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DISCOVER THE OUTDOOR FURNITURE SHOWROOMS AT THE 2010 NEOCON® WORLD'S TRADE FAIR

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CHICAGO, IL (June, 2010) – The Chicago Merchandise Mart's casual and outdoor furnishings showrooms will be open to the design trade and attendees during the 2010 NeoCon® World's Trade Fair on June 14-16. Select showrooms also will be participating in the "Casual for Contract" display on the 8th floor in booth 8-9042. The Chicago Merchandise Mart is the leader in the casual and outdoor furnishings industry and is the go-to resource for trade professionals to find all the materials they need to create the ultimate outdoor living spaces.

NeoCon attendees can find everything they need for their outdoor furniture design projects in the 45 casual/outdoor furniture showrooms on floors 15, 16 & 17 open year round to the design trade. Attendees are also encouraged to visit the Casual for Contract booth, 8-9042, on the 8th floor to see a collection of product from select casual furniture showrooms.

Designers and architects looking for outdoor furnishings and accessories are also encouraged to attend the International Casual Furniture & Accessories Market™ taking place September 21 – 24, 2010 at The Merchandise Mart. The Casual Market is 100% dedicated to the outdoor industry with more than 350,000 square feet of exhibitors showcasing the newest products and trends for outdoor living. The market offers the most extensive collection of furnishings, accessories, umbrellas, hammocks and more.

This year the Casual Market is excited to announce Roger Thomas, executive vice president design for Wynn Design and Development, as its keynote speaker. A recognized leader in interior design for the hospitality industry, Roger Thomas was listed in Architectural Digest's AD 100 in 2010 and 2007. In 2008, he was named "Designer of the Year" at The International Hotel/Motel & Restaurant Show in New York and was elected to the Hospitality Design Platinum Circle in 2005 and received a Lifetime Achievement award from the Network of Executive Women in Hospitality in the same year. Thomas's keynote – Outdoor Elegance – will take place on Tuesday, September 21 at 3 p.m. For more information on the Casual Market, please visit www.casualmarket.com.