

**NEOCON® EAST WILL DELIVER POWERFUL + PRODUCTIVE  
INDUSTRY MOMENT FOR THE NORTHEAST REGION  
SOLUTIONS, RESOURCES, EDUCATION & EVENTS  
November 9 & 10, 2016  
Pennsylvania Convention Center**

Philadelphia, PA (October 2016) This November 9-10, NeoCon East will transform the Pennsylvania Convention Center into a lively hub for the commercial interiors industry, attracting over seven thousand top professionals across the Workplace, Healthcare, Education, Public Space, Hospitality, Retail and Government sectors. Now in its 14th year, it has become known for its ready-to-specify solutions, compelling educational programming and entertaining networking events. Exciting keynotes include Co-Founder/CEO of Architizer & Partner of HWKN Architecture, Marc Kushner, as well as visionary industrial designer/ Co-Founder of Birsel + Seck, Ayse Birsel. The show's special features and strategic partnerships with IIDA PA/NJ/DE, GSA, IWBI, DVGBC and AIA Philadelphia have made it an even more dynamic event. NeoCon East will once again be co-located with AIA Philadelphia's Design on the Delaware Conference, offering reciprocal resources to hundreds of principal-level architects in attendance. There will also be new educational opportunities, like the timely WELL Workshop presented by the highly regarded International WELL Building Institute and the Delaware Valley Green Building Council.

Lisa Simonian, Vice President of Marketing, theMART, says, "A major reason why NeoCon and NeoCon East are so critical to the industry lies in their power to connect all the key players in one place. With its more intimate environment, NeoCon East is really the place where relationships continue and business gets done. To complement the show floor experience, we've made sure to include networking opportunities with the region's most influential associations and attendees, such as the Opening Night Party co-hosted with IIDA PA/NJ/DE, as well as the Design on the Delaware Kick Off Party which will immediately follow."

#### **FEATURES/SPECIAL PRESENTATIONS**

New this year, NeoCon East is partnering with the International WELL Building Institute and the Delaware Valley Green Building Council to present the WELL Workshop. "Understanding the WELL Building Standard" is a 2-hour workshop designed to introduce the Standard's ideology, structure, and certification process. Attendees will learn how to harness the built environment as a vehicle to support human health, well-being, and comfort.

The show will once again run concurrently at the PCC with AIA Philadelphia's Design on the Delaware Conference. The 14th Annual Design on the Delaware Conference focuses on issues and opportunities of the built environment with general sessions, seminars, and tours. NeoCon East attendees can take advantage of reciprocal registration and sign up for conference programs a la carte.

The show's fall timing is ideal for post-NeoCon product availability and for government procurement as it coincides with the federal budget cycle. NeoCon East has the largest concentration of products and services under GSA's Multiple Awards Schedule.

#### **EVENTS**

##### **Philadelphia Block Party**

##### **Show Floor**

##### **Wednesday, November 9th, 4-6PM**

Day one will wrap up with an Opening Night Party co-hosted with IIDA's Pennsylvania, New Jersey and Delaware chapter. There will be Philadelphia-style food, drinks and fun across the show floor.

Hospitality sponsored by AIS, Bentley, Group Lacasse, and Wolf Gordon.

Registration is available [here](#).

##### **Design on the Delaware Kick Off Party Center For Architecture And Design (1218 Arch Street)**

### **Wednesday, November 9th, 6-8PM**

AIA Philadelphia invites NeoCon East attendees to network and enjoy hors d'oeuvres and refreshments at its headquarters across the street from the Pennsylvania Convention Center, immediately after the Philadelphia Block Party.

Registration is available [here](#).

DIFFA (Design Industries Foundation Fighting AIDS) will return to NeoCon East to raise awareness for its cause with the Specify With Care program, featuring designated collections that support its mission, and special merchandise, which will be available for purchase.

#### **PROGRAMMING**

Headlined by Marc Kushner and Ayse Birsel, the NeoCon East team has tapped into the experts this year for programming, delving head-on into new and regional case studies. Offering over 25 CEU accredited programs across a wide range of topics and vertical markets, the event is also a crucial moment for regional commercial interiors professionals to connect and learn. Presented by thought leaders from a range of disciplines, this year's lineup includes sessions from the teams behind such pivotal projects as the redesign of the Sandy Hook School, and the game-changing online tool for government buyers, Acquisition Gateway, to name a few. A full listing of seminars can be found at [www.neoconeast.com/education/ceu-seminars](http://www.neoconeast.com/education/ceu-seminars)

#### **AWARDS PROGRAMS**

##### **IIDA/Contract Magazine Booth Design Awards at NeoCon East Awards**

An innovative award recognizing corporate branding initiatives for show displays, this annual competition recognizes outstanding creativity in booth design at NeoCon East each year. Design criteria includes the originality of design, visual impact, effective use of materials and the outstanding use of space, color, texture, lighting and graphics. Winners will be announced at the IIDA booth at NeoCon East and featured in IIDA social media and Contract magazine.

##### **Best of NeoCon® Winners**

Best of NeoCon 2016 recipients that are exhibiting at NeoCon East, will be highlighted at the show. Judging is completed during the NeoCon show in Chicago by over 40 facilities managers and interior designers, who award commercial interior products that display the most innovative concepts in 42 categories.

Credentialed media can [register](#) for the show for free on [www.neoconeast.com](http://www.neoconeast.com), as well as visit the digital pressroom at to download [press releases](#). The site also features an [image gallery](#) and fast facts. For exhibitor news, images and real-time information, follow NeoCon Shows on the following social media channels: [Facebook](#) (@NeoCon Shows), [Twitter](#) (@NeoCon\_Shows), [Instagram](#) (@NeoCon\_Shows), [LinkedIn](#) (NeoCon Shows), [Pinterest](#) (@NeoCon Shows), and Snapchat (@NeoConShows).

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