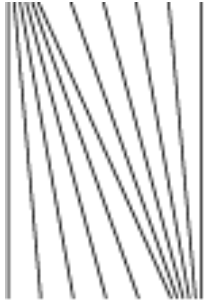


# ENTRY RULES



# Best of NeoCon 2025

Best of NeoCon 2025  
Submission platform  
opens March 1.

Final Submission  
deadline is May 20  
@ 11:59 p.m. EDT

Onsite judging is  
June 6-7.

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*Please download, digitally circulate, and/or print this information for all parties involved in completing your entry or entries. Then, visit the [Best of NeoCon 2025 Submission Platform](#) to enter.*

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**Acoustics  
and Privacy**

Acoustic Solutions  
Panels / Partitions / Screens / Space Dividers  
Work Pods

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**Flooring**

Carpet: Area Rugs, Broadloom & Modular  
Hard Surface Flooring: Natural Materials / Specialty  
Hard Surface Flooring: Vinyl / LVT

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**Furniture**

<p>Benching &amp; Furniture Systems Case Goods / Desks Collections for Collaboration Education Solutions Lounge Furniture Collections Seating: Benches Seating: Conference Seating: Ergonomic Desk / Task Seating: Guest Seating: Modular</p>	<p>Seating: Sofas &amp; Lounge Seating: Stacking Seating: Stools Storage Tables: Café Tables: Conference Tables: Height-Adjustable Tables: Occasional Tables: Task</p>
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**Healthcare**

Flooring  
Furnishings: Guest & Lounge  
Furnishings: Patient Room  
Textiles

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**Interior Products  
and Solutions**

Architectural Products  
Demountable Walls  
Signage & Wayfinding  
Surfacing Materials & Finishes  
Wall Treatments

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**Lighting**

Decorative  
Task

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**Outdoor**

Furniture: Seating  
Furniture: Tables  
Shades & Structures

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**Technology**

Accessories & Support Devices  
Integrated Solutions

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**Textiles**

Outdoor, Performance & Specialty  
Upholstery

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***The Competition anticipates one Gold Award and one Silver Award in each category. There are also cross-category awards for Innovation, Sustainability, and Business Impact, and one Best of Competition Award. All products in all categories will be considered for the cross-category and Best of Competition awards - an entrant cannot submit an entry directly for these awards.***

[The Best of NeoCon 2025](#) honors new products introduced to the U.S. market since June 1, 2024. There are 43 product categories. The competition is presented by NeoCon and managed by Eileen McMorrow.

## Eligibility

Manufacturers who are tenants of THE MART and exhibitors at NeoCon, June 9-11, 2025, are eligible to enter new products introduced after June 1, 2024.

Each entry must be the work or property of the Competition entrant (manufacturer) or submitted by a firm authorized to represent the manufacturer (such as an industrial designer).

Provide the exhibitor name and an exhibitor contact email first. If a public relations firm or representative is completing the entry form, there is a section to provide PR contact details. Competition management will contact PR with any questions before reaching out to the entrant company. The Competition entrant will provide full NeoCon exhibitor company contact details including names of product managers, designers, presenters, and their cell phone numbers to connect during judging.

By entering the Competition, the entrant warrants that the submitted images are the property of the submitter; that the images do not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity, or intellectual property rights of any person or entity; that no other party has any right, title, claim, or interest in the images; and agrees to indemnify, defend, and hold Merchandise Mart Properties, Inc., and its parents, members, managers, trustees, affiliates, subsidiaries, employees, and agents harmless from any and all claims, damages, injuries, costs, and expenses related to entrant's submissions. Employees of NeoCon, the Competition manager, Competition partners/vendors, and each of their affiliates, subsidiaries, and agents, as well as their immediate family members (spouse, parent, child, sibling, and their respective spouses, regardless of where they live), or persons living in the same households of such individuals, whether related or not, are not eligible to enter. Entrants must be at least 18 years of age as of the date of entry. COMPETITION IS VOID WHERE PROHIBITED.

## NeoCon Privacy Policy

By entering the Best of NeoCon, manufacturers will automatically receive information about the Best of NeoCon by mail, email, or phone. This information may come from MMPI, NeoCon, or companies affiliated with NeoCon. Entry will be used as described in the Entry Rules and in [MMPI's Privacy Policy](#). You will be asked to agree to the [Terms of Service](#).

## Judging

Jurors are interior designers, architects, and corporate, institutional, government, and healthcare facilities executives. Entries will be pre-judged/screened digitally two weeks before the in-person judging at THE MART on Friday, June 6, and Saturday, June 7, prior to the opening day of NeoCon, Monday, June 9. All decisions are final.

## Entry Submission

The Best of NeoCon\_Submission Platform is run on OpenWater:  
<https://bestofneocon.secure-platform.com/a>

## Entry Fees & Deadlines

- Three entry submission dates and entry fees are offered.
- Payment is via credit card.
- Non-U.S.-based companies may pay by ACH/bank direct deposit.
- There are no refunds for paid fees after judging has been completed.

<u>Entry Deadlines</u>	<u>Fees</u>	<u>Date @ 11:59 p.m. EDT</u>
Early	\$ 900.00	March 1 through March 31
Standard	\$1000.00	April 1 through April
Final	\$1100.00	May 1 through May 20
Business Impact	+\$ 250.00	March 1 through May 20

## Product Introduction

Contract/commercial furniture and furnishings manufacturers may enter products in the competition that are new to the U.S. market since June 1, 2024 and were not entered into the Best of NeoCon competition in June 2024.

NO PROTOTYPES are permitted. Products should have SKU numbers and be available to ship by November 1, 2025. Entrants must be official NeoCon 2025 tenants/exhibitors via THE MART Floors 1, 3, 6, 10, 11, 14, and the 7th Floor Expo Hall.

A general Product Description of 200 words maximum is required and not scored.

## Number of Entries per Manufacturer: Unlimited

Each manufacturer/brand may enter as many products into the competition in as many categories as they wish. Any product may be entered in one or more categories as the product fits, and products that cross categories may be entered into different categories, where they will be evaluated by different teams of jurors. There are 43 product categories.

If a product is entered into an additional category, an additional entry fee must be paid, and an additional digital entry must be completed. An entrant can duplicate an existing entry and use the drop-down menu to select the category.

## Category Assignment

Each product is reviewed online by the Competition management team. If the reviewers deem a product is better suited to another category, then an email will be sent to the entrant explaining why or requesting a call to review the product's merits so we can define the best category for judging. The review team also may determine if it should be entered in more than one category.

Sometimes after the jury receives the presentation, they determine that the product belongs in a different category. If so, the entry will be redirected to the team for that category, and the other jury will come to the showroom or booth to review the product.

## Multiple Category Entries

If a manufacturer wishes to enter the same product into more than one category, the entry steps are duplicated for that category entry, perhaps with new text about why it can also be judged in a second or third category. There is a fee for each category entrance submission.

For any product entered in more than one category, it is likely that it will be judged by independent jury teams. In-person judging is conducted according to the showroom's floor-based time schedule. The first team to arrive will tell you which category they are judging. A second team usually will follow for the additional category. Please be certain the product presenter remains in the showroom/booth until all categories/products entered are judged.

## Jury & Judging Schedule

The jurors will review all entries in their assigned categories digitally via the portal before arriving at the showroom or booth. They will record comments and questions before, during, and after the product presentation. Those juror comments will be made available to winners who request it after the close of NeoCon.

The manufacturer will have the opportunity to present information in-person to the jury teams in THE MART showroom or booth.

## **IMPORTANT: PLEASE READ CAREFULLY**

**Failure to follow all entry rules may disqualify entries.**

The jurors will conduct in-person evaluations (of approximately 300 products) over two days and six floors of THE MART. Winners will be announced at the awards ceremony on Monday, June 9th from from 7:30 to 8:30 a.m.

Judging will be conducted BY FLOOR at designated times. Please review judging times by floor (see *timetable below*), and arrange for designated product presenters to be in the showroom/booth to present the product when the jury arrives. The competition is not able to grant "pre-scheduled" judging times.

Manufacturers will have 7 to 15 minutes to present their products to the jury, based on the product category or the complexity of the product. For example, a textile may take 7 minutes, while a more complex system or collection may take up to 15 minutes.

Please designate the ideal presenter and train an alternate person in the event of an emergency or travel delays. We advise making presenter travel arrangements BEFORE completing the entry form. (This may require scheduling air travel and hotel rooms for arrival up to three days before NeoCon officially begins.)

*The order of floor judging is determined by THE MART. All times are CDT.*

**Judging will be on Friday, June 6, and Saturday, June 7.**

**Friday, June 6**

Floor 10, 11, 14	<b>8:45 a.m. - 12:30 p.m.</b>
Lunch break	<b>12:30 p.m. - 1:30 p.m.</b>
Floor 11 (remainder), Floor 6	<b>1:30 p.m. - 2:30 p.m.</b>
Floor 3, 1	<b>1:30 p.m. - 5:30 p.m.</b>

**Saturday, June 7**

7th floor Booths 7-1000 to 7-4999	<b>8:30 a.m. - 10:30 a.m.</b>
7th floor Booths 7-5000 to 7-10500	<b>10:30 a.m. - 12:30 p.m.</b>
Jury Category Scoring & Deliberation	<b>12:30 p.m. - 2:30 p.m.</b>
Finalists for Best of Competition reviewed	<b>3:30 p.m. - 5:30 p.m.</b>

[Best of Competition Process](#)

**Product Finalists**

Usually, five to six products are selected from the Gold Award winners to be finalists for the Best of Competition. They are reviewed by all jury members from all teams.

**Finalists are determined by 3:00/4:00 p.m. on Saturday. If a product is a finalist, product presenters, and marketing managers, whose cell phone numbers are on the entry form, will be called and asked to return to the showroom or booth to present to the entire jury late Saturday afternoon.**

Any jury team can nominate a Best of Competition Product Finalist, though some teams may not designate any of the products they reviewed as potential Best of Competition-winning products. A jury member makes the case for other teams to evaluate their Best of Competition-nominated product. Once all cases are made and the collective jury agrees, finalist manufacturers are called.

**The manufacturer will receive a phone call ONLY IF a product is a Best of Competition Finalist.**

**If a product is not a finalist, then no phone calls will be made to entrants.**

### **Best of NeoCon jurors**

The jury team leader will call the cell phone numbers of the two to three people listed as presenters and/or marketing managers for the product until we reach one. Only one of them needs to return to the showroom/booth to meet the entire jury, who will receive the finalists' product presentations to determine the overall Best of Competition. The whole jury moves as a group in THE MART from showroom to showroom (or 7th-floor booths) until all finalist presentations are completed.

The jury gathers and a democratic run-off vote is held to determine The Best of Competition. The jurors and competition director are sworn to secrecy until we announce the winners at The Best of NeoCon Awards Event on Monday morning.

### [Entry Criteria](#)

The jurors for your product will review all entries in their assigned categories digitally before arriving at the showroom or booth. They will review the answers to the criteria questions; view the images; and video (if provided); and record comments and questions before, during, and after the product presentation. Jurors proceed to scoring after they evaluate all product entries in the category.

The scale is weighted 1-10 for all scoring; 1 is the lowest and 10 is the highest.

Juror comments for winners will be made available the month after the close of NeoCon to winners who request the information.

### [Entry Form Questions and Word Counts](#)

#### **Product Description/ 200 words**

General overall product description that indicates its product category as well.

#### **Aesthetics & Innovation / 175 words**

Describe how this product makes an aesthetic contribution and adds to the beauty and comfort of any commercial interior. Does it possess innovative or unique qualities?

#### **Built Environment Solution, Durability, Functionality & Quality / 350 words**

Explain the product's unique contribution to the built environment and where it is most likely to be specified. What problem does it solve? How is it better than existing solutions? Address the product's quality standards, expected durability, and any performance warranty.



(Continued)

## Industry Certifications & Standards

What industry certifications or industry standards does the product hold or meet?

### *List of possible certifications or standards:*

ACT Standards CFFA	FIRA (Furniture Industry Research Association)
ADA	Membership (UK)
ANSI/BIFMA X5.1 General-Purpose Office Chairs	FISP (Furniture Industry Sustainability Programme)
ANSI/BIFMA X5.4 Public and Lounge Seating	Full Membership (UK)
ANSI/BIFMA X5.41- 400 lb user Large Occupant Public and Lounge Seating	FloorScore (SCS)
ANSI/BIFMA X5.41- 600 lb user Large Occupant Public and Lounge Seating	FSC Chain of Custody
ANSI/BIFMA X5.5 Desk and Table Products	GBI/Green Globes
ANSI/BIFMA X5.6 Panel Systems	GECA's Furniture, Fittings, Foam & Mattresses (Level A)
ANSI/BIFMA X5.9 Storage Units	GECA Special Seismic Certification to IBC 2018 / CBC (ICC Code)
ANSI/BIFMA X5.11 General-Purpose Large Occupant Office Chairs	Good Design® Award
ANSI/BIFMA X6.1 Educational Seating	Green Business Bureau
ANSI/BIFMA X6.4 Occasional-Use Seating	GREENGUARD/GREENGUARD Gold
ANSI/BIFMA X6.5 Home Office and Occasional-Use Desk, Table and Storage Products	Green Health Approved
ANSI/BIFMA X10.1 Ergonomics Requirements for Furniture Designed for Computer Use	Green Label Plus
ASTM E84 Fire Rating	GreenScreen Certified
AWI Woodworking Quality Certification	Green Seal
B Corp	GreenTag Best Practice PVC GreenRate LCA
Beyond Carbon Neutral (Neutral +5%)	Health Care Without Harm Healthy Interiors Criteria
Beyond Neutral	HHI - Healthier Hospitals Initiative
BREEAM	HPD Open Standard
BSEN Load & Stability Test	Indoor Advantage/Indoor Advantage Gold (SCS)
California Proposition 65	International Building Code
CARB	International Fire Code
Carbonfree® carbon neutral certification (via third-party ClimeCo organization)	ISO14000-ISO9001
Carbon Neutral	ISO9001 Quality
Canadian Electrical Code	ISO45001 Health & Safety
Canadian Safety Standards	ISO14000 Environmental Management
CDPH v1.2 Standard Method for VOC Emissions	Lacey Act Declaration Letter
CE Certification	LEED (contributes points)
CFFA Healthcare Certification 201	Life Cycle Assessment (LCA)
Clean Air/Clean Air Gold (Intl Living Future Institute)	Living Building Challenge
Environmental Product Declaration (EPD) from UL Solutions	Living Product Challenge
EU quality certification	Martindale
FEMB Level	MAS Certified Green
	Mindful Materials
	Möbelfakta
	National Building Code of Canada
	NaughtOne's global take-back programme
	Net-Positive Carbon (Neutral +5%)

Net-Positive Water (Neutral +5%)  
NFPA 70 National Electrical Code  
NFPA 1 Fire Prevention Code  
NFPA 101 Life Safety Code  
NSF 140 Platinum  
OEC Certified  
OEKO TEX 100  
Reach  
Red Dot Award  
Red List Free  
ReMade  
RoHS compliant

SCS Indoor Advantage Gold Certified  
SFI Fiber Sourcing Standard  
SGS's ECOSECURE  
SO/IEC 27001  
TSCA Title VI  
UL/ETL listed for U.S. & Canada  
WELL Building Standard  
Wyzenbeek  
Other (List in next field)  
N/A

### **Additional Industry Certifications & Standards /100 words**

If necessary, please provide any additional industry certifications or industry standards the product may have that are not listed in the previous question.

### **Environmental Sustainability / 275 words**

Does the product have a sustainable manufacturing process or use recyclable or biodegradable components? Does it qualify for industry environmental certifications, standards, or labels, other than those indicated in the previous questions? Please list all that apply.

### **List Pricing**

List a price or price range in US\$ (figures only please).

### **Product Images for Jurors, Gallery of Entrants, Social Media & Promotions**

Entrants will upload product images (minimum 3, maximum 4) to be viewed by the jurors when evaluating the entry and for potential promotional usage on NeoCon social media channels. If the product image is under embargo, that may be indicated in the Image Permissions section at the end of this portion of the entry form.

**NOTE:** Please properly label the photos exactly as the "image name" is requested.

Image 1 for Judging Use, Entrant Product Gallery & Social Media (total of 4 judging images)

- Dimensions: MUST be 1080 x 1080 pixels
- File type: JPG
- Image Name: *Category\_ManufacturerName\_ProductName\_PhotoCredit*

Images 1, 2, 3, and 4 are for Judging Use

- Dimensions: 1080 pixels wide by 608 pixels to 1350 pixels high.
- File type: JPG
- Image Name: *Category\_ManufacturerName\_ProductName\_PhotoCredit*

Images for Winners' Presentation/Hero Shots

Provide three (3) product images for the large-format winners' presentation and for promotion on [NeoCon.com](http://NeoCon.com)

**NOTE:** *The dimensions for the next three images are larger than the previous images. Please use the dimensions as a guideline for the high-res images.*

- Dimensions: (minimum): 1920 pixels wide by 1200 pixels tall
- File type: JPG
- Image Name: *Category\_ManufacturerName\_ProductName\_PhotoCredit*

**CRITICAL NOTES:** *It's recommended that the company logo be uploaded as an image placeholder if final images are not ready.*

*Payment can be completed early to lock-in payment rate even before the entry is complete. An entrant can still replace the images and update entry text **by May 20 at 11:59 p.m. EST.***

*If a manufacturer cannot comply with the images' upload and entry completion date by May 20, then the entry should be withdrawn from the competition by the manufacturer.*

## Image Permissions

Entrants will be asked to authorize image permissions as follows:

- Yes. Pre-Event. Entrant authorizes permission for images to be used for social media and PR promotion pre-event.
- Yes. Post-Event. Entrant authorizes permission for images to be used for social media and PR promotion post-event.
- No. Entrant DOES NOT AUTHORIZE permission for images to be used for social media and PR promotion pre-event or post-event.
- If there is an embargo date for image(s) publication, please provide it in the date field.

## Video

Video of products, vertical format preferred, is an option that will be used as part of the judging process. Video must be product-focused. Refrain from uploading video about the manufacturer/ company or management.

- Length (maximum): 3 minutes
- File type: MPEG, MPG, MP4, OGG, MOV, FLV
- Video Name: *Category\_ManufacturerName\_ProductName\_Video*

**Note:** *Vertical videos are more likely to be used for Best of NeoCon social media promotions.*

Entrants will be asked to indicate if they authorize permission for the video to be used for promotion:

pre-event, post-event, or not at all.

## Company Logo

Entrants will upload the company logo as a Vector logo in file types AI, EPS, PDF, or SVG.

## Best of NeoCon 2025 Table of Important Dates

Submission platform opens	Saturday, March 1, 2025
Early @ \$900 per entry	Saturday, March 1-Monday, March 31 @ 11:59 p.m. EDT
Standard @ \$1000 per entry	Tuesday, April 1-Wednesday, April 30 @ 11:59 p.m. EDT
Final Entry @ \$1100 per entry	Thursday, May 1-Tuesday, May 20 @ 11:59 p.m. EDT
Last day for image upload	Tuesday, May 20
Virtual judging begins	Tuesday, May 27
Notify Business Impact Awards Finalists of Sunday judging	Thursday, June 5
First day of judging in THE MART	Friday, June 6
Second day of judging	Saturday, June 7; completed by 2:00 p.m.
Best of Competition Finalist judging after 3:30 up to 5:30 p.m.	If a product is a FINALIST for Best of Competition, the marketing contact names/showroom presenters will receive a phone call, and all jurors will go to the finalists' showrooms for a presentation.
Business Impact Awards judging	Sunday, June 8, 10:00 a.m. to 2:00 p.m. CDT
Awards Event	Monday, June 9, 7:30 a.m. to 8:30 a.m.
People's Choice Awards voting	Monday, June 9, 9:00 a.m. CDT through Tuesday, June 10, 5:00 p.m. CDT

People's Choice Award winners notification + Social Media posting	Wednesday, June 11
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## Payment & Receipt

Payment can be made before the entry is completed by uploading placeholder copy and a placeholder company logo for the images. This will allow entrants to pay the \$900 Early Fee or \$1000 Regular Fee before the Final Deadline Fee \$1100, May 1 through 20.

Payment is made digitally on the [Best of NeoCon Submission Platform](#).

If entrants do not pay before May 1, the fee will be \$1100 at the end of the entry process when all information and images are uploaded.

**Note:** There are three deadlines with increasing fees, so it is prudent to pay early, even BEFORE the entry is completed. The entrant has control over the entry and may log in and out of the portal to complete an entry at any time before May 20 @ 11:59 p.m. EDT.

Payment is via credit card for domestic U.S.-based companies.

Non-U.S. companies have the option to pay by direct debit from a checking account via ACH.

- Invoicing is NOT available.
- After the credit card check-out occurs, a receipt will be auto-emailed.
- ACH payment is available for non-U.S. based companies that do not wish to use a non-U.S. bank-issued credit card. After the ACH payment is processed, a receipt will be emailed.
- Entry fees are not refundable after judging takes place.

## Awards/Recognition/Prizes

The Competition anticipates one Gold Award and one Silver Award in each category. However, the Jury reserves the right to not issue a Gold or Silver Award in categories where products score significantly lower than overall scores indicated for winning products. In categories with fewer than 5 entries, the jury reserves the right to give Gold only, or Silver only, or no award.

There are also Innovation Awards (10 maximum), Sustainability Awards (10 maximum), and one Best of Competition Award. The Innovation Awards and Sustainability Awards are determined from a consideration of all products in all categories by each team. An entrant cannot submit an entry directly for these awards.

The number of awards can range from one to four per category; in most cases, there is one Gold Award and one Silver Award. However, ONE product will receive both the Gold Award in its category and the overall Best of Competition Award. Some products will also receive an Innovation Award or a Sustainability Award.

Competition coordinators and jurors reserve the right to reassign a product entry to a more appropriate

category. The entrant is informed of this decision in the review process before judging commences.

The criteria used to judge the competition entrants is based on the information submitted by each manufacturer on the digital entry form regarding product qualities. The manufacturer will have the opportunity to present that information and more in-person to the jury in THE MART showroom or booth.

The criteria are collectively scored on a scale of 1 (being the lowest) and 10 (being the highest).

The Best of NeoCon assigns and distributes awards that are recognition-based, not monetary prizes. There is no retail value to the awards. Representation of the awards consists of a physical award and showroom/booth winner signage.

### Marketing & Promotional Benefits for Entrants

A digital guide to all entrants and winners will be showcased on the NeoCon website, and a link to it will be emailed to the NeoCon database. Listings will be:

- Alphabetical by manufacturer with product name, category, showroom/booth location
- By category with manufacturer and product name, category, showroom/booth location

Entrants will receive visibility by category on the [NeoCon website](#) through April 2026 and “Entrant” signage for display at showroom/booth during NeoCon.

The Entrant's social media handles (and choice to opt-in) will be requested with entry registration, and a selection may be promoted on NeoCon social media channels.

All Winners will receive:

- Winner promotion on Best of NeoCon/NeoCon website by category and designated award through April 2026
- Winner promotion on Best of NeoCon/NeoCon social media
- Winner promotion via Best of NeoCon/NeoCon press release and media efforts
- Winner signage for display at showroom/booth during NeoCon
- Winner digital asset package for winner's promotional use

### Best of NeoCon Award Definitions

**Best of Competition**—The winner is one of up to five finalists nominated from approximately 300 entries judged by the teams. All 50 jurors, who are interior designers, architects, and facilities

managers, receive a presentation by the manufacturers of the finalists. The collective jury considers the merits of the finalists and holds a runoff vote to determine the Best of Competition.

**Gold Award**—The top winner in its category as determined by numeric score and consultative discussion among the five to six jury team members.

**Silver Award**—The second-highest performer in its category as determined by numeric score and consultative discussion among the five to six jury team members.

**Innovation Award**—Identifies products that offer a unique solution that the judges deem as “innovative.” The product reflects the practical implementation of ideas that result in the introduction of new goods or improvement to a type of existing product. Innovation winners may be similar to others but also offer a new idea, method, or approach as part of the solution.

**Sustainability Award**—All entrants answer these Environmental Sustainability questions: Does the product have a sustainable manufacturing process or use recyclable or biodegradable components? Does it qualify for industry environmental certifications, standards, or labels?

Based on the answers and the jurors' evaluation, any Best of NeoCon entrant is eligible to be considered for one of up to 10 Innovation and 10 Sustainability Awards. Winners of Gold and Silver Awards are also eligible for Innovation and Sustainability Awards.

## [Business Impact Awards 2025](#)

The **Best of NeoCon Business Impact Awards (BIA)**, launched in 2022, celebrate exceptional product solutions that deliver measurable value in business environments. Finalists are evaluated at NeoCon by a panel of journalists from prestigious outlets (past participating media include *Fast Company*, *Forbes*, *The Economist*, and *Entrepreneur*) as well as a selection of Best of NeoCon juror facility end-users, real estate planners, specifiers, providing unmatched access to influential media platforms and keen insight into the trends and needs within industry-driven companies. A BIA distinction positions your product as a leader in business-focused innovation, highlighting its tangible impact on workplace productivity, adaptability, sustainability, and employee well-being. Submitting your product for the BIA is a unique opportunity to elevate your brand and stand out to decision-makers as a solution that not only looks exceptional but drives meaningful results.

### 1. **Eligibility:**

Companies self-nominate their products for BIA consideration.

### 2. **Entry Process & Evaluation:**

- Complete additional questions for Business Impact Awards eligibility.
- Pay a \$250 fee per BIA submission at checkout.
- Your entry will be vetted virtually by a panel of facility end-users, real estate planners, and specifiers, who will choose finalists. Entry does NOT guarantee a visit from the BIA jury.
- Finalists (only) will be notified via email and by phone on Thursday, June 5.
- Finalists (only) will be further evaluated on-site by members of the business media on

Sunday, June 8, between 10:00 a.m. and 3:00 p.m.

**3. Judging Criteria:**

Products are assessed based on their contributions to business operations and enterprise-oriented built environments including traditional workplaces, alternative workspaces, campus settings, and healthcare environments. Key criteria include the following, however judges understand that not all criteria will be relevant to all entries.

- Aesthetics
- Adaptability
- Social responsibility
- Sustainability
- Technology integration
- Resilience
- Support for employee productivity, well-being, or neurodiversity
- Business impact and contributions to the bottom line

**4. Key Dates:**

- **Tuesday, May 20:** BIA deadline
- **Thursday, June 5:** Finalists will be notified via phone call and email from [BestofNeoCon@THEMART.com](mailto:BestofNeoCon@THEMART.com).
- **Sunday, June 8:** On-site business media jury visits to finalists' showrooms or booths between 10:00 a.m. and 3:00 p.m.
- **Monday, June 9:** BIA winners are announced at the Best of NeoCon Awards Breakfast at 7:30 a.m. in the Presentation Studio, THE MART, Floor 2.

**Business Impact questions**

**Consideration:** Why should the product be considered for a Business Impact Award? (200 words)

**Productivity & Well-Being:** How does the product support or improve employee productivity, well-being, or neurodiversity? How has this been tested? (200 words)

**Bottom Line:** What is your product's potential impact on the business's bottom line? Include projected ROI if available. (100 words)

**Additional Information:** Please provide any additional information for the business media and facility manager jury to consider, including how the product meets any of the various judging criteria previously listed, or any focus group data, resilience, compliance and sustainability standards, scalability, and competitive differentiation, etc. (200 words)

**New! People's Choice Awards**

New this year, attendees will have the chance to visit and vote for their favorite products from the Best of NeoCon award winners on-site. The People's Choice Awards are an exciting addition that gives attendees a voice in recognizing the most impactful and innovative designs.

**How it Works:** After the Best of NeoCon Awards ceremony presentation on Monday, June 9, winners



will receive a link/QR code for People's Choice voting. NeoCon attendees can then visit the winning products in the showrooms and vote online through the [Winners Gallery](#).

**Voting Rules:** Participants will be able to vote ONCE per product.

**Voting Period:** Monday, June 9, 9:00 a.m. CDT until Tuesday, June 10, 5:00 p.m. CDT

**Announcement:** Wednesday, June 11.

**Winners' Awards:** The five products that receive the most votes will be designated as People's Choice 2025. Winners will benefit from an exclusive social media and marketing campaign, amplifying their recognition across key industry channels. Products that earn the People's Choice Award will receive online and digital marketing materials to promote their win, in addition to a physical award delivered to the winners' showrooms/booths by noon on Wednesday, June 11.

### Promotional Elements for Winners

- The June 9th Awards Presentation
- A showcase on the [NeoCon website](#)
- Promotion on Best of NeoCon social media channels
- A post in the [Gallery of Winners](#) on the submission platform
- A digital asset package for the winner's promotional use will be electronically distributed to winners within hours of the June 9th Awards Presentation event.

### Awards Presentation Event

The Best of NeoCon will announce the award winners by category on Monday, June 9, the opening morning of NeoCon, at the Presentation Studio on THE MART's second floor at 7:30 a.m. NeoCon will invite company executives to attend the awards presentation, where winners will be notified for the first time and receive the physical award and signage for their showrooms/booths. Entrants MUST designate an executive to attend the awards event. Please provide executive contact details on the entry form for further information.

### Winners' List

Winners will be listed by manufacturer, product name, and category on the [NeoCon website](#) on June 9 after the winners have been verified and notified.

Presented by NeoCon®

[NeoCon](#) has been the world's leading platform and most important event of the year for the commercial

design industry since 1969. A launch pad for innovation, NeoCon offers ideas and introductions that shape the built environment today and into the future. In 2025, NeoCon will be held June 9-11. The three-day event serves as the annual gathering place for the commercial design world's manufacturers, dealers, architects, designers, facility managers, design organizations, and media. With more than a million square feet of exhibition space, the show launches thousands of new products and covers a spectrum of vertical markets including Workplace, Healthcare, Hospitality, Retail, Education, Public Space, and Government, providing access to the latest and most innovative solutions in commercial design. The industry's major manufacturers as well as hot emerging companies showcase products and services in categories including Furniture, Fabrics, Flooring, Interior Building Products, Interior Finishes, and Technology. The exhibition is complemented by CEU programming and keynote presentations that offer expertise and insight into relevant topics as well as the future of commercial design.

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**Please do not contact THE MART for anything related to the Best of NeoCon Competition.**  
Competition questions will be answered by the Best of NeoCon Team, directed by Eileen McMorrow:  
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