey Martin to reserve your sponsorship: 312.527.6449
lmartin@themart.com. Customized sponsorships available.
Sponsors must be NeoCon showroom tenants of The Mart or temporary exhibitors on the 7th floor for the NeoCon 2020 show. Temporary exhibitors’ booth investment must equal or exceed sponsorship investment.
Programming
Keynote Presentations

NeoCon will offer Monday, Tuesday and Wednesday keynote presentations. Sponsorship is for one keynote presentation and includes introductory remarks, recognition on all relevant marketing materials, including but not limited to, website (1m+ total pageviews annually), dedicated HTML email (165K NeoCon database), direct mail (152K select A&D professionals), press releases (1.4K national and international editors and media outlets), onsite signage (58K attendees), social media (54k+ followers) and official show directory (35K distributed onsite). Sponsor logo featured on digital theater signage, opportunity to distribute promotional materials at presentation (up to 900 attendees), and VIP seating for 12 reserved in front row. Keynote presentations are also streamed live on the Grand Stair projection wall, located off the main lobby of The Mart. Speakers and pricing on next page.
Click [Here](#) for Details on Each Keynote Presenter

**Monday, June 8, 8AM**  
Amanda Williams, Artist  
*Amanda Williams in Conversation with Cheryl S. Durst*  
Presenting Association: IIDA  
SPONSORSHIP FEE: $20K

**Tuesday, June 9, 8AM**  
Frans Johansson, Author and CEO of The Medici Group  
*The Medici Effect: Innovation at the Intersection*  
Presenting Association: ASID  
SPONSORSHIP FEE: $20K

**Tuesday, June 9, 1PM**  
Jeanne Gang, Architect and Founding Principal of Studio Gang  
Presenting Association: AIA Chicago  
SPONSORSHIP FEE: $25K

**Wednesday, June 10, 11AM**  
Markus Dochantschi, Architect and Founder and Principal of studioMDA  
*ARTseen*  
Presenting Association: AIA Chicago  
SPONSORSHIP FEE: $15K
Podcast Series
$7,500 per episode.

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NeoCon has partnered with the producers of Clever, A Podcast About Design to create this series, which will be marketed and distributed to the NeoCon attendees and exhibitors and amplified to the Clever and Design Milk audiences.

Each episode sponsor will receive:
• Opportunity to collaborate on topic
• 30-second pre-roll sponsor spot (straight read - copy provided by sponsor)
• Sponsor thank you and link in episode show notes blog post, to be hosted on NeoCon.com (over 1 million total website page views)
• 2 social posts promoting each episode across NeoCon channels - Instagram, Facebook and Twitter (reaching more than 65,000 fans).
  • Re-shared by Design Milk on Facebook and Twitter (4 million Design Milk followers)
  • Re-shared by Amy Devers on Facebook and Twitter
• Dedicated NeoCon html e-blast promoting sponsor’s NeoConversations podcast episode (sent to 165,000 A&D)
• Assets to share episode through your own social channels, including embed code and link to show notes

Listen to past NeoConversations episodes ➔
Onsite Installations
Kinzie/Wells Exterior Entrance

$22,000*

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. *Fee does not include materials and labor costs.
Kinzie/Wells Interior Entrance
$25,000*

Located right off 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 and direct thousands of attendees to your showroom or booth right as they enter the show. *Fee does not include materials and labor costs.
No longer available.
North-Central Lobby
$32,000*

Install a creative, interactive display in the North-Central Lobby. Centrally located on the first floor and surrounded by registration kiosks, do not miss this opportunity to showcase your product and brand and engage with thousands of attendees. *Fee does not include materials and labor costs.

No longer available.
North Lobby
$25,000*

Create an interactive display in the 15' high North Lobby of The Mart. The North Lobby also houses NeoCon onsite registration, coat/luggage check, and a taxi pick-up location, driving even more attendees to your display. *Fee does not include materials and labor costs.

No longer available.
East Pass-Through
$32,000*

Ideal for creation of a lounge, this pass-through space is located across from Starbucks, and would serve as a popular respite spot. This area will get noticed time and again by all NeoCon attendees and Mart visitors. The visibility is exceptional. *Fee does not include materials and labor costs. No longer available.
Center Pass-Through
$25,000

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. Both walls flanking the pass-through can be branded and all 50,000 NeoCon attendees would see this repeatedly. The impact would be spectacular. *Fee does not include materials and labor costs.*
Starbucks Escalator Ceiling Activation (with 1st Floor Footprint)

$25,000*

An exceptional spot for a high-design, sculptural hanging installation, this activation allows for branding 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. *Fee does not include materials and labor costs.
Freight Elevators
$10,000*

Four freight elevators are used to transport thousands of attendees from the first floor to all NeoCon floors, including the NeoCon Theater on floor 19, throughout the show. Outfit these blank canvases with your brand using flooring, lighting, paint and signage. *Fee does not include materials and labor costs. No longer available.
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Northeast Corridor Display
$15,000*

Sponsor can brand a 20’ wide blank canvas in the highly trafficked North Corridor, next to a freight elevator, which services all NeoCon floors. *Fee does not include materials and labor costs.

No longer available.
Northwest Corridor Display

$15,000

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 is across from the West Registration Scan/Print kiosk. *Fee does not include materials and labor costs.*
7th Floor, Branded Seating, Main Aisle

$6,500 + Furniture Loan*

Your brand will be front and center along the main aisle of the 7th Floor Exhibit Hall. Utilize your product and the wall space behind your product to promote your brand. Approximate quantity of tables and chairs required: 27 tables and 4 chairs/stools per table. *Fee does not include materials and labor costs. No longer available.
7th Floor Café
$6,500 + Furniture Loan*

Provide attendees a memorable respite during the show. Showcase your furniture in a branded café on the bustling 7th floor Exhibit Hall. This is a great opportunity to feature product lines promote brand creative while reaching a captive audience. *Fee does not include materials and labor costs. No longer available.
7th Floor Pass-Throughs, Main Aisles

$7,000*

Use these two highly trafficked pass-throughs, connecting the two main aisles in the 7th Floor Exhibit Hall, to showcase more of your product in a creative, interactive space. *Fee does not include materials and labor costs. No longer available.
Onsite Advertising
South Drive Banners

$12,000 (fee includes production, installation and removal of banner)

Provide your company maximum exposure through a 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. **Limited Availability.**
Elevator Bank Decals

$12,000 Per Elevator Bank, Per Floor – Doors Only (fee includes production, installation and removal of decals)

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. Limited floors and quantities available per sponsor. Limited Availability.
Full Wall Elevator Decals  
First Floor  
$25,000 (fee includes production, installation and removal of decals)

Make a huge impact as attendees enter the show. This large-scale opportunity on this NeoCon elevator bank is across from Starbucks and in route to show registration kiosks from the most trafficked entrance of The Mart. No longer available.
Full Wall Elevator Decals
Second Floor
$15,000 (fee includes production, installation and removal of decals)

Located across from the 2\textsuperscript{nd} floor Food Hall, several other food/coffee vendors and the indoor El train entrance, this enormous billboard on this NeoCon elevator bank will make an impactful impression on attendees moving through The Mart during the show. \textbf{No longer available.}
Digital Kiosk Signage
$2,500 - $3,500 / Day

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

$2,500 / Day
Sat. 6/8 | Sun. 6/9

$3,500 / Day
Mon. 6/10 | Tues. 6/11 | Wed. 6/12

ROTATION DETAILS: On average, there are 8 ad slots that run for 8 seconds each, 24/7. A selection of these slots are used for NeoCon show info. On the double and triple screen kiosks, one screen will be dedicated to exhibitor ads and partner ads to keep the rotation to 8 assets or less, but on the single kiosks there may be more than 8 assets, each asset would still run for 8 seconds.
Printed Billboards
Second Floor
$7,000 Per Billboard *(fee includes production, installation and removal of billboard)*

These billboards are in various high-traffic locations on the second floor of the The Mart and will provide your brand an effective opportunity to promote its presence at the show.
 Orleans Entrance Signage

$12,000 (fee includes production, installation and removal of signage)

Create a large-scale promotion of your brand above the exit and entrance at Orleans Street. This exceptional placement will be visible down the entire South Corridor of the 1st floor of The Mart and to all Orleans traffic and attendees entering the show at this location.
Magazine Distribution Bins

$10,000 | 6 bins total (fee includes production, installation and removal of decals)

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 message 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.
Online Advertising
NeoCon.com Rotating Banner Ad

$6,000
Engage attendees before, during and after the show by displaying your banner ad throughout the NeoCon website and mobile site. Limited availability. *Over 1 million total website page views (January 15 – June 30)*

NeoCon App Ad & Landing Page

$6,500
Reach out to attendees via the NeoCon App with a rotating banner ad and accompanying full-screen landing page. The NeoCon app is an essential tool for attendees to navigate the show. The app synchs with My Planner and allows attendees to get directions, search and flag exhibitors, create and manage schedules, receive show alerts, and connect with fellow attendees. Limited availability.
Dedicated Email-Blast

$10,000

Reach the NeoCon audience with a dedicated HTML email blast sent from NeoCon on your behalf pre or post show. Email will be sent to registered NeoCon attendees who have opted into 3rd party communications (approximately 28,000).

Very limited availability. Email content and deployment date must be vetted and approved by NeoCon. Sponsor to provide HTML file.
Attendee Amenities & Specialty Sponsorships
Official NeoCon Show Bag
$10,000* (Fee includes NeoCon staff to distribute bags)

This walking promotional vehicle would be distributed to NeoCon attendees throughout The Mart and will long outlive the life of the show. These can be produced in different fabrics, colors, styles – be as creative as you wish. Sponsor to include NeoCon logo on bag. Bags will be distributed on the first floor of The Mart near registration desks. *Fee does not include bag production or shipping. Minimum of 5,000 bags, but more recommended for higher visibility.
Show Lanyards

$16,000*

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. Specs to be coordinated with NeoCon. *Fee does not include lanyard production or shipping.
Branded Hotel Keycards
$15,000 (fee includes all processing, coordination with hotels and production of keycards)

This opportunity allows the sponsor to advertise and promote their involvement with NeoCon on 10,000 hotel guestroom keycards. Sponsor chooses hotels from a list provided by NeoCon. Sponsor supplies the artwork for the keycards. No longer available.
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Customized sponsorships available.