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INDUSTRY NEWS

NeoCon launches new Web site
(April 07, 2010)

CHICAGO – MMPI and [Designer Pages](#) launched a new [NeoCon.com](#) Web site dedicated to providing information about the NeoCon World's Trade fair, June 14-16, at Chicago's Merchandise Mart.

The new site includes MyNeoCon, an interactive platform to help attendees explore exhibitors and products in advance of the show and save favorites in their NeoCon Guides. Attendees will be encouraged to share their NeoCon Guides with colleagues and to use a copy of the guide to help make the most of their time at the show.

The site will also feature NeoCon Live, a virtual press room that will allow all media covering the show to submit editorial that will be syndicated through the new Web site. NeoCon.com is live and will included expanded functionality of MyNeoCon starting May 1.



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