



2011

Exhibit at NeoCon® World's Trade Fair

June 13-15, 2011 THE MERCHANDISE MART CHICAGO

# NeoCon®



## If Your Company Manufactures These Products ... You Need to be at NeoCon

Accessories / Art / Building Products / Carpeting / Ceiling Systems / Flooring / Furniture / Industry Resources  
Lighting / Outdoor Furniture / Seating / Software Technology / Technology Support / Textiles / Wall Treatments

### What is NeoCon®?

NeoCon® World's Trade Fair is the best opportunity to get in front of your most important audience. With nearly **40,000 attendees** from around the world; 700 exhibitors and showrooms; NeoCon is the place to showcase your new and innovative products to thousands of key decision makers. For the last 42 years, the Chicago Merchandise Mart has hosted NeoCon; **the largest commercial interiors show in North America**. At NeoCon attendees have the opportunity to take advantage of more than 150 CEU-accredited educational sessions, inspiring keynote speakers, as well as numerous networking events and tours throughout the city of Chicago. NeoCon is the premier industry event that connects buyers and sellers in the contract furnishings industry.

### Be a Part of NeoCon

"In good times or challenging times, every year we look to NeoCon® Chicago as THE event to launch new products, gather together our independent sales rep partners and show new client prospects something unique in conference tables."  
**Kevin Munroe, Vice President, Sales & Marketing, Prismatique Designs Ltd.**

"As an exhibitor, NeoCon® is the most important venue on the planet to premiere new product and meet the people that drive our industry." **Paul Makielski, Sitmatic**

"It's been an amazing experience to watch our industry mature into a global presence around this remarkable event. NeoCon is one of those rare events that brings the best out in an entire industry. I'm glad to have been a part of this amazing business and this annual affair." **Chuck Saylor, CEO, izzydesign**

"NeoCon® is a chance to get valuable insight on our new product introductions, and to thank our customers, dealers and sales representatives for their valued support. NeoCon has been instrumental in our continued growth and success. We base our year around NeoCon." **Michael McLean, Spec Furniture**

For additional show details,  
visit [neocon.com](http://neocon.com)

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### MyNeoCon – Opportunity By Design

MyNeoCon, a new portion of [neocon.com](http://neocon.com) provides powerful simple-to-use tools to improve your performance at the show and beyond. All NeoCon exhibitors are gifted with a BASIC package, which includes the opportunity build out an "exhibitor profile" where you can upload your company information including images, logos, brands, etc...online at NeoCon.Com. This new tool threads the physical and digital product search and discovery experience of NeoCon® World's Trade Fair and will ensure that as a participating exhibitor you are getting unprecedented access to your customers before, during and after the show.

The NeoCon logo is displayed in white serif font on a purple rectangular background.

For additional show details,  
visit [neocon.com](http://neocon.com)

**Marketing Support That Delivers:**

We provide our exhibitors with the tools to effectively promote their presence in the show to their current and future clients during, after and prior to NeoCon® through:

- A Marketing Campaign exceeding 300,000 prospective attendees
- E-blasts sent to more than 118,000 industry contacts
- Attendee lists for use in sending out direct mail to promote your products or services to help drive traffic to your booth
- VIP Invitations to promote your presence at NeoCon
- Sponsorships to increase your visibility
- Award competitions
- Complimentary online MyNeoCon listing
- Free marketing and promotional opportunities
- **Relationships with more than 80 industry associations, including:**

- |         |         |         |         |
|---------|---------|---------|---------|
| • AIA   | • BOMA  | • IFMA  | • NEWH  |
| • ASID  | • DIFFA | • IIDA  | • OFDA  |
| • BIFMA | • IALD  | • NCIDQ | • USGBC |

- **Advertising in supporting print and online publications, including:**

- |                          |                |                      |                            |
|--------------------------|----------------|----------------------|----------------------------|
| • ArchiNect              | • Buildings    | • Healthcare Design  | • Interiors & Sources      |
| • Archi-Tech             | • Contemporist | • Hospitality Design | • METROPOLIS               |
| • Architectural Lighting | • Contract     | • IIDA Perspective   | • Otto-Otto                |
| • ASID ICON              | • DesignMilk   | • inHabit            | • Office Insight           |
| • Azure                  | • Floor Focus  | • Interior Design    | • Today's Facility Manager |
|                          |                |                      | • Zig Zag                  |

To learn more  
about marketing and  
sponsorship  
opportunities at  
NeoCon, contact:

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**2011 Lease with MTS-MM LLC ("Landlord") \* Chicago, Illinois  
Merchandise Mart Properties, Inc. - Market Suites on 7 and 8**

Show Dates/Hours: Monday – Wednesday, June 13-15, 2011 (Hours - 9:00 am-5:00 pm)

**EXHIBITOR LEASE**

Company Name: \_\_\_\_\_

*\*please print exactly how you would like it displayed in the directory & website*

Contact Name: \_\_\_\_\_ TITLE: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone:( ) \_\_\_\_\_ Fax:( ) \_\_\_\_\_

Email Address: \_\_\_\_\_ Web Site: \_\_\_\_\_

**BOOTH SPECIFICATIONS AND FEES:**

**Booth Price Includes:** White hardwood walls\* Standard electricity and lighting \* Standard sign with exhibitor name and suite space number \* Grey Carpeting \* Listing in official program directory \* Link to NeoCon® official website \* Extensive marketing and promotion

**SUITE SPECIFICATIONS:** FLOOR \_\_\_\_\_ SUITE# \_\_\_\_\_ Size \_\_\_\_\_ x \$44.50 per sf

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

**We understand that a check in US dollars for a minimum of 50% of the suite cost must be paid within 10 business days of receipt of signed contract by Show Management. The balance must be PAID IN FULL by February 28, 2011. A late payment fee of 5% will be assessed for any payment received after the required dates. All checks should be made payable to MTS-MM LLC. We agree to abide by the Rules and Regulations of the show as attached hereto and as may be amended from time to time. Acceptance of this application binds us to the payments as stated above. We understand that Show Management reserves the right to demand release of our space for failure of our representatives to conform to the Rules; to re-allot space; to offer requested space only when available; and to reject any and all applications at any time for any reason or no reason at all. Exhibitor participation will be limited to those companies whose products are of specific interest to those attending the Show. Except in instances where an application is denied prior to the Show, all payments are non-refundable and non-transferable.**

I hereby agree to abide by all the government laws and regulations and all other Rules and Regulations governing this Show as set forth in this agreement or hereafter adopted. I understand that violations shall subject me to prompt disqualification from participation in this and future shows.

I understand that by signing below I will automatically receive information about the MMPI services or events related to the event or service for which I am registering by fax, regular mail, email, phone (including pre-recorded phone messages that may include marketing content). Additionally,

Please check here if you would like to receive information about other MMPI events or special offers by fax, regular mail, email, phone (including pre-recorded phone messages that may include marketing content).

Please check here if you would like MMPI to share your contact information with trusted third parties in whose products or services MMPI believes you may be interested. You understand that if you select this option, these unaffiliated third parties may send you advertising material by fax, regular mail, email, phone (including pre-recorded phone messages that may include marketing content).

**PAYMENT & CREDIT CARD GUARANTEE**

MMPI requires that you provide the credit card authorization below to guarantee payments in connection with the Show. For your convenience and without further authorization, you authorize MMPI to charge your card for failure to make subsequent payments by deadlines as well as for other services including labor, material handling, or any additional and unpaid charges incurred at the Show. **All payments are non-refundable and non-transferable**

Exhibitor Signature: \_\_\_\_\_ Date: \_\_\_\_\_