

# NeoCon®

## **MEDIA ALERT** NEOCON®, JUNE 15-17, 2015

**What:** NeoCon® will celebrate its 47<sup>th</sup> anniversary as America's largest contract design exposition and conference. Held from June 15-17 at the Merchandise Mart in Chicago, it is the premier platform for connecting, learning and doing business in the commercial segments. The three-day fair features over 700 leading exhibitors and covers the spectrum of vertical markets including corporate office, education/institutional, environmental/sustainable, healthcare, hospitality/retail, lighting and stone/tile.

Since the show's inception in 1969, the NeoCon show management team has remained focused on evolving the event to keep in step with changing commercial design and business trends. To this end, the 2015 edition will offer:

- New and freshly redesigned showrooms including six new permanent additions to the Mart
- Product launches and technological innovations from over 700 exhibitors.
- 100 new exhibitors on floors 7&8 - with newly organized product categories including Flooring, Furniture & Fabrics on 7<sup>th</sup> Floor and Interior Building Products, Interior Finishes & Materials and Technology on 8<sup>th</sup> Floor.
- New NeoCon App – available on the App Store and Google Play - to search & locate exhibitors, utilize interactive floor plans, find best routes, create schedules, upload photos, access social media, search speakers and programming, receive show and schedule updates and more.
- An inspiring seminar series including keynotes from top design industry influencers including Patricia Urquiola presented by Haworth & IIDA, Jason Silva presented by OFS Brands & ASID, and Martin Lesjak and Anastajia Sujic presented by Mohawk Group and AIA Chicago.
- Over 100 CEU seminars, tours, association forums and special events both on and off-site.
- Festive events on the new and improved South Drive of the Merchandise Mart including the HiP at NeoCon Party on Tuesday, June 16 from 5-7PM (<http://hiphiphooray.splashthat.com/>), outdoor lounges to recharge and a daily taste of Chicago with a selection of the Windy City's premier food trucks.
- Showroom parties on floors 1, 3, 10 and 11 from 5-7PM on Monday, June 15.
- Cocktails, conversations, and connections on Floors 7 & 8 from 3-5PM on Tuesday, June 16.
- Showroom/exhibitor giveaways and interactive social campaigns including a LIVE from the show floor Tweet Chat on Tuesday, June 16 at 3PM.

Interviews with exhibitors, show management, and seminar speakers are available prior to, during, or after the show. Media can visit the show's online pressroom at [www.neocon.com](http://www.neocon.com) to download press releases and announcements. The site also features an image gallery and fast facts.

For exhibitor news, images and real-time information, follow NeoCon on the following social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [Pinterest](#) and [Vine](#).

**When:** Monday, June 15, 9:00AM - 5:00PM  
Tuesday, June 16, 9:00AM - 5:00PM  
Wednesday, June 17, 9:00AM - 3:00PM  
Open to trade professionals only.

Registration for NeoCon 2015 is required.

Complimentary online registration is open through June 12th. On-site Registration is \$25. Badges can now be picked up early on the first floor of the mart on Saturday, June 13th, 9am-4pm and Sunday June 14th, 9am-5:30pm. Keynote Presentations: Free, CEU Seminar Registration: \$65 each On-Site, Special Event Registration: Fees vary.

Press: Pre-registered press can come to the pressroom to pick up their badges. Those who have not yet registered online should come to the Press Room on the 7<sup>th</sup> floor to register with credentials.

**Where:** The Merchandise Mart Chicago, 222 W Merchandise Mart Plaza

**Who:** The show is produced by Vornado Realty Trust | Merchandise Mart

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Vornado Realty Trust | Merchandise Mart, a division of Vornado Realty Trust, is a leading owner and operator of integrated showroom and office buildings, as well as trade show facilities, bringing buyers and sellers together through market events, trade and consumer shows, and conferences each year. We are committed to creating sustainable environments in the properties we manage and the communities we serve.

Vornado Realty Trust, based in New York City, is a fully integrated equity real-estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.