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## FLOORING NEWS

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### NeoCon Attendance Up 10%

Friday, July 02, 2010

Chicago, July 1, 2010—Attendance at the 42nd annual NeoCon World's Trade Fair, held June 14-16 at The Merchandise Mart, Chicago, was more than 41,000 industry personnel, a 10 percent increase from 2009.

Over 700 showrooms featured their products in more than one 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.

Comments from NeoCon exhibitors about the show:

"Innovation and design are what drive this industry. Regardless of economic conditions—and perhaps because of them—clients face daunting challenges and seek real and inspired solutions. NeoCon Chicago is the de facto destination in North America for people involved with workplace furnishings to discover innovation," Bernard Tuohy, vice president marketing-design, Touhy Furniture Corporation.

"Once a year, NeoCon brings the world together to celebrate the best of the best – from new concepts, designs and trends, to new products and showrooms. It's always a great opportunity for us to validate our efforts," David Feldberg, president, Teknion Furniture

Systems Inc.

"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. This year there were more than 8,159 registrants. Programs included keynotes from four industry leaders: Majora Carter, executive director and founder of Sustainable South Bronx; Architect and designer Michael Graves; Margaret McCurry, selected as Architectural Digest's top 100 designers for 2010; Yves Behar, industrial designer and founder of fuseproject.

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 World's Trade Fair 2011 will take place June 13-15, at The Merchandise Mart, Chicago. For more information about NeoCon, visit [www.neocon.com](http://www.neocon.com)

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