



NeoCon® East

Baltimore Convention Center

November 2-3, 2011



Sponsorship Opportunities

- * Increase Your Visibility
- * Boost Your Booth Traffic
- * Differentiate Yourself From The Competition

Sponsorships are a key way to insuring added exposure before and during the show and we make it simple for you to choose which sponsorship is right for you by giving you a variety of options at various price ranges.

Get prime exposure and leave a lasting impression by investing in one of the many valuable sponsorship opportunities available to you.

*****All sponsorships include a listing of your company name on the NeoCon East website and in the official on-site directory.***

“Make A Scene” Sponsorships



Walking Ads — \$3,000

Purchase the right to advertise your company name, brand or product during the show. Hire models to wear your brand or distribute company literature at registration or throughout the cafes.

- Sponsor provides models, literature, or other promotional materials

Magazine Distribution Bins — \$5,000

Over 30 Industry Publications distribute their magazines during NeoCon East and attendees crowd the bins to get their favorite pubs. Magazine racks are in a high traffic area, located at the lower Pratt Street lobby by the entrance to the show floor.

- Sponsor can brand the area with banners.



Official Show Bag — \$5,000

This walking promotional vehicle is distributed at the registration and/or at the entrance to the exhibit floor to all NeoCon East attendees. Sponsorship includes the right to produce and distribute the “official” NeoCon East Show Bag with the NeoCon East logo.

- Fee does not include production.

Banners — \$5,000—\$10,000

What better way to advertise your company and booth space on the show floor? Opportunity to include your company name, booth number and full color product photo or logo.

- Sponsor responsible for the cost of production and installation of banner (placement to be determined).

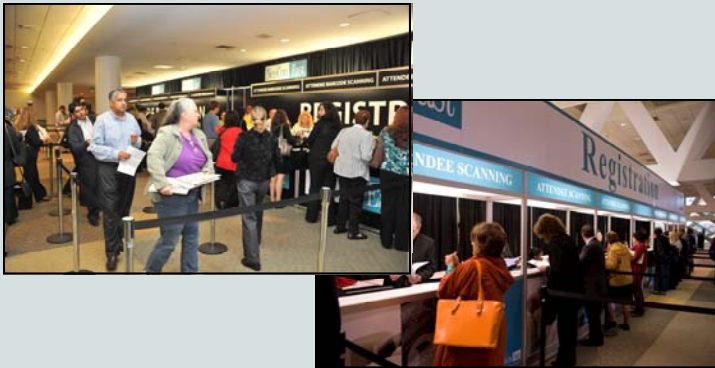
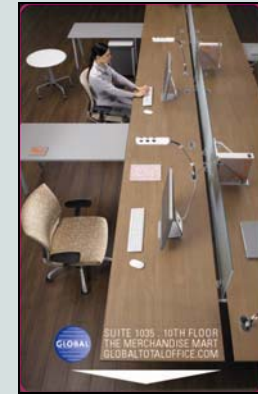


Contact Ashley Morrison at amorrisson@mmart.com
or 312-527-7619 to secure a sponsorship.

Hotel Key Cards — \$6,000 for 4,000 Keycards

Get in the hands of the attendees and promote your involvement in the show with your own creative on hotel guestroom keycards.

- Fee includes all processing, coordination with hotels and production of cards.
- Sponsor supplies the artwork for the keycards.



Registration — \$7,500

Sponsor the one area where all attendees will have to go when they get to the Convention Center for NeoCon East...the registration area.

- Fee includes signage at all registration stations.
- Sponsor may provide product for registration set-up if appropriate.

Lanyards — \$7,500 for 3,000 Lanyard OR \$12,000 for 6,000 Lanyards

Create thousands of walking ads. Put your name around the neck of every attendee by sponsoring lanyards!

- Choice of 2 colors on the lanyard with lanyard production cost included.
- Sponsor provides the artwork



Water Bottles — \$8,000 for 4,500 Water Bottles

Get the opportunity to pass out branded water bottles on-site as attendees wait in lines to register, at the entrance to the show floor or in the Taxi Cab line at the Pratt Street entrance. Sponsor receives customized natural spring water bottles with imprinted, color wrapped labels.

- Fee includes the water bottles and customized paper wrap around water bottles.
- Sponsor supplies artwork to be used and fee pays for production and distribution.

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“Make A Difference” Sponsorships

Educational Track — \$2,000

Sponsor one of the many NeoCon East Educational Tracks: Environmental Design, Professional Development, Residential Design, Healthcare/Senior Housing Design, Facilities Management.

- On-site signage provided on the podium.
- Option to distribute company literature at session.



Continental Breakfast — \$4,000

Be the *first* exhibitor to greet the seminar attendees each morning. Feed their appetites with information about your brand and a delicious morning snack. You will gain prime exposure and high foot traffic set up right outside the seminar rooms.

- Sponsor gets recognition in on-site directory, online advertising, and HTML blast to seminar attendees.
- Opportunity for on-site signage and literature distribution.
- Opportunity to host either 1 or 2 continental breakfasts.

Student Program — \$3,000

What better way to show that your company is the future of the design industry than supporting the very individuals that are the future.

- Sponsorship includes logo on the Student Program postcard, dedicated HTML Student Program blast, Student Program signage and much more!

Please call Paige Sims at 312-527-7934 or email psims@mmart.com for information on Student Program activities.



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"Make Your Mark" Sponsorships

HTML Banner Ad— \$1,500 for 1 HTML Banner Ad

Incorporate your company banner ad into a NeoCon East HTML for all to see. Want prime exposure before the show? This is the way to do it. NeoCon East HTML's are sent to over 70,000 industry professionals so you'll have to be seen!

- 10 HTML banner ads available.
- Sponsor responsible for creating banner ad.
- Ad Specs: 120x240 pixels. *Static ad only.



Press Room — \$5,000

Make a presence in front of dozens of major national/ international press members present throughout the show. Furnish the Press Room and receive on-site signage and listing in the Show Directory and NeoCon East web site. Your company name is bound to be top-of-the-mind for all media covering the show.

- Sponsor responsible for shipping, drayage, installation and tear down costs.



Café — \$5,000

Cater to the hungry crowd...sponsor the food service inside the Convention Center for added exposure. Receive exclusive opportunity to display café furniture in a prominent area on the show floor and/or provide banners or tabletop signage.

- Sponsor receives listing in show directory and web site.
- Sponsor is responsible for the cost and production of banners or tabletop signage.
- Sponsor responsible for shipping, drayage, installation and tear down costs., if applicable.



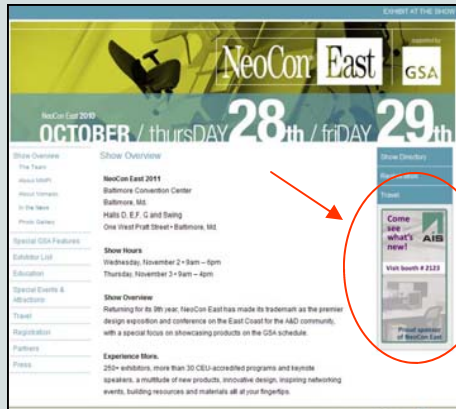
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Internet Lounge — \$5,000

This high technology area provides attendees with access to the Internet right from the show floor.

Furnish the internet lounge and give attendees the luxury of using your product during the show.

- Sponsorship includes the opportunity to provide furnishings, brochures and company literature.
- On-site signage included.
- Sponsor is responsible for computer equipment rental fees.
- Sponsor responsible for shipping, drayage, installation and tear down costs.



NeoCon East Website Banner Ad— \$7,500 for 1 Website Banner Ad

With tens of thousands of potential attendees visiting the NeoCon East website every day during the months leading up to the show, this is where you need to be! Create a banner ad with your booth number, new product info and photos, and your company logo to be placed on the NeoCon East website and maximize your visibility before and during the show.

- 3 rotating website banner ad's available.
- Sponsor responsible for creating banner ad.
- Ad Specs: 120x240 pixels. *Static ad only.

Display/Lounge Area — \$10,000

Make an impact before attendees even enter the floor by creating a display or lounge in the lower Pratt Street lobby. Located at the only entrance to the show floor, set up your product and distribute product literature to attendees as they arrive at the show.

- Sponsorship includes the right to have an approved display in this key area at the entrance to the show floor.
- On-site signage included.
- Sponsor responsible for shipping, drayage, installation and tear down costs.



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