

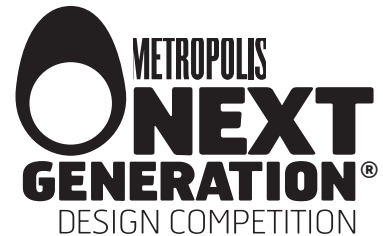
# METROPOLIS

METROPOLIS MAGAZINE > 61 WEST 23RD STREET, NEW YORK, NY 10010 > T 212.627.9977 > F 212.627.9988 > WWW.METROPOLISMAG.COM

## Creative Marketing and Advertising Opportunities from METROPOLIS

### METROPOLIS NEXT GENERATION DESIGN COMPETITION

The annual Next Generation® Design Competition was created in 2003 to promote activism, social involvement, and entrepreneurship in young designers. The competition goes beyond the industry's typical beauty pageants and rewards well-developed projects that present design solutions to real problems. Align your brand with the only design competition that supports emerging young designers, and show your commitment to innovative, smart design.



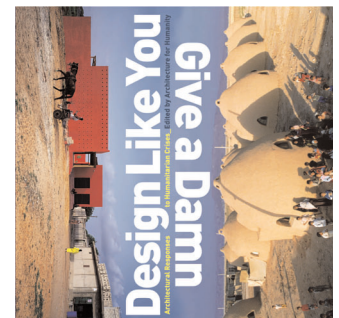
### METROPOLIS NATIONAL DESIGN TOUR TO NORTH AMERICAN A&D FIRMS

Now in its third year, the Metropolis Tour, a program that combines film and lecture, visits more than 30 top A+D firms and organizations in the nation each year. As part of the series, editor in chief Susan S. Szenasy delivers a compelling presentation that addresses some of the most important themes faced by today's designers: innovation, sustainability, and historic preservation. The first Metropolis-produced film, *Site Specific: The Legacy of Regional Modernism*, is about the Sarasota School of Architecture and climate-sensitive building. The most recent film, *Brilliant Simplicity: 15 Designers Research Collaborate Innovate*, tells the stories of designers who are making our world healthier and more energy efficient. Sponsoring the Metropolis Tour will align your brand with METROPOLIS and put you in front of more than 3,000 influential designers and architects in various intimate settings.



### METROPOLIS BOOKS

Specializing in timely and relevant books on architecture, design, graphic design, and related fields, Metropolis Books also focuses on contemporary issues in urbanism and the built and natural environment, sustainable architecture, innovative materials and technologies, leading figures of twentieth and twenty-first centuries, and much more. METROPOLIS offers book signings and discussions as added-value events in your showroom. We will promote the events at your showroom with advertisements on [metropolismag.com](http://metropolismag.com) and by an e-mail blast to your local markets.



### OTHER OPPORTUNITIES

Throughout the year, METROPOLIS is involved in numerous tradeshows, conferences, panel discussions, and competitions. Opening a new showroom? Introducing a new product? Announcing a competition? Let us know what you're up to. Depending on your goals, METROPOLIS can help get the word out by promoting your event to our mailing lists, or announcing your event on the Web. Many creative sponsorship and partnership opportunities exist. Align your brand with METROPOLIS—we provide the content, and you benefit from the exposure to our dedicated audience.

**"On behalf of our Partners and colleagues in the Chicago office of Skidmore Owings Merrill LLP, we would like to thank you for bringing the Metropolis Tour to our offices. The content was thought-provoking and the conversation following was enlightening. We extend an open invitation for you and your staff to visit our offices again."**

**—JEFFREY J. MCCARTHY, AIA AND WILLIAM F. BAKER, PE, CE, SE, FASCE OF SKIDMORE OWINGS MERRILL, CHICAGO**

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## METROPOLIS Special Publications

### THE INTERNATIONAL CONTEMPORARY FURNITURE FAIR®

METROPOLIS has been the official media sponsor of the ICFF since it began in 1989. The partnership has helped establish North America's premier event for contemporary design. The Fair draws more than 25,000 interior designers, architects, retailers, facility managers, wholesalers, store designers, hotel and restaurant designers, manufacturers, and students from the global design community. More than 600 exhibitors display their hippest contemporary furniture, lighting, carpet and flooring, wallcoverings, textiles, materials, accessories, kitchen and bath products, and outdoor furniture for residential and commercial spaces.

### METROPOLIS ICFF® DIRECTORY

Advertise in the METROPOLIS ICFF Directory to get maximum exposure at ICFF. There's no better way to showcase your product than to advertise in the METROPOLIS ICFF Directory. Our editorial content, exhibitor list, map of the show floor, and schedule of events, makes the directory an essential tool for all ICFF attendees.

### METROPOLIS DESIGN GUIDE NYC: ICFF CONNECTED

Be a part of the ICFF buzz. Want to drive traffic to your showroom? Hosting an event that coincides with ICFF? Even if you're not exhibiting at the ICFF this year, the *METROPOLIS Design Guide NYC: ICFF CONNECTED* is an excellent vehicle to market your product to the international design community in town for the ICFF. This unique guidebook provides New York City neighborhood maps, events, and locations of interest for design enthusiasts. 21,000 Design Guides are distributed at the ICFF and at key locations throughout the city.

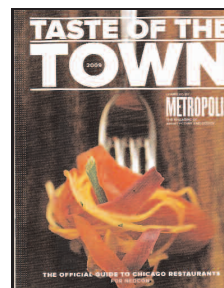
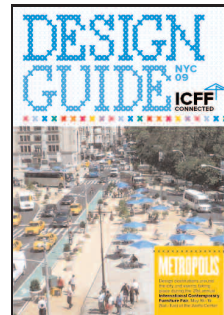
### THE NEOCON® WORLD'S TRADE FAIR

Now in its 42nd year, NeoCon World's Trade Fair is the contract furnishings industry's premier event and North America's largest conference and exhibition for interior design and facilities management. Held at the Merchandise Mart in Chicago, this year the show drew more than 40,000 design professionals. Each year, editor in chief Susan Szenasy plays an integral role in educational sessions, panel discussions, and keynote speeches, making NeoCon one of the most valuable events of the industry.

### CHICAGO: TASTE OF THE TOWN RESTAURANT GUIDE

Market your product in *Chicago: Taste of the Town Restaurant Guide*. Since 1998, METROPOLIS has published a restaurant guide that has helped NeoCon participants find great places to dine in Chicago. See which designers are creating delicious, local hot spots! The Guide is given to 8,000 pre-registered NeoCon attendees, distributed on-site to NeoCon attendees, and distributed at the Merchandise Mart throughout the year. It's a fantastic vehicle for marketing your product at NeoCon and beyond.

For more information about advertising please contact your METROPOLIS representative or Tamara Stout at 212.886.2529 or [tstout@metropolismag.com](mailto:tstout@metropolismag.com).



NeoCon®