



THE  
MART

A VORNADO PROPERTY

---

RESIDENTIAL DESIGN SHOWROOMS



# DISCUSSION TOPICS

---

INTRODUCTIONS

THE MART: EVOLUTION OF AN ICON

2023 MARKETING & LEASING HIGHLIGHTS



# A STORIED PAST

3.8 million square feet

- 1930** • The Merchandise Mart opens as the central marketplace for wholesalers & retailers
- 1938-45** • U.S. Army uses The Merchandise Mart as the “Midwest Pentagon”
- 1946** • Kennedy family purchases the building and returns it to use as wholesale showroom
- 1998** • Vornado Realty Trust purchases building
- 2012** • Google leases 600K SF office space and building reorganizes showroom stack
- 2017** • Latest renovations, including the Social Stair and Marshall’s Landing, revealed
- 2020** • Opens 13,000 SF River Park
- 2023** • WorkLife Amenities





# VORNADO

REALTY TRUST

Premier office and high street retail assets  
and a focused strategy of growing its  
dominant position in New York City

35 million SF of office assets

Listed on NYSE for over 50 years and  
S&P 500 constituent since 2005

Active owners, managers, and  
developers of real estate







# WELCOME TO THE EVOLUTION OF AN ICON

EVOLUTION

THE MART 2.0

WORKLIFE

LOCATION

HIGHLIGHTS





**RIVER PARK** Eat, meet, and mingle on our stunning riverfront gathering space





**SOCIAL STAIR** A place to ideate, create, celebrate—it's social climbing redefined





# MARSHALL'S LANDING

**MARSHALL'S LANDING** This vibrant café and lounge serves up satisfaction all day long





**MARSHALL'S LANDING** This vibrant café and lounge serves up satisfaction all day long





**MARSHALL'S LANDING** This vibrant café and lounge serves up satisfaction all day long





# THE MART 2.0

EVOLUTION

THE MART 2.0

WORKLIFE

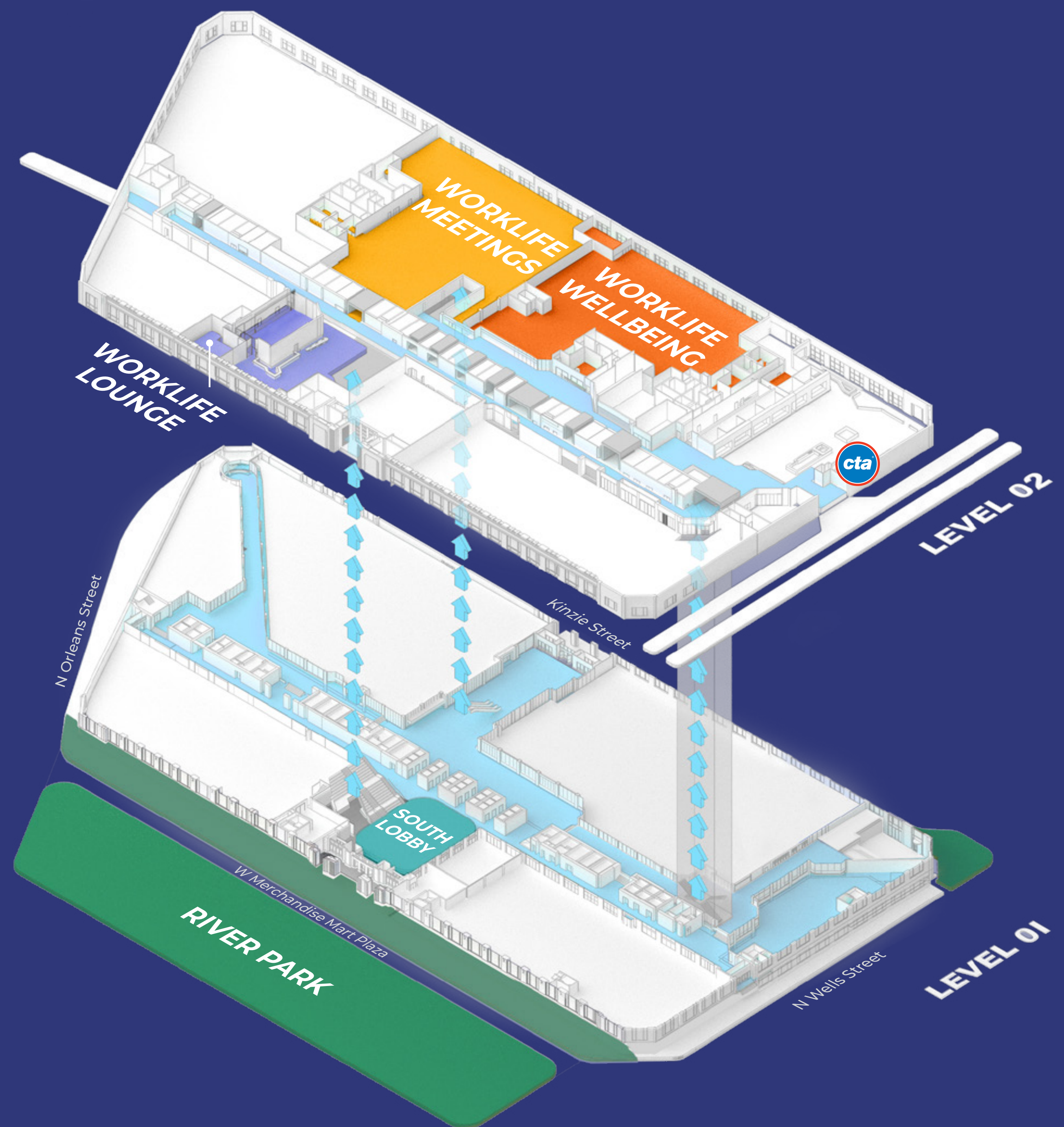
LOCATION

HIGHLIGHTS



# THE MART 2.0

- RIVER PARK
- SOUTH LOBBY
- WORKLIFE MEETINGS
- WORKLIFE LOUNGE
- WORKLIFE WELLBEING





KINZIE STREET



ENTRANCE TO AMENITIES

ENTRANCE TO AMENITIES

N ORLEANS STREET

N WELLS STREET

SOCIAL STAIR

SOUTH LOBBY

RIVER PARK & SOUTH PLAZA

CHICAGO RIVER

# 1ST FLOOR







## SOUTH PLAZA

Chicago's new front yard with pedestrian-centric design and an expanded and enhanced River Park

RENDERING BY EVOLUTION VIRTUAL





**SOUTH PLAZA**

Chicago's new front yard with pedestrian-centric design and an expanded and enhanced River Park

RENDERING BY EVOLUTION VIRTUAL





**SOUTH PLAZA**

Chicago's new front yard with pedestrian-centric design and an expanded and enhanced River Park

RENDERING BY EVOLUTION VIRTUAL





**SOUTH PLAZA**

Chicago's new front yard with pedestrian-centric design and an expanded and enhanced River Park

RENDERING BY EVOLUTION VIRTUAL





## **SOUTH LOBBY**

Take a seat and take in this historic space to socialize and collaborate

RENDERING BY EVOLUTION VIRTUAL





**SOUTH LOBBY**

Take a seat and take in this historic space to socialize and collaborate

RENDERING BY EVOLUTION VIRTUAL



WORKLIFE MEETINGS

WORKLIFE WELLBEING

FOOD HALL

KINZIE STREET

N ORLEANS STREET

N WELLS STREET

ENTRANCE TO AMENITIES

ENTRANCE TO AMENITIES

2<sup>ND</sup>  
FLOOR



FOUNDER'S ROOM

MARSHALL'S LANDING

SOCIAL STAIR

WORKLIFE REJUVENATE

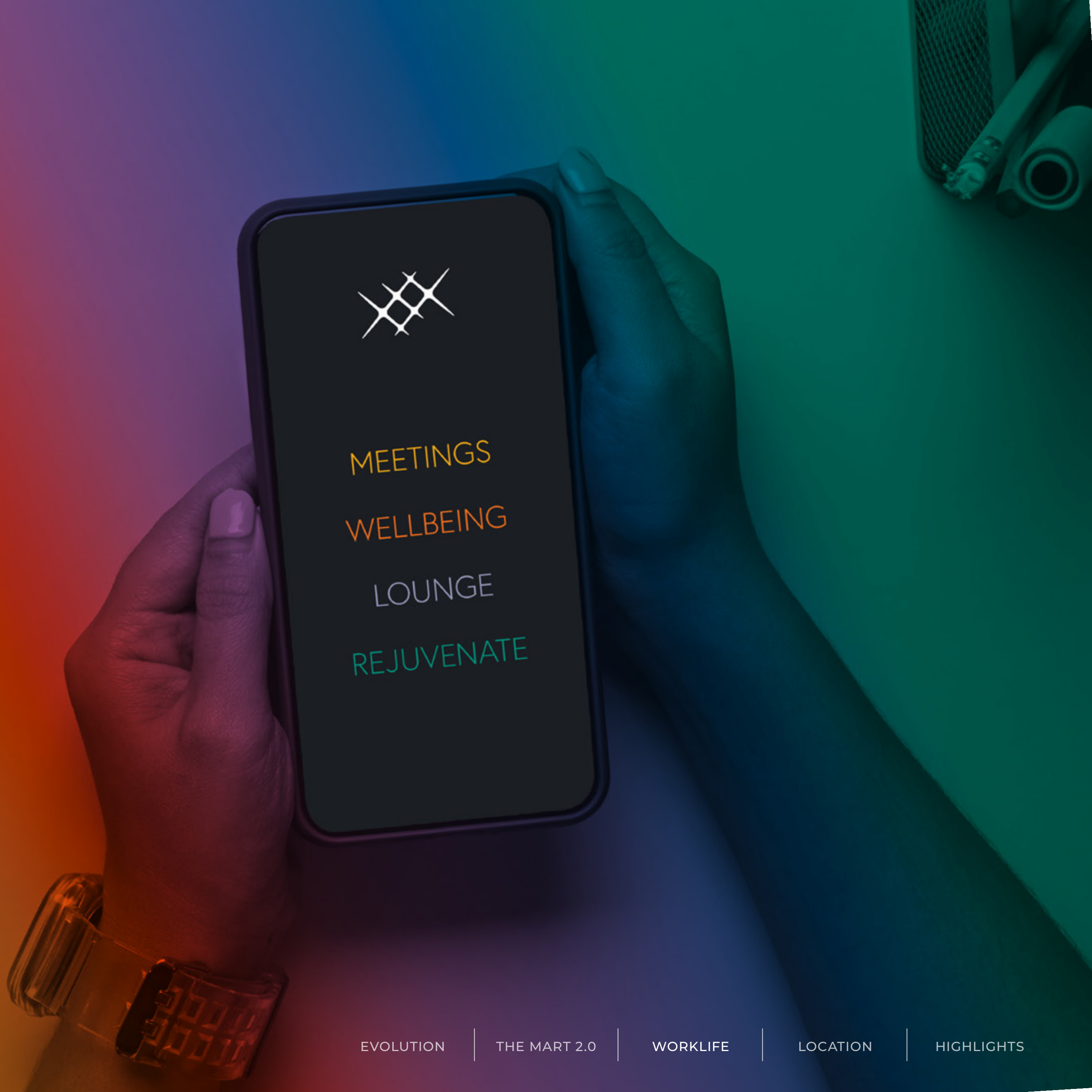


# WorkLife

BY VORNADO

## SOLVING FOR YOUR DAY

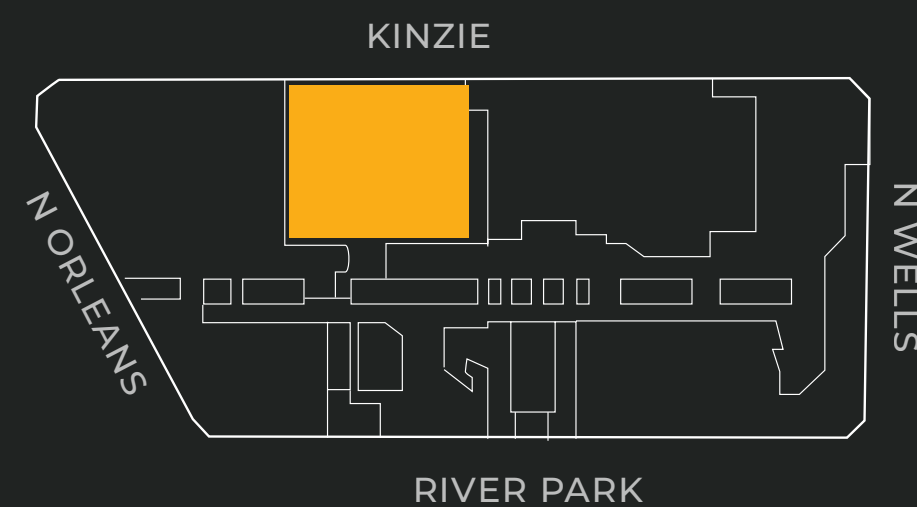
WorkLife is Vornado's app-driven amenity ecosystem. The Live.Work.Do. app lets you reserve meeting rooms, schedule services, earn rewards, and more.





# WorkLife MEETINGS

21,000 SF of stunning, tenant-exclusive space for quiet focus or productive collaboration.



## PROGRAM COUNTS

- 12 Phone "Booths"
- 03 1/2-person Room
- 03 3/4-person Room
- 03 6-person Room
- 03 8-person Room
- 03 10-person Room
- 01 20-person Room
- 01 30-person Room (conference and lounge)
- 01 Library
- 01 Designer Lounge
- 01 Large Flex Room

Total meeting rooms: 20

Total seats in Flex room: 272





**WORKLIFE MEETINGS**

Come together and get things done in this expansive conference center and lounge

RENDERING BY EVOLUTION VIRTUAL





**WORKLIFE MEETINGS**

Come together and get things done in this expansive conference center and lounge

RENDERING BY EVOLUTION VIRTUAL





**WORKLIFE MEETINGS**

Come together and get things done in this expansive conference center and lounge

RENDERING BY EVOLUTION VIRTUAL





## WORKLIFE MEETINGS

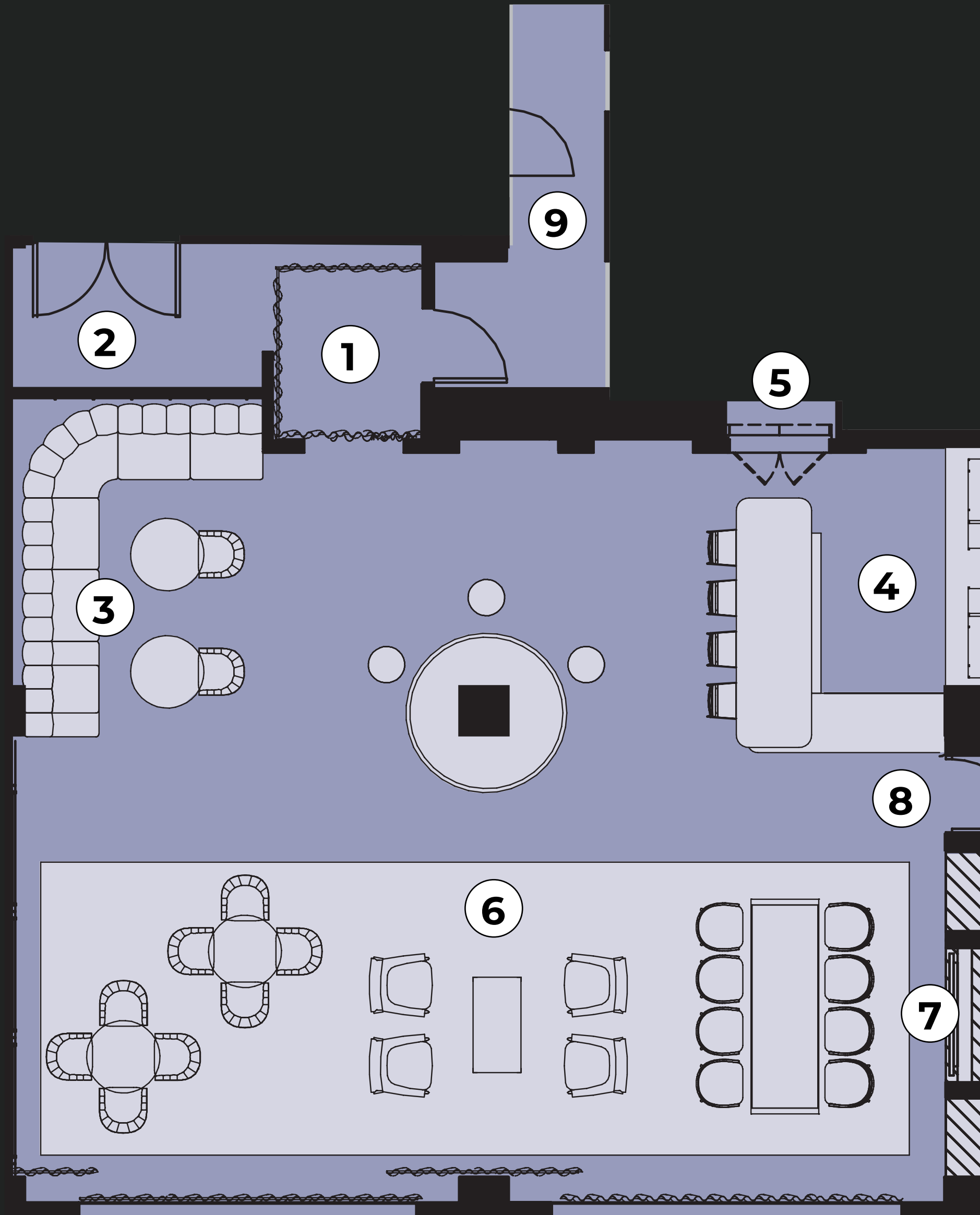
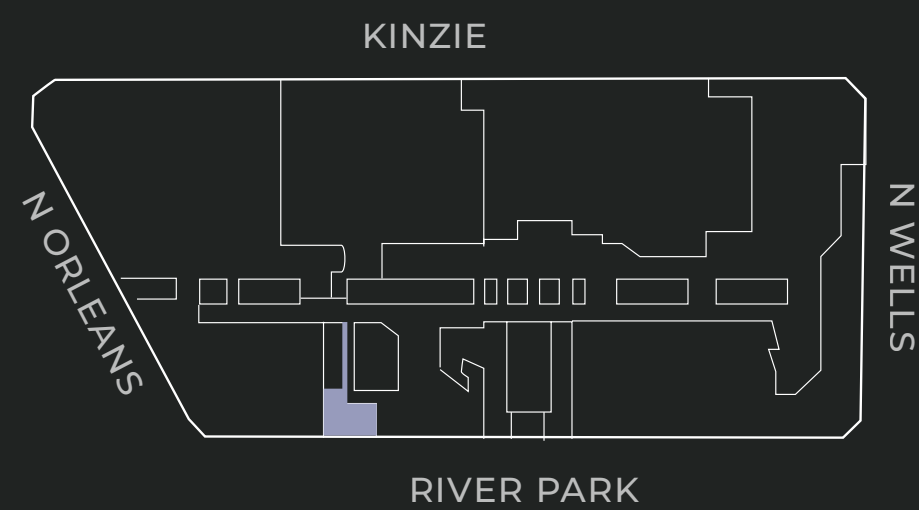
Come together and get things done in this expansive conference center and lounge

RENDERING BY EVOLUTION VIRTUAL



# FOUNDER'S ROOM

There's no better place to unwind or celebrate than this exclusive lounge.



## PROGRAM

- 1 Entry Vestibule
- 2 Coat Closet
- 3 Banquette Seating
- 4 Bar/Service
- 5 Pass-Through Service
- 6 Lounge
- 7 Built-In Bookshelves
- 8 Built-In Concealed Egress Door
- 9 Connected Corridor





**FOUNDER'S ROOM**

Intimate lounge for quiet focus

RENDERING BY EVOLUTION VIRTUAL





**FOUNDER'S ROOM**

Intimate lounge for quiet focus

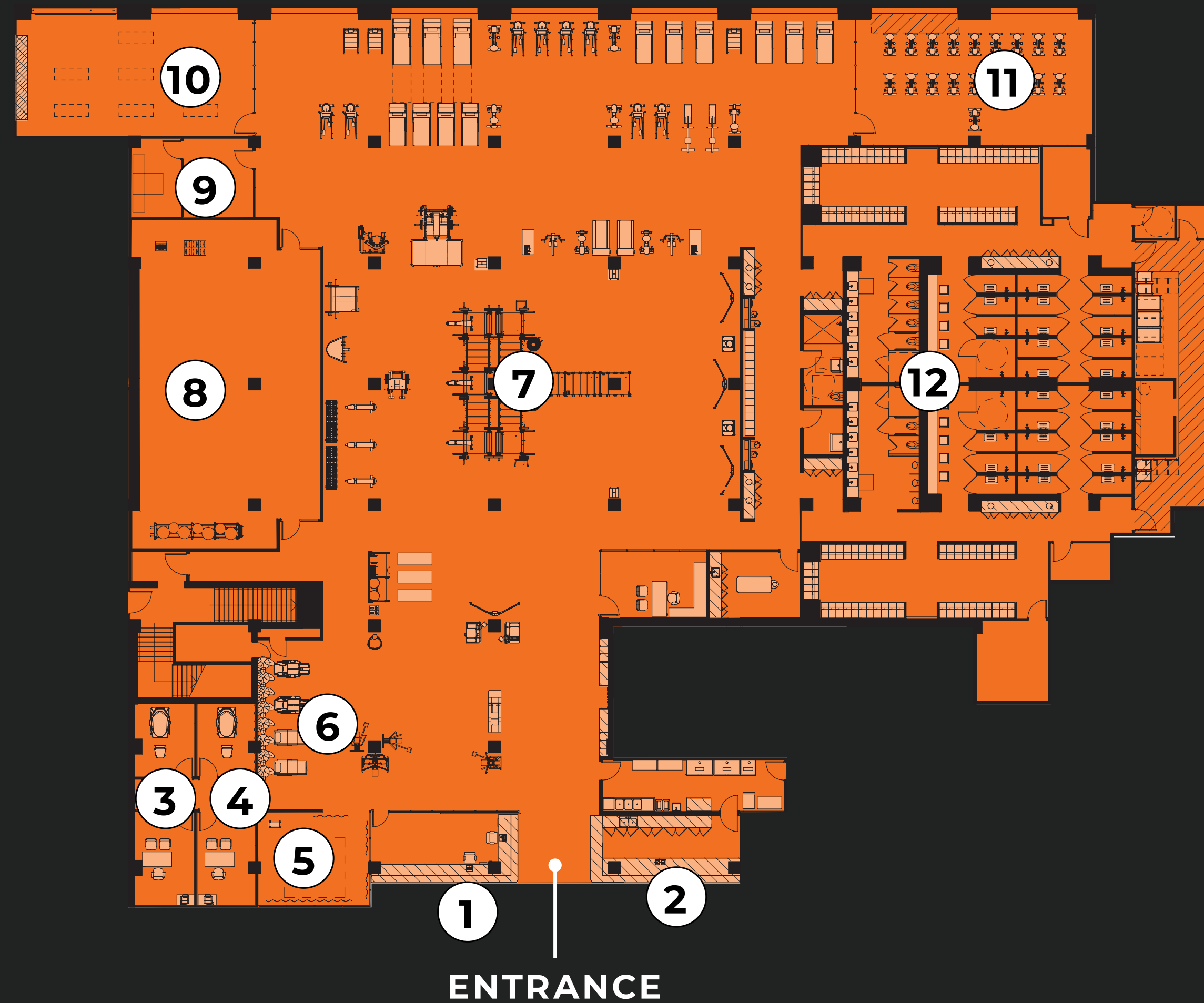
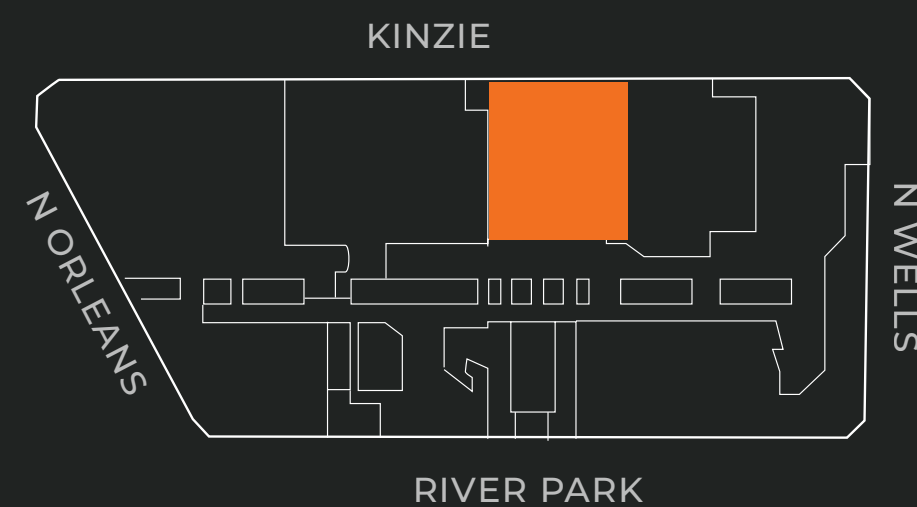
RENDERING BY EVOLUTION VIRTUAL



# WorkLife WELLBEING

by exOS

A 23,000 SF full-service health club with state-of-the-art equipment and a full range of classes and services.



## PROGRAM

- 1 Reception Desk
- 2 Fueling Station
- 3 Office
- 4 Soma Dome
- 5 3D Movement
- 6 Recovery
- 7 Open Exercise
- 8 Group Exercise
- 9 Storage
- 10 Mind Body Room
- 11 Spinning Room
- 12 Locker Room





**WORKLIFE WELLBEING**

This 23,000 SF health club and juice bar makes wellness effortless

RENDERING BY EVOLUTION VIRTUAL





**WORKLIFE WELLBEING**

This 23,000 SF health club and juice bar makes wellness effortless

RENDERING BY EVOLUTION VIRTUAL





**WORKLIFE WELLBEING**

This 23,000 SF health club and juice bar makes wellness effortless

RENDERING BY EVOLUTION VIRTUAL





**WORKLIFE WELLBEING**

This 23,000 SF health club and juice bar makes wellness effortless

RENDERING BY EVOLUTION VIRTUAL





**WORKLIFE WELLBEING** This 23,000 SF health club and juice bar makes wellness effortless








RENDERING BY EVOLUTION VIRTUAL

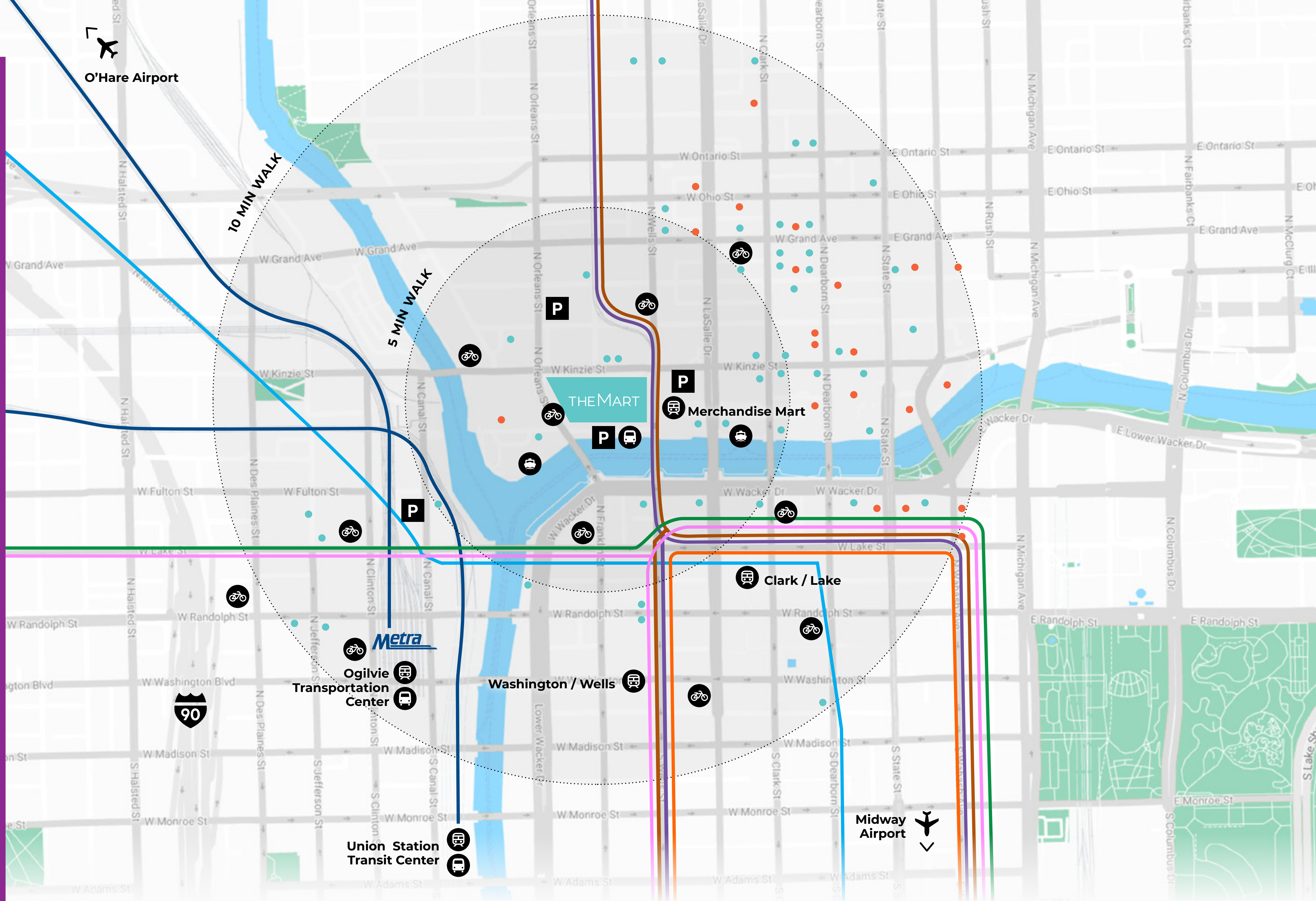


PRIME LOCATION

TRANSIT SCORE  
**100**

WALK SCORE  
**95**

-  Private Shuttle
-  Divy Bike Station
-  Parking
-  Water Taxi Station
-  Train Station
-  Destination Dining
-  Hotels











## RIVER NORTH

Home to Chicago's best restaurants and culture

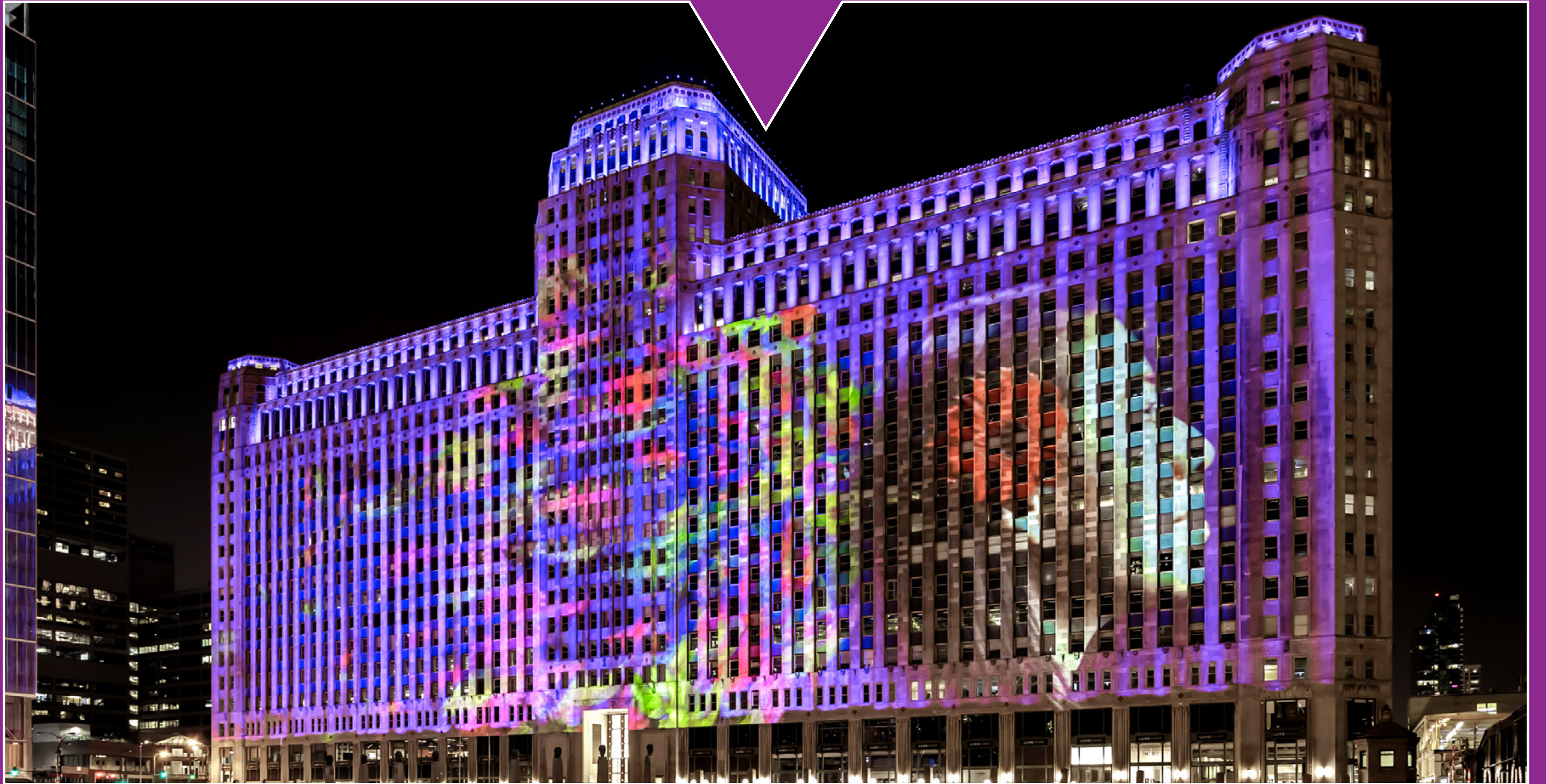




## RIVER NORTH

Home to Chicago's best restaurants and culture





**ART ON THE MART**

The world's largest art projection canvas





2023

# MARKETING & LEASING HIGHLIGHTS

EVOLUTION

THE MART 2.0

WORKLIFE

LOCATION

HIGHLIGHTS





OBJECTIVES

---

# A 360° PARTNERSHIP

Continue to guide a discerning audience of design enthusiasts and trade professionals to **SHOP at THE MART** by connecting the showrooms of THE MART with builders, architects, designers, contractors and homeowners who are focused on commercial or residential projects.



PRINT

---

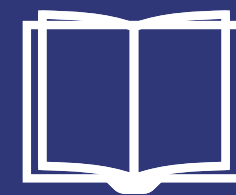
Advertising across varied media targeting regional and national clients



DIGITAL

---

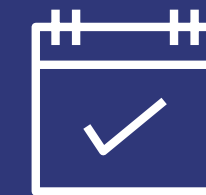
Activate multiple touchpoints from social media, national and print magazine platforms to websites and eblasts



DESIGN CHICAGO MAGAZINE

---

Produce a bi-annual custom published magazine focused on storytelling the work of the 150+ showrooms at THE MART in support of the showrooms and the design community



EVENTS

---

Continue to bring 10,000's of people to THE MART through on-site events from NeoCon and Design Chicago 100+ events for the trade and consumers



# 7.9MM IMPRESSIONS

ADVERTISING

PRINT

LOCAL/REGIONAL/NATIONAL  
ADVERTISING

TRADE OUTREACH

- 62 Insertions
- 7.9MM Impressions

## GET INVOLVED

- Submit professional product/project photography for use in ads.



Architectural Digest | Aspire Home + Design | Barrington Country | Chicago Magazine | Crains Chicago Business  
Elle Décor | Forest & Bluff | Hinsdale Living | Hinsdale Magazine | House Beautiful | Interior Design | Interior Design Homes  
Kitchen & Bath Design News | Luxe Interiors + Design | Midwest Home | Modern Luxury Interiors | Naperville Magazine  
North Shore Magazine | Quintessential Barrington | Residential Design | Sheridan Road | Wall Street Journal



## ADVERTISING

# SATURDAY CAMPAIGN

Special Open Saturday campaign to affluent consumers including:

### PRINT

- Barrington Country
- Chicago Magazine
- Forest & Bluff
- Hinsdale Living
- Hinsdale Magazine
- LUXE Magazine
- Naperville Magazine
- North Shore Magazine
- Quintessential Barrington
- Sheridan Road

### DIGITAL

- Social media dedicated ad campaign
- Digital kiosks on first and second floors of THE MART

### SIGNAGE

- Window graphics on first floor

## PRINT



## DIGITAL



## SIGNAGE





# 5.9MM IMPRESSIONS

ADVERTISING

## DIGITAL

Digital ads are supported by paid search and ad placements with strategic predictive targeting and geo-intelligence.

LOCAL/REGIONAL/NATIONAL  
ADVERTISING

### GET INVOLVED

- Share a wishlist of regional designers for us to target
- Discuss how your product & information can integrate into media kits



[aspire.com](http://aspire.com) | [elledecor.com](http://elledecor.com) | [facebook.com](http://facebook.com) | [galeriemagazine.com](http://galeriemagazine.com) | [google.com](http://google.com) | [housebeautiful.com](http://housebeautiful.com) | [Instagram.com](http://Instagram.com)  
[interiordesign.net](http://interiordesign.net) | [townandcountrymag.com](http://townandcountrymag.com) | [veranda.com](http://veranda.com)

*Paid search and ad placements supported with strategic predictive targeting and geo-intelligence.*



ADVERTISING

# SOCIAL MEDIA

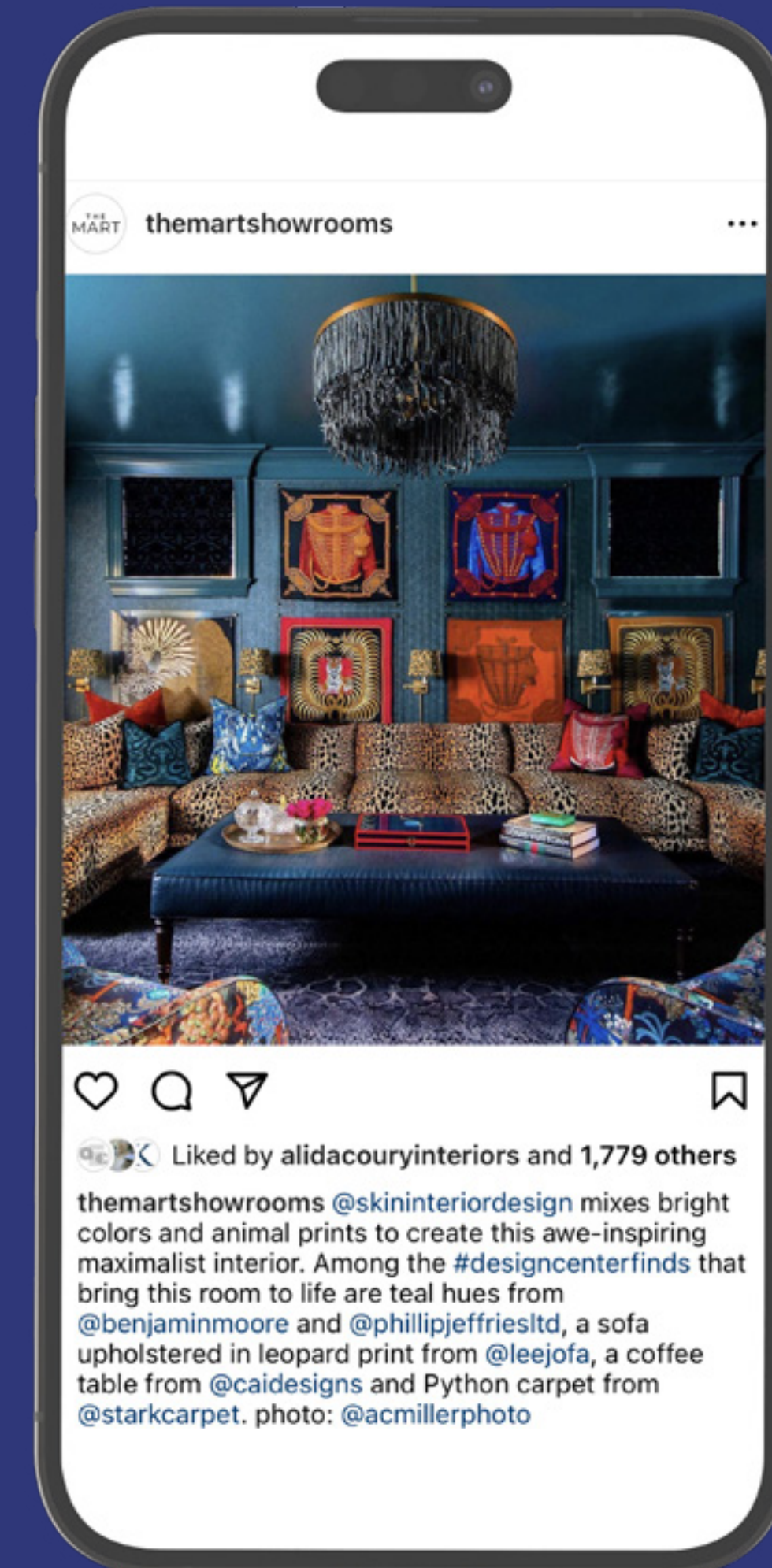
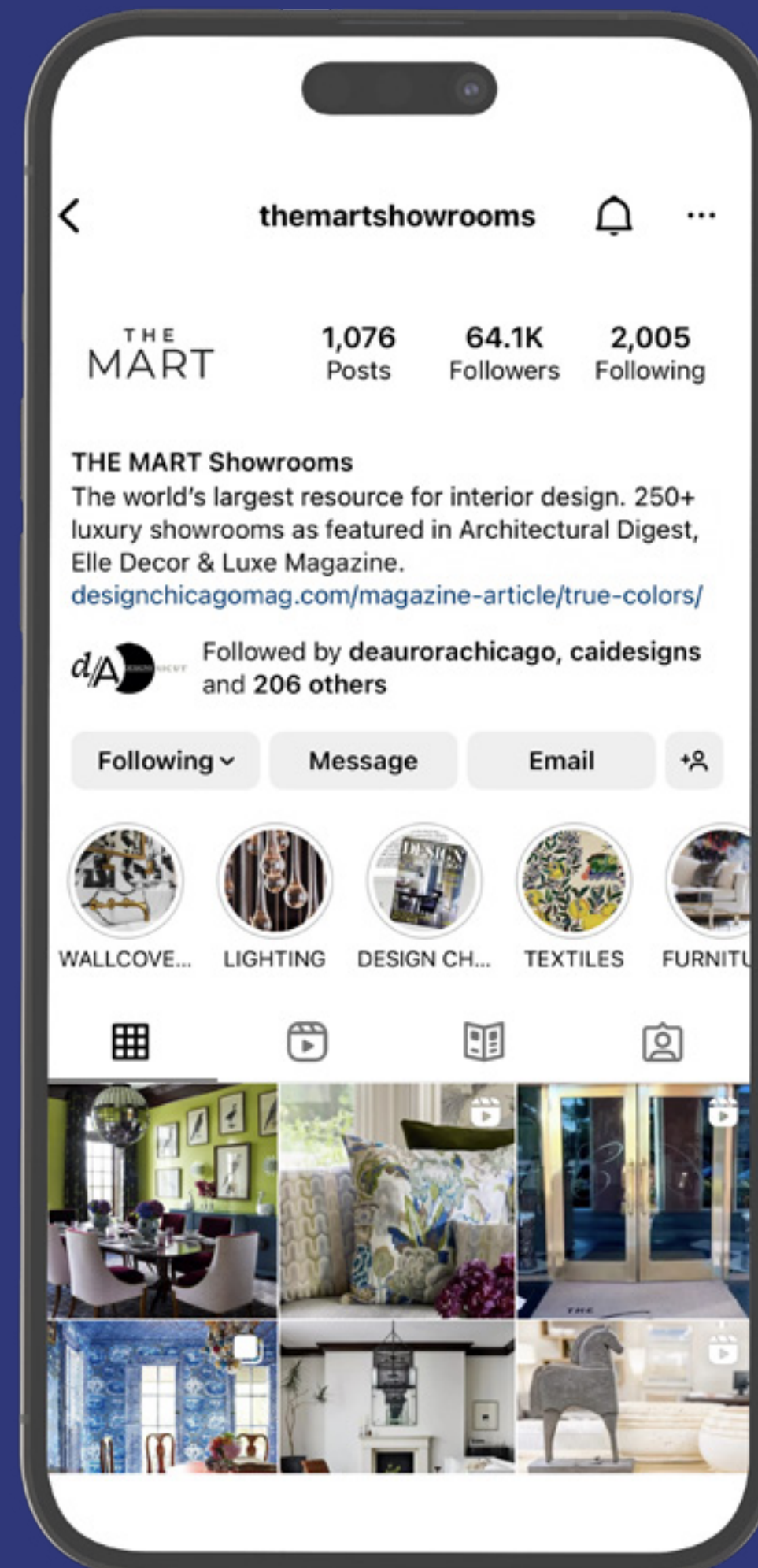
In 2023, we will continue to leverage both in-feed and sponsored posts to promote *@themartshowrooms* on Instagram.

We will continue to share images, Reels/video content, and Stories while consistently evaluating changes in algorithms to determine the best strategies.

Open Saturday ad campaign targeted to consumers beginning in February.

## GET INVOLVED

- Follow *@themartshowrooms* on Instagram, and follow THE MART Showrooms on Facebook and LinkedIn.
- Encourage designers to share professional images of their projects and tag *@themartshowrooms*





ADVERTISING

# BI-MONTHLY EBLASTS

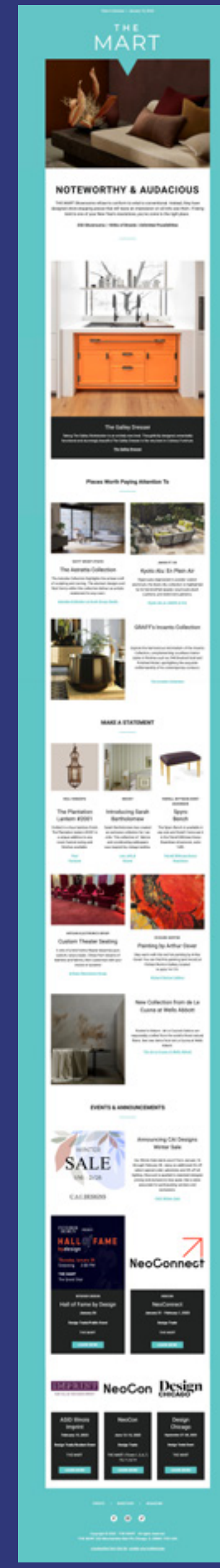
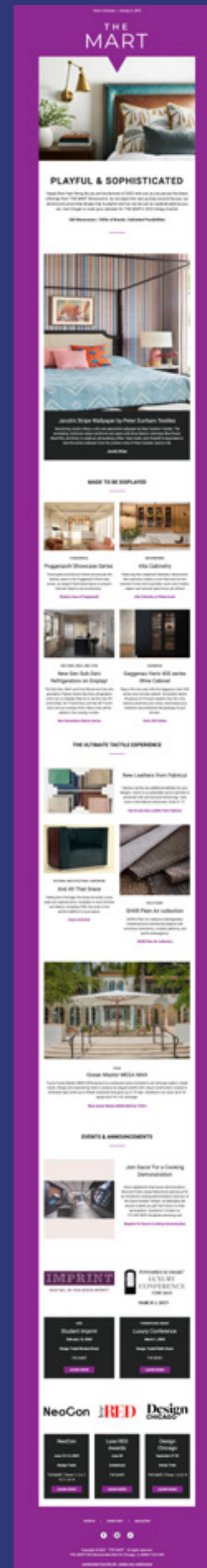
On the 1st and 15th of every month, we will send out an Eblast to our audience of 14,000 subscribers.

This bi-monthly newsletter will feature content from showrooms as well as design events that are happening in THE MART.

We will send 24 Eblasts and are on track to have 350+ showroom features.

## GET INVOLVED

- Subscribe to THE MART Showrooms Eblast, and encourage your designers to do the same
- Submit your content to the Survey link each month before the 15th.
- Read the eblast when you see it in your inbox!



24  
EBLASTS

14,000  
SUBSCRIBERS

350+  
SHOWROOM  
FEATURES



## PLAYFUL & SOPHISTICATED

Happy New Year! Bring the joy and excitement of 2023 with you as you peruse the latest offerings from THE MART Showrooms. As we begin this new journey around the sun, our showrooms prove that design that is playful and fun can be just as sophisticated as you are. Don't forget to mark your calendar for THE MART's 2023 Design Events!

250 Showrooms | 1000s of Brands | Unlimited Possibilities



DESIGN CHICAGO

# MAGAZINE & DIRECTORY

DESIGN CHICAGO Magazine: Published twice a year, Spring and Fall, and is read by an audience of over **300,000** each year.

Weekly Design Chicago newsletter distributed to **85,000**.

Subscriptions: Continue campaign to promote print and digital subscriptions, content, videos and other digital.

Distribution on site at the building concierge's desk and on showroom floors as well as at major events throughout the year.

Branded Design Chicago Magazine micro-site with content from all issues and will include new and original web-only content, videos and other digital opportunities.

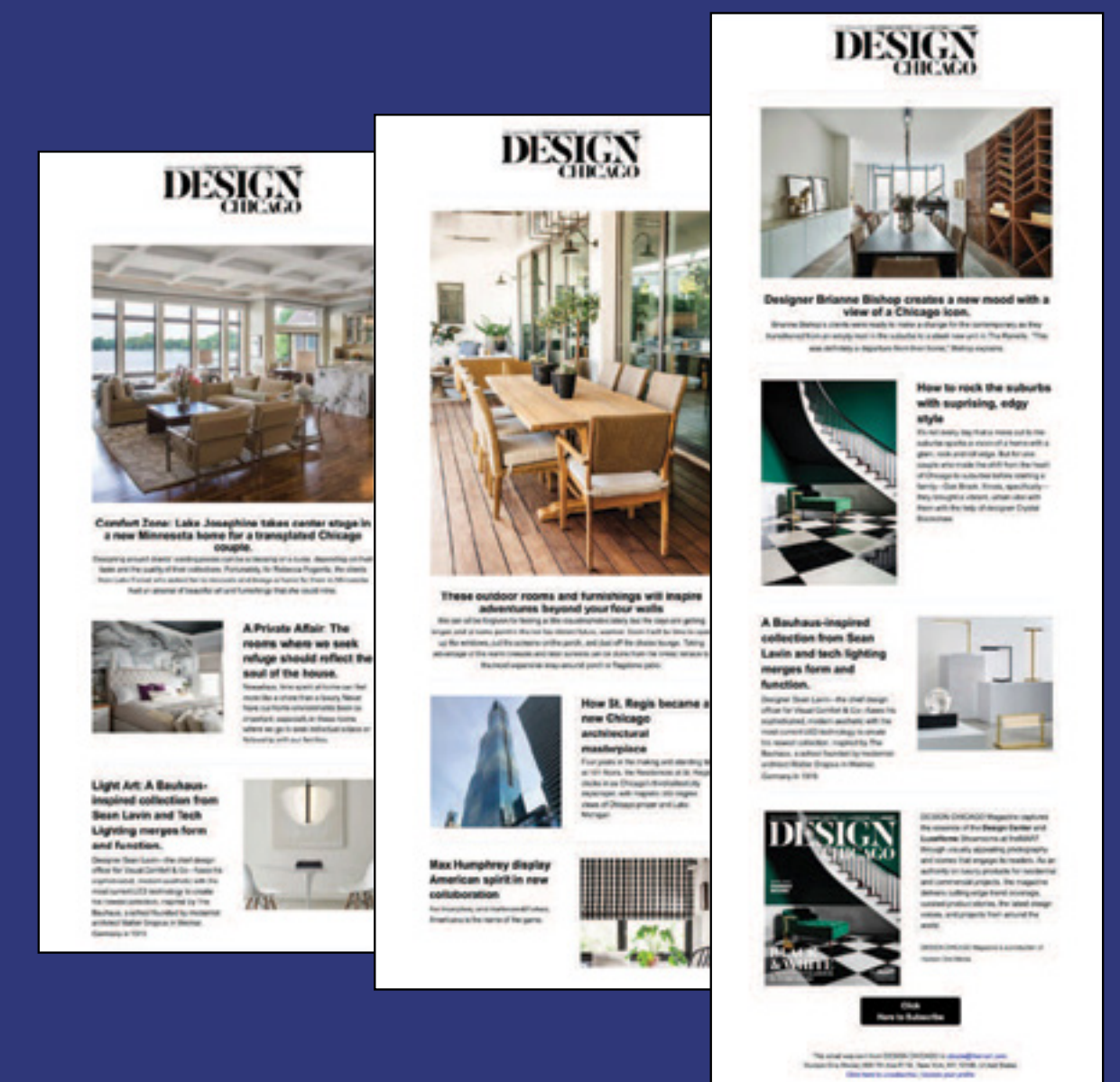


**SPRING 2023**  
ISSUE DROPS MARCH 22

**FALL 2023**  
ISSUE DROPS SEPTEMBER 27

## GET INVOLVED

- Submit content to be featured in the magazine or online
- Encourage your designers to submit their projects
- Pick up your own copy!
- Advertise in the magazine





SIGNATURE  
EVENT

# NeoCon®

JUNE 12-14, 2023

NeoCon has served as the world's leading platform and most important event of the year for the commercial interior design industry since 1969.

- Exhibitor Listing: All showrooms will be listed as NeoCon Exhibitors, in print and on the web with a special, dedicated profile on [neocon.com](https://www.neocon.com).
- New Product: Promote your latest product debuts — especially those products related to commercial and hospitality design.
- Marketing Exposure: Amplification of showroom products and promotion.
- Feature: If applicable, this is also a chance to feature your commercial/hospitality product toward the front of your space and activate commercial/hospitality teams.

## GET INVOLVED

- Register for NeoCon
- Check out the [exhibitor resources page at neocon.com](https://www.neocon.com)





SIGNATURE  
EVENT

# Design CHICAGO

SEPTEMBER 27-28, 2023

120+ Showrooms | 2,500+ Brands  
3 Floors: Floors 1, 6 & 14  
2,000+ Trade Professionals

- Design Chicago, the Midwest's Largest Residential Design Conference, will feature 2 days of events and programming focused on kitchen, bath and home furnishings.
- Features in-showroom events and presentations, CEUs, book signings, networking events and much more.
- Design Chicago will continue to host the Design Chicago Soiree, September 28, celebrating the best in Chicago design.
- Event promoted through a massive campaign supported by THE MART, and all the participating showrooms.

## GET INVOLVED

- Commit to hosting a presentation or open house
- Consider featuring a new product or collection
- Encourage registration among designers





# WINE & DESIGN

MAY 4, 2023

Looking forward to the evolution of CHILL in a reimagined event. Wine & Design will be promoted to an affluent consumer audience, giving them exposure to THE MART by specifically showcasing the first floor showrooms with an elegant experience.

## GET INVOLVED

- Entice attendees with upscale catering in your showroom
- Feature chef demos
- Highlight product features with quick demos





# SHOWROOM SOCIALS

Showroom Socials are a great opportunity to meet with other showrooms and enjoy some good food and drinks!

## THERE WILL BE A SOCIAL EVERY OTHER MONTH IN 2023:

February 14, 8:30 – 10am

April 12, 4 – 6pm

June 1, 8:30 – 10am

August 24, 4 – 6pm

October 10, 8:30 – 10am

December 5, 4 – 6pm  
(Showroom Holiday Party)

## GET INVOLVED

- Mark your calendars now!
- Make sure you and your staff attend!





# DESIGN DELEGATION

Design Delegation is the quarterly meeting of a showroom-nominated peer group of “second-in-command” designers at the top 50 Chicago-area firms. These designers are invited to spend the day at THE MART and get a first-hand look behind the scenes of the building and its showrooms.

## DATES:

January 26

March 7

May 18

July 20

October 12

December 7

## GET INVOLVED

- Let us know if you would like to host a Design Delegation Event





# BUSINESS OF DESIGN

Business of design is a preeminent series of lectures held at THE MART and in conjunction with ASID Illinois that focused on the business aspects of operating a design organization.

Partnering with associations, publications and thought leaders to offer elevated programming, promoted with the utilization of trade association lists.

## GET INVOLVED

- Host a lunch or reception in your showroom following a Business of Design lecture





# STUDENT OUTREACH

Work to support developing designers and strengthen school partnerships. Students are offered opportunities like guided tours, events, portfolio reviews and access to visit showrooms. Our first student event of the year is ASID Imprint on February 15.

## GET INVOLVED

- Let us know if there are any schools that you have a relationship with/want to invite to THE MART
- Let us know if you are willing to have student groups come tour your showroom





# THE MART AMBASSADORS

Designers with prominent social media followings are invited to come to THE MART as Ambassadors! This event brings in Designers six times a year to learn more about THE MART and help promote our showrooms to an even wider audience through their social medias.

## DATES:

February 23

April 13

June 13

August 22

September 27-28 (Design Chicago)

November 7

## GET INVOLVED

- Let us know if you would like to host the ambassadors
- Create a fun, Instagram-able stop during the event





## INDUSTRY PARTNERSHIPS

# EVENTS & PROGRAMS

### ASID IMPRINT — FEBRUARY 15

Student and Emerging Professionals Event focusing on the impact of design

### POWERHOUSE SMART LUXURY CONFERENCE — MARCH 1

Networking and education community for leaders in all areas of luxury design-build: luxury home construction, premium commercial development, and blue-chip real estate.

### AIA CRAN® SYMPOSIUM — MAY 25

Custom Residential Architects Network annual event

### LUXE RED AWARDS — JUNE 20

Luxe Interiors + Design's annual RED Awards honor the best residential architecture, interior design and landscape architecture projects across the country.



#### GET INVOLVED

- Host lunch or breakfast in your showroom
- Attend conferences & events
- Be aware of events by checking [themart.com](https://themart.com)



INDUSTRY PARTNERSHIPS

# LAKE FOREST SHOWHOUSE

MAY 6 – JUNE 4

THE MART is Platinum Sponsor for the Lake Forest Showhouse. This is a charitable event sponsoring the Infant Welfare Society of Chicago where top designers have the opportunity to create their own room in the house.

## GET INVOLVED

- Reach out to participating designers to make sure your product is used in the showhouse
- Attend the event
- Host an in-showroom event for participating designers before the showhouse opens







# AMENITIES



# DESIGNHQ

In DesignHQ, clients can meet with designers and discuss options without having to leave THE MART.

The space includes conference rooms that are available to book, complementary beverages and snacks, a coworking space, and a full-time concierge who is available to assist with any questions or concerns.

DesignHQ currently has 1800 members and continues to accept applications for new members.

## GET INVOLVED

- Submit a designer or architect for membership





# CONCIERGE

## DESIGN RESOURCE CENTER CONCIERGE

Located in the Design Resource Center in suite 163, the Concierge is dedicated to assisting showroom staff and designers with any needs that might come up.

## BUILDING CONCIERGE

On the first floor under the grand stair, our dedicated Concierge can help clients plan their day and navigate showrooms with a personal shopping guide.

## DESIGNHQ CONCIERGE

The dedicated DesignHQ Concierge manages the space and assists designers and consumers with any needs or questions that might arise while they are at THE MART.





# VIP PARKING

## OVERVIEW

Easy access to THE MART for qualified designers, architects, and builders to source and purchase products. This is a long-standing amenity for VIP designers.

Reward loyal, showroom-nominated customers with guaranteed, free daily parking.

## GUIDELINES

Showrooms nominate up to 30 designers for this benefit.

Approved designers receive a validation sticker for one year, complimentary parking.

Designers must be nominated each year for renewal.

Tenants, sales reps and vendors do not qualify, in order to save spaces for designers.

Staffed by THE MART security.





# DESIGN SERVICES

## DESIGNER ON CALL

Designer on call connects affluent homeowners with qualified designers. There is always a designer at the ready to help consumers with purchasing product or to assist with a complementary, 1-hour consultation.

Our goal is to provide seamless experience to consumers with education on the depth of our product offerings.

All inquiries related to Designer on Call can be directed to the full-time concierge at DesignHQ.







**SHOWROOM LEASING ACTIVITY:**

**350,000 SF 2020-2022**

**90,000 SF 2022**





# THE MART

A VORNADO PROPERTY

**BYRON MORTON**

Vice President, Co-Head of Leasing

(312) 527-7701

[bmorton@themart.com](mailto:bmorton@themart.com)

**CARY O'MALLEY**

Director of Leasing

(312) 527-7605

[comalley@themart.com](mailto:comalley@themart.com)

**TRACY SZAFARZ**

Director of Leasing

(312) 527-7881

[tszafarz@themart.com](mailto:tszafarz@themart.com)

**VORNADO**  
REALTY TRUST