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**MEDIA CONTACT:**

Natalie Campbell

NeoCon East Public Relations

Office: (312) 420.2225

E-mail: [neoconeastpr@gmail.com](mailto:neoconeastpr@gmail.com)

**INCREASED ATTENDANCE AND EXHIBITOR PARTICIPATION MAKE NEOCON® EAST 2011 THE MOST SUCCESSFUL SHOW TO DATE**

**CHICAGO/BALTIMORE, MD (November 15, 2011)** – The ninth annual NeoCon® East brought in 6,748 attendees and 267 exhibitors to the Baltimore Convention Center, November 2-3, 2011 once again making it a hugely successful show in the Mid-Atlantic region.

“NeoCon East has grown tremendously since it was launched in 2003, which is indication of how important the Federal Government has become to many manufacturers,” said Mark Falanga, president, MMPI. “We continue to see growth in the number of attendees, which is an 8 percent increase over 2010, as well as the numbers of quality exhibitors. These numbers prove that the NeoCon East show is the largest and fastest growing commercial furnishings exposition on the East Coast.”

Of the 267 exhibitors NeoCon East hosted 189 were on the GSA schedule, more than any other NeoCon East show. This is the largest concentration of products and services for commercial interiors on the GSA schedule, making NeoCon East the most cost-effective method for attendees to source products for interior design projects. The show also featured Government Interiors, which focused on products and services geared to federal government procurement specifiers, and a GSA Integrated Workplace Acquisition Center booth on the show floor to assist attendees.

NeoCon East offered more than 30 CEU-accredited programs in 12 distinct educational tracks. It also offered free 60-minute GSA-sponsored seminars. This year’s keynotes, Victor Olgay, AIA of the Rocky Mountain Institute and Jhane Barnes, men’s fashion designer, and an innovator in contract and interior textiles, carpeting, eyewear, and office furniture, were hugely successful with standing room only attendance.

NeoCon East is the premier design exposition for commercial interiors with a focus on the federal government. The show features two exciting days of new products, special events, educational offerings and guest speakers for industry professionals.

NeoCon East 2012 will return October 17-18, 2012 to the Baltimore Convention Center. For more information visit [www.neoconeast.com](http://www.neoconeast.com) or call (800) 677-6278 (MART).

**About MMPI**

MMPI is the world’s leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; 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; and Cleveland Medical Mart & Convention Center in Cleveland.

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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