

NeoCon Says Attendance Up 10% This Year

Chicago, IL, July 2, 2010—Attendance at the 42nd annual NeoCon World's Trade Fair in June was more than 41,000 industry personnel, a 10% increase from 2009.

Over 700 showrooms featured products in more than 1 million square feet of space. The 2010 Best of NeoCon competition had more than 340 entries and thousands of new products were presented at the show.

NeoCon[®]
World's Trade Fair 2010

"For Johnsonite, NeoCon is a show of possibilities. It encourages attendees to imagine architecture and design possibilities and exhibitors to share new products and resources," said Jeff Krejsa, vice president of marketing for Johnsonite/Tarkett North America.

NeoCon included more than 150 CEU accredited seminars for attendees.

New to this year's NeoCon was the debut of Buildex Chicago, including 117 exhibitors featuring the latest new products and cutting-edge seminars for attendees in the building and property management industry.

NeoCon 2011 will take place June 13-15.
