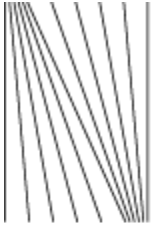


# ENTRY RULES



## Best of NeoCon 2024

Best of NeoCon 2024  
Submission platform  
opens March 1.

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

Onsite judging is  
June 7-8.

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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 2024 Submission Platform](#) to enter.*

<b>Acoustics and Privacy</b>	Acoustic Solutions Panels / Partitions / Screens / Space Dividers Work Pods																										
<b>Flooring</b>	Carpet: Area Rugs Carpet: Broadloom Carpet: Modular Hard Surface Flooring: Natural Materials / Specialty Hard Surface Flooring: Vinyl / LVT																										
<b>Furniture</b>	<table border="0"> <tr> <td>Benching</td> <td>Seating: Sofas &amp; Lounge</td> </tr> <tr> <td>Case Goods / Desks</td> <td>Seating: Stacking Seating:</td> </tr> <tr> <td>Collections for Collaboration</td> <td>Stools</td> </tr> <tr> <td>Conference Room Furniture</td> <td>Storage</td> </tr> <tr> <td>Education Solutions</td> <td>Tables: Café</td> </tr> <tr> <td>Enhancements to Furniture Systems</td> <td>Tables: Communal</td> </tr> <tr> <td>Furniture Systems</td> <td>Tables: Conference</td> </tr> <tr> <td>Lounge Furniture Collections</td> <td>Tables: Height-Adjustable</td> </tr> <tr> <td>Seating: Benches</td> <td>Tables: Occasional</td> </tr> <tr> <td>Seating: Conference</td> <td>Tables: Task</td> </tr> <tr> <td>Seating: Ergonomic Desk / Task</td> <td>Workplace Accessories</td> </tr> <tr> <td>Seating: Guest</td> <td>Work from Home Solutions</td> </tr> <tr> <td>Seating: Modular</td> <td></td> </tr> </table>	Benching	Seating: Sofas & Lounge	Case Goods / Desks	Seating: Stacking Seating:	Collections for Collaboration	Stools	Conference Room Furniture	Storage	Education Solutions	Tables: Café	Enhancements to Furniture Systems	Tables: Communal	Furniture Systems	Tables: Conference	Lounge Furniture Collections	Tables: Height-Adjustable	Seating: Benches	Tables: Occasional	Seating: Conference	Tables: Task	Seating: Ergonomic Desk / Task	Workplace Accessories	Seating: Guest	Work from Home Solutions	Seating: Modular	
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<b>Healthcare</b>	Healthcare: Flooring Healthcare: Guest & Lounge Seating Healthcare: Patient Seating Healthcare: Storage and Accessories Healthcare: Textiles																										
<b>Interior Products and Solutions</b>	Architectural Products Demountable Walls Signage & Wayfinding Surfacing Materials & Finishes Wall Treatments																										
<b>Lighting</b>	Lighting: Decorative Lighting: Task																										
<b>Outdoor</b>	Outdoor: Fabrics Outdoor: Shade / Structures Outdoor Furniture: Seating Outdoor Furniture: Tables																										
<b>Technology</b>	Technology: Accessories & Support Devices Technology: Integrated Solutions Technology: Product Specifications Software Technology: Workplace Solutions Software																										
<b>Textiles</b>	Textiles: Performance & Specialty Textiles: Upholstery																										

*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 2024](#) honors new products introduced to the U.S. market since June 1, 2023. There are 54 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 10-12, 2024, are eligible to enter new products introduced after June 1, 2023.

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). If a public relations firm or representative is completing the entry form, there is a section to provide contact details. Competition management will contact PR with any questions before reaching 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 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 dates on Friday, June 7, and Saturday, June 8, prior to the opening day of NeoCon, Monday, June 10. 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 Type</u>	<u>Fee</u>	<u>Date @ 11:59 p.m. EDT</u>
Early	\$800.00	March 1 through March 31
Regular	\$900.00	April 1 through April 30
Late	\$1000.00	May 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, 2023, and have not been entered into the Best of NeoCon competition in June 2023.

NO PROTOTYPES are permitted. Products should have SKU numbers and be available to ship by November 1, 2024. Entrants must be official NeoCon 2024 tenants/exhibitors via THE MART Floors 1, 3, 6, 10, 11, 14, 15, 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 54 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 entry in each category.

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. A 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.

## Marketing & Promotional Benefits

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 2025 and "Entrant" signage for display at showroom/booth during NeoCon.

The Entrant 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 2025
- Winner promotion on Best of NeoCon/NeoCon social media
- Winner promotion via Best of NeoCon/NeoCon press release and media efforts

- Winner signage package for display at showroom/booth during NeoCon
- Winner digital asset package for winner's promotional use

## Jury & Judging Schedule

The jurors will review all entries in their assigned categories digitally before arriving at the showroom or booth. They will view the images and video (if provided), and 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, composed of interior designers, architects, and facilities managers, 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 325 products) over two days and six floors of THE MART to announce winners at 8:00 a.m. on Monday, June 10.

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. 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 7, and Saturday, June 8.**

##### **Friday, June 7**

Floor 10, 11 (1100 through 1191), 14	<b>8:45 a.m. - 12:30 p.m.</b>
Floor 6, 11 (1194 through 11-136)	<b>1:30 p.m. - 3:30 p.m.</b>
Floor 3	<b>1:30 p.m. - 5:30 p.m.</b>

##### **Saturday, June 8**

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

**12:30 p.m. - 2:30 p.m.**  
**3:00 p.m. - 5:30 p.m.**

### **Product Finalists**

Usually four 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.

**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.**

### [Best of Competition Process](#)

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.**

Between 3:00 p.m. and 4:30 p.m. on Saturday, we will call the cell phone numbers of the two to three people listed as presenters 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 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 will be made available the month after the close of NeoCon to winners who request the information.

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

**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.

### **Industry Certifications & Standards**

What industry certifications or industry standards does the product hold or meet? *(see list on next pg.)*

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

ACT Standards CFFA	GreenScreen Certified
ADA	Green Seal
ANSI/BIFMA Standards Compliant	GreenTag Best Practice PVC GreenRate LCA
ASTM E84 Fire Rating	Health Care Without Harm Healthy Interiors Criteria
AWI Woodworking Quality Certification	HHI - Healthier Hospitals Initiative
B Corp	HPD Open Standard
Beyond Carbon Neutral (Neutral +5%)	Indoor Advantage/Indoor Advantage Gold (SCS)
BIFMA Compliant Registry	International Building Code
BIFMA LEVEL	International Fire Code
Beyond Neutral	ISO14000-ISO9001
BREEAM	ISO9001 Quality
BSEN Load & Stability Test	ISO45001 Health & Safety
California Proposition 65	ISO14000 Environmental Management
CARB	Lacey Act Declaration Letter
Carbonfree® carbon neutral certification (via third-party ClimeCo organization)	LEED (contributes points)
Carbon Neutral	Life Cycle Assessment (LCA)
Canadian Electrical Code	Living Building Challenge
Canadian Safety Standards	Living Product Challenge
CDPH v1.2 Standard Method for VOC Emissions	Martindale
CE Certification	MAS Certified Green
CFFA Healthcare Certification 201	Mindful Materials
Clean Air/Clean Air Gold	Möbelfakta
Cradle to Cradle Certified Declare (Intl Living Future Institute)	National Building Code of Canada
Environmental Product Declaration (EPD) from UL Solutions	NaughtOne's global take-back programme
EU quality certification	Net-Positive Carbon (Neutral +5%)
FEMB Level	Net-Positive Water (Neutral +5%)
FIRA (Furniture Industry Research Association) Membership (UK)	NFPA 70 National Electrical Code
FISP (Furniture Industry Sustainability Programme)	NFPA 1 Fire Prevention Code
Full Membership (UK)	NFPA 101 Life Safety Code
FloorScore (SCS)	NSF 140 Platinum
FSC Chain of Custody	OEC Certified
GBI/Green Globes	OEKOTEX 100
GECA's Furniture, Fittings, Foam & Mattresses (Level A)	Reach
GECA Special Seismic Certification to IBC 2018 / CBC (ICC Code)	Red Dot Award
Good Design® Award	Red List Free
Green Business Bureau	ReMade
GREENGUARD/GREENGUARD Gold	RoHS compliant
Green Health Approved	SCS Indoor Advantage Gold Certified
Green Label Plus	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 with 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 question? 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 7) 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**

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

### **Images 2-7 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 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 resize accordingly.

- 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**.*

*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 promotion pre-event.
- Yes. Post-Event. Entrant authorizes permission for images to be used for promotion post-event.
- No. Entrant DOES NOT AUTHORIZE permission for images to be used for promotion pre-event or post-event.

## 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 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 2024 Table of Important Dates

Submission platform opens	Friday, March 1, 2024
Early @ \$800 per entry	Sunday, March 31 @ 11:59 p.m. EDT
Regular @ \$900 per entry	Tuesday, April 30 @ 11:59 p.m. EDT
Final Entry @ \$1000 per entry	Monday, May 20 @ 11:59 p.m. EDT
Last day for image upload	Monday, May 20
Virtual judging begins	Tuesday, May 28
Notify Business Impact Awards Finalists of Sunday judging	Thursday, June 6
First day of judging in THE MART	Friday, June 7
Second day judging	Saturday, June 8; 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 go to finalists' showrooms for a presentation.
Business Impact Awards judging	Sunday, June 9, 10:00 a.m. to 2:00 p.m.
Awards Event	Monday, June 10, 7:30 a.m.

## Payment & Receipt

Payment is made digitally via [Best of NeoCon Submission Platform](#) at the end of the entry process after images and video are uploaded.

\*You also may use placeholder text in the response boxes and the company logo as placeholder images in order to pay before the entry information is fully completed.

**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 system 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 few entries, the jury reserves the right to give Gold only, or Silver only, or no award.

There are also Innovation Awards, Sustainability Awards, 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 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.

## Best of NeoCon Award Definitions

**Best of Competition**—The winner is one of four to five finalists nominated from approximately 325 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 15 Innovation and 15 Sustainability Awards. Winners of Gold and Silver Awards are also eligible for Innovation and Sustainability Awards.

## Business Impact Awards 2024

The **Best of NeoCon Business Impact Awards** debuted in 2022 to recognize exceptional product solutions through a business-oriented lens. Last year, Business Impact Award finalists were evaluated in person at NeoCon by journalists who contribute to publications such as *Crain’s Chicago*, *Entrepreneur*, *MSN*, *Authority*, *Fast Company*, *Forbes*, *HR Executive*, *The Economist*, and others.

This year, Best of NeoCon applicants will be able to select if they want a product to be evaluated for the Business Impact Awards. If they respond “yes,” then an additional \$100.00 fee will be added to cover jury expenses. The applicant then will answer additional questions (below) that will be vetted by a panel of facility end-users, real estate planners, and specifiers. Finalists will be further evaluated on-site by members of the business media.

Products submitted to the Business Impact Awards (BIA) are evaluated based on the degree to which they contribute to business operations and enterprise-oriented built environments across verticals: traditional workplaces, alternative workplaces, office-campus environments, and healthcare settings. Criteria include: aesthetics, adaptability, social responsibility, sustainability, technology integration, how the product supports or improves employee productivity, well-being or neurodiversity; and impact on a business' bottom line.

A selection of Best of NeoCon Jurors will screen all Business Impact Awards applicants to determine the finalists for the business media jurors who will review both the main application and answers to these additional questions.

Calls will be made and emails will be sent from [BestofNeoCon@THEMART.com](mailto:BestofNeoCon@THEMART.com) on Thursday, June 6, to inform the Business Impact Awards' finalists about a showroom or booth visit by the BIA jury on Sunday, June 9 between 10:00 a.m. and 2:00 p.m.

Entrants only answer these questions if interested in consideration for BIA jury evaluation and paying an additional \$100.00 fee.

Business Impact Awards' applicants will answer these questions:

1. Why should the product be considered for a Business Impact Award? \* (200 words)
2. How does the product support or improve employee productivity, well-being, or neurodiversity? How has this been tested? \* (200 words)
3. What is your product's potential impact on a business' bottom line? \* (100 words)
4. Please provide any additional information for the business media jury to consider. (optional) (200 words)

### Awards Promotional Elements

- The June 10th 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 winner's promotional use (digital asset packages will be electronically distributed to winners within hours of the June 10th Awards Presentation event).

### Awards Presentation Event

The Best of NeoCon will announce the award winners by category on Monday, June 10, 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 should 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 10, 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 2024, NeoCon will be held June 10-12. 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 unparalleled 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.

NeoCon/ Merchandise Mart Properties, Inc.  
222 Merchandise Mart Plaza, Suite 470  
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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: [BestofNeoCon@THEMART.com](mailto:BestofNeoCon@THEMART.com) / 973.509.5287**