Bigger and Better... the Newer

NEOCON.COM

Opportunity by design.

NeoCon 2010 proved that the NeoCon experience begins and ends online. When your brand is woven into the fabric of NeoCon.com, it becomes an integral part of the show—and of the design world. The result? Increased visibility, increased traffic, and increased opportunity.

NeoCon.com offers a powerful set of tools to improve your performance as a show exhibitor and beyond. Choose from one of five packages tailored to the needs of exhibitors at every level: evaluate your show performance, engage in more effective follow-up, and seize brand opportunities that will make your name omnipresent at NeoCon and beyond.

2010 PERFORMANCE STATS

Nearly 90 percent of NeoCon attendees begin their journey with NeoCon.com.

70 percent of NeoCon attendees create NeoCon Guides via NeoCon.com in advance of the show.

Nearly 150,000 leads were generated through NeoCon.com.

FREE

BASIC PACKAGE

Going online has never been easier.

All NeoCon exhibitors are gifted with the NeoCon.com BASIC package. Build-out your exhibitor profile and begin showcasing your products before the madness begins. Attendees will be exploring NeoCon.com to assemble their NeoCon Guides, comprised of their favorite exhibitors and products, and designed to help them cover as much territory as possible onsite in Chicago. Naturally you want to be included in this pre-show discovery path, and we will put you there.

If you need help publishing information to NeoCon.com, please email neocon@designerpages.com.

PACKAGE FEATURES

Exhibitor Profile
Your exhibitor profile is a unique page about your brand only. Customize this profile so attendees know the information they need to know.

Product Listings in NeoCon.com
Publish an unlimited number of your products so attendees can come to know you better in advance of the show.

$1,000

DATA PACKAGE

Quantify your return on investment, for the very first time.

Let's be honest: what really matters at NeoCon is how designers perceive your brand. With the DATA package, you'll get a clear, truthful, quantifiable answer to that all-important question. These easy-to-use metrics will allow you to learn more about how successfully you're engaging your customers. And you'll even have access to comparative metrics against category benchmarks. Armed with this information, you'll gain insight into how your brand is perceived in the marketplace. Yes, NeoCon only lasts three days. But NeoCon.com gives you information that's valuable throughout the year.

PACKAGE FEATURES

Personal Analytics

View key metrics to quantify your performance at NeoCon, including rank, impressions, clicks, saves, inquiries, tweets, scans, and more.

Demographic Analytics

View data for attendees who've interacted with your brand, including key metrics on industry associations, regions, category and brand interactions at large.

Comparative Analytics

View and compare your personal metrics against category benchmarks. Yes, we can do that.

$1,750

CRM PACKAGE

Make the most of every lead. Take NeoCon home with you.

It's not the Golden Rule, but maybe it should be: know thy customer. CRM (customer-relations manager) lets you not just know your customers, but know them well, painting a vivid picture of each and every person who interacts with your brand online and at the show. You'll gain access to full client profiles, unlocking everything from basic information to personal insights like NeoCon activity and recent projects worked on. Have you ever wondered what other exhibitors your customers are looking at? Of course you have, and now you'll know the answer. Every designer who interacts with your product becomes a valuable case study in the demographic and social relevance of your brand.

PACKAGE FEATURES

Lead Table
See all leads – impressions, clicks, inquiries, and scans – in multiple views.

Attendee (Lead) Profiles
Each lead gets a complete profile including personal information, company data, activity and habits at NeoCon, and more.

*CRM subscribers receive one lead retrieval device with their package.

$5,000

MEDIA PACKAGE (LIMITED TO 20)

Guaranteed Spotlight.

"IN 2010, MEDIA LEVEL EXHIBITORS RECEIVED, ON AVERAGE, 2.5X MORE LEADS THAN BASIC LEVEL EXHIBITORS."

Don't wait for people to find you at the show — steer them to you. The MEDIA package is all about visibility, encouraging more interaction with your brand and products, both online and onsite. To start, you'll be included in attendees' Suggested NeoCon Guides, and your products will be featured throughout NeoCon.com. You'll have a video interview included in a daily e-blast to 160,000 people and published to NeoConLive during the show. Your brand will benefit from added visibility via the NeoCon.com vertical ad platform, ensuring that your name is a known quantity to show-goers. While the universe of exhibitors at NeoCon is big, with MEDIA, you'll be top of everyone's mind.

PACKAGE FEATURES

Inclusion in Suggested NeoCon Guide
All attendees begin with a Suggested NeoCon Guide – a starting point to assemble their itinerary. As a MEDIA subscriber you'll make this shortlist.

Inclusion in Featured Products
Every page on NeoCon.com will feature products to help attendees explore all that NeoCon has to offer. And when we say featured products, we mean your products.

Video Interview
MEDIA guarantees a video interview to be published to NeoConLive during the show and likewise included in a daily e-blast to 160,000 people.

Side-Rail Banner
All MEDIA subscribers will have a banner surface every 32 pageviews.

Inclusion in Vertical Ad Platform
NeoCon has secured top media placement on Archinect, Design Milk, Archinnovations, MocoLoco, and Contemporist, so your brand will be everywhere.

Mobile-Integrated Placement
As the saying goes, there's an App for that. Now there's an App to better your NeoCon experience! MEDIA subscribers will receive banner placement in this App.

$10,000

PARTNER PACKAGE (LIMITED AVAILABILITY)

Going to NeoCon? Might as well go all the way.

"IN 2010, PARTNER LEVEL EXHIBITORS RECEIVED 5.5X MORE TRAFFIC THAN OTHER EXHIBITORS AND 4X MORE LEADS."

Everyone knows the big names at NeoCon, but how do you become one of those mega-brands? The PARTNER package provides maximum-level visibility, giving you the opportunity to customize a multi-faceted web campaign specific to your needs. You want a live-stream of your showroom? You've got it. Or a buy-button to help sell products online? We can do that too. And beyond customizable options, you'll benefit from a long list of features, such as having your logo on every single page of NeoCon.com and printed on all attendees' NeoCon Guides. With your brand positioned as a NeoCon PARTNER, show-goers and web viewers alike will see you as an integral part, not only of the show experience, but of the entire design community.

PACKAGE FEATURES

Logo on NeoCon.com

Your logo will appear on every page of NeoCon.com. Attendees literally can't miss it.

Logo on Personalized NeoCon Guides

When designers print their NeoCon Guides, your logo and showroom location will be on it. No ifs, ands, or buts.

Header Banner

You'll have a ginormous header banner (yes, ginormous) surface every 10 pageviews.

Logo in Four e-Blasts

There are four e-blasts targetting 160,000 potential attendees announcing the New NeoCon.com. Your logo will appear in these correspondences, front and center.

Custom Campaign

Your custom campaign means you tell us what you want and we deliver. Disclaimer: depending on your request, pricing may increase beyond the $10,000.

	BASIC (FREE)	**DATA** ($1,000)	**CRM** ($1,750)	**MEDIA** ($5,000)	**PARTNER** ($10,000)
Exhibitor Profile	•	•	•	•	•
Product Listings	•	•	•	•	•
Personal Analytics		•	•	•	•
Demographic Analytics		•	•	•	•
Comparative Analytics		•	•	•	•
Lead Table			•	•	•
Attendee (Lead) Profiles			•	•	•
Inclusion in Suggested NeoCon Guide				•	•
Inclusion in Featured Products				•	•
Video Interview				•	•
Side-Rail Banner				•	•
Inclusion in Vertical Ad Platform				•	•
Mobile-Integrated Placement				•	•
Logo on NeoCon.com					•
Logo on Personalized NeoCon Guides					•
Header Banner					•
Logo in Four e-Blasts					•
Custom Campaign					•

Do you want in?

It's a no-brainer. The New NeoCon.com totally changes what exhibitors can expect to get out of their NeoCon investment. To get in on the ground level, get in touch now.

neocon@designerpages.com
212.683.4696
www.neocon.com