



## **NeoCon East features federal design focus**

*November 19, 2009*

The seventh annual NeoCon East drew 7,331 attendees and 271 exhibitors to the Baltimore Convention Center from Oct. 28-29. Sixty percent of the exhibitors were involved with the GSA (U.S. General Services Administration), making what show organizers called "the largest concentration of products and services for commercial interiors on the GSA schedule" in the Northeast.

"The number of attendees and exhibitors at this year's NeoCon East shows its strength as the premier show for the federal design community," said Mark Falanga, senior vp of MMPI, which hosted the show. "Exhibitors' focus on government business is what makes the show one that is in demand, so much so that we are already experiencing a strong exhibitor re-sign rate for the 2010 show in Baltimore."

The show also featured a Government Interiors exhibit, which focused on products and services geared to federal government procurement specifiers, along with a GSA Integrated Workplace Acquisition Center on the show floor to assist attendees.

Additionally, NeoCon East offered 53 CEU-accredited programs, the most in its history. The show also included free 60-minute seminars and free GSA-sponsored seminars to government employees.

NeoCon East 2010 will return Sept. 29-30, 2010, to the Baltimore Convention Center. For more information visit [www.neoconeast.com](http://www.neoconeast.com) or call (800) 677-6278 (MART).