

# NeoCon®

## **FOR IMMEDIATE RELEASE**

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## **NORTH AMERICA'S LARGEST CONTRACT FURNISHING TRADE SHOW FEATURES TOP MANUFACTURERS, NEW PRODUCTS**

**CHICAGO** (March 3, 2011) - NeoCon® returns June 13-15, to Chicago's Merchandise Mart with an exciting array of the newest products in the commercial furnishings industry, top-name keynote speakers and cutting-edge educational seminars. NeoCon is North America's largest conference and exhibition for the design and management of the built environment. It is where the design world comes together for three days of pure energy, bursting with new thinking, new resources and networking opportunities.

This year's NeoCon will offer 140 CEU-accredited seminars, industry association forums and keynote presentations, giving trade professionals the opportunity to discover the newest trends and techniques from some of the top-names in the industry. Keynote speakers at this year's show include CEO of Frisker Automotive, Henrik Fisker; actor and environmental activist Ed Begley; film and television set director Amy Wells, sponsored by Paoli; Editor-in-Chief of Architectural Digest, Margaret Russell; and President and CEO of Global Green USA, Matt Peterson, sponsored by Allsteel. Keynote programs are open to trade professionals for \$25 and are worth 0.1 CEU credit.

More than 40,000 industry professionals from around the world will have the opportunity to experience thousands of new products from more than 700 of the world's top furnishings manufacturers for commercial office, residential, health care, hospitality, institutional and government design environments. Products will span a wide range of categories, including: architectural products, artwork and accessories, building products and services, fabric, floor coverings, furnishings, kitchen and bath, lighting, outdoor furniture, stone and tile, sustainable design products, technology, textiles and wall coverings.

The Furniture Revolution Gallery will return to NeoCon for a second year to find America's next great designer. The Gallery, located on the NeoCon showfloor, offers design students and young designers just out of school the chance to get their unique product in front of the world's top manufacturers.

NeoCon attendees are encouraged to pre-register by June 6 to save time and money. As part of a new effort to increase online pre-registration, attendees who register at [www.neocon.com](http://www.neocon.com) by June 6 will be admitted into the show at no charge. Attendees who wait to register on-site will be charged \$25 for a show badge.

For more information about NeoCon, visit the [www.neocon.com](http://www.neocon.com) or call (800) 677-6278 (MART). Outside of the United States call (312) 527-7600. NeoCon is only open to trade professionals with proper credentials.

NeoCon® World's Trade Fair is a registered trademark of MMPI.

**MMPI** is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building, 7 W New York, and Piers 92 & 94 in New York City; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; the Washington Design Center in Washington DC.

Vornado Realty Trust, owners of MMPI, 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.

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