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Federal Design Takes Focus at NeoCon® East

13 October, 2010



Just when you thought you had a moment to take a breather after a deluge of design at NeoCon® 2010 this past June in Chicago, it's time for [NeoCon® East](#) to take the stage. The eight annual conference and exposition for design and management professionals in the Mid-Atlantic region will run October 28-29 at the Baltimore Convention Center.

“NeoCon East has grown each year over the last eight years, which can be attributed to the strength of the government market place and Mid-Atlantic region that supports the show. NeoCon East is now firmly positioned as the ‘must attend’ design event for the East Coast,” says Mark Falanga, senior vice president of trade show and property management company MMPI, producer of NeoCon® and NeoCon® East. “NeoCon East provides attendees not only the latest information and trends, but also the newest products and a cutting edge educational track.”

This year, more than 7,500 industry professionals are expected to attend NeoCon East, including architects, interior designers, facility managers, federal government specifiers and procurement officers, and space planners. Registration, available at neoconeast.com, is free for government employees.

What to Expect

NeoCon® East will feature in a 185,000-sq.-ft. space more than 250 exhibitors, who will showcase the latest releases in design products, resources, and services across a multitude of markets, including Corporate, Hospitality, Healthcare, Retail, and Government and Education/Institutional interiors. Highlighted products will include accessories, architectural/building products, corporate art, carpet/flooring, ceiling systems, furniture, industry resources, seating, software technology, technology support, stone and tile, sustainable/green products, textiles, and wall treatments.



The conference will feature two keynote



speakers: Emile Monette (*shown left*), director of the program analysis division in the Federal Acquisition Service at the United States General Services Administration (GSA), on October 28 and Clodagh (*shown right*), creator of the Life-Enhancing Minimalism brand, on Friday, October 29. Both addresses will be held at 12:15 p.m.

During its two-day span, NeoCon® East will host more than 30 CEU-accredited seminars, with 40 speakers presenting on the industry's most relevant and hot-button topics—such as the design of public spaces and federal buildings—in 12 trends: Office Design, Facilities Management, Facilities Construction/Renovation, Green Design, Government Interiors and Services, Healthcare & Senior Housing, Health, Safety & Welfare, Hospitality, Institutional, Lighting, Professional Development, and Residential. All 60-minute seminars are free to government employees (with an employee ID) and GSA-sponsored seminars are free to all attendees.

Scheduled seminars include: “Color of Light,” by Avraham Mendall Mor on Oct. 28 at 8 a.m.; “Expediting Procurements,” by Jaime Kern on October 28 at 9 a.m. and 1 p.m.; “Foundation for Growth: A 4-Year Look Back at Olympus Americas, Inc.,” by Howard Skoke and Priscilla St. Jacques-Glusko; “Furnishing the Future When the Future is Now,” by Kevin Kelly on October 29 at 9:30 a.m.; and “Office Design for Productivity,” by Abigail Perkins on October 29 at 11 a.m. A full list of speakers and seminars is available at the NeoCon® East Web site.



Special Events and Attractions

NeoCon® East also will host several special events and attractions, such as the “State of the Design Professional Panel,” moderated by Jennifer Busch, editor in chief of *Contract magazine*, on October 28 at 3 p.m in the theater on the show floor. The panel will feature a discussion among several firm principals—Kay Sargent, principal of IA Interior Architects; Bob Fox, principal of Fox Architects; Neal Sumner, principal of SKB Architects; and Ruth Jansson, associate principal of Aecom—to explore today's industry challenges and opportunities. The panel

will be followed by the “Dream Team” excellence awards announcement and presentation.

For the first time, attendees of NeoCon® East will be able to view a showcase of the Best of NeoCon® award-winning products, selected by a panel of judges at NeoCon® World's Trade Fair 2010 in Chicago. The annual Best of NeoCon® awards honor new products introduced to the U.S. market since the close of NeoCon® the previous year. The competition anticipates one Gold Award and one Silver Award in each category (Gold Award for the top winner; Silver Award for the next highest-scoring entry), along with Innovation Awards, Editors' Choice Awards, and one Best of Competition Award. Preview the 2010 Best of NeoCon® winners at ContractDesign.com

How to Register

To register for NeoCon® East and to apply for complimentary admission, visit www.neoconeast.com. Online registration for seminars and special events is now available. Pre-registration ends Oct. 20. For more information, call 800.677.6278 (MART) or visit www.merchandisemart.com.



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