

# *Red Carpet Concierge Convention & Trade Shows*



**NeoCon<sup>®</sup>**

Change Design...Change the World

## NEOCON® 2011 FACT SHEET

The 43<sup>rd</sup> annual NeoCon®, the National Exposition of Contract Furnishings, is North America's largest exhibition of contract furnishings for the design and management of the built environment. NeoCon features the latest design trends, products, and concepts in office, healthcare, hospitality, residential, institutional and government interior environments from more than 700 showrooms and exhibitors. Additionally, this premier contract show features a variety of show components, including the Buildings Show®, NEWHospitality, Fine Design and LuxeHome.

NeoCon offers the most comprehensive conference schedule in the industry with more than 140 CEU-accredited seminars, industry association forums, and keynote presentations. The NeoCon conference covers a wide range of subjects and discussion topics in the following educational tracks: Dealer Strategies; Environmental Design; Facilities Construction & Renovation; Facilities Technology; Healthcare Design; Hospitality Design; Institutional Design; Lighting Design; Office Design; Professional Development; Residential Design; Senior Housing; Workplace, Health & Safety.

The Furniture Revolution Gallery will return to NeoCon for a second year to find America's next great designer. The Gallery 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.

### KEYNOTES:

Matt Peterson

President and CEO of [Global Green USA](#).

Peterson is an environmentalist who works with elected officials, business leaders and celebrities to help educate and motivate the public about the challenges and the solutions for combating global warming.

Amy Wells

Film and television set decorator

Wells is an Emmy-nominated film and TV set decorator for AMC's "Mad Men," "America Pie," "Clueless," "The Single Man," the LA movie scenes for "Sex and the City" and, most recently, "House."

Henrik Fisker

CEO of Fisker Automotive

Fisker is the leading automobile designer and CEO of Fisker Automotive. He is also the initial designer of Fisker Karma and the Tesla Model S a full-sized, luxury, battery electric sedan.

Ed Begley

Actor and environmentalist

Begley is an Emmy-nominated actor, TV host, environmentalist activist and author of two eco-based books who takes personal responsibility for the environment.

Approximately 40,000 trade professionals are expected to attend NeoCon 2011, including: architects, interior designers, facility managers, space planners, dealers/distributors, manufacturers/ reps, corporate real estate executives, office managers, purchasing managers, project managers, press and students.

Encompassing 1 million square-feet of exhibition space on 10 floors of The Merchandise Mart in Chicago.

Thousands of commercial furnishings products and services will debut at NeoCon, such as: architectural products; artwork and accessories; building products and services; fabric; floor coverings; furniture; kitchen and bath; lighting; outdoor furniture; stone and tile; technology; textiles; and wall coverings.

WEB SITE: [www.neocon.com](http://www.neocon.com)

NeoCon® is a registered trademark of MMPI.





NeoCott  
JOEY P.  
SQUERRELL  
CONTEL INC.  
EXHIBITOR

NeoCott  
VERONIQUE  
GIASSON  
MONTTEL  
EXHIBITOR

who is the

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 silver award  
Technology Support

CONTRACT LL&A PRIMA INTEGRITY

 EVO

 **Signature Office Products**  
EVO  
Adjustable  
Desk



rightangle  
new height

sit in style

- 2005
- 2002
- 2001
- 2000
- 1999
- 1998

150

Are you Truly Green?





FURNITURE  
RECOGNITION

**Cocoon**

Designed by  
**Felicia Dean**

University of North Carolina  
at Greensboro

Sponsored by





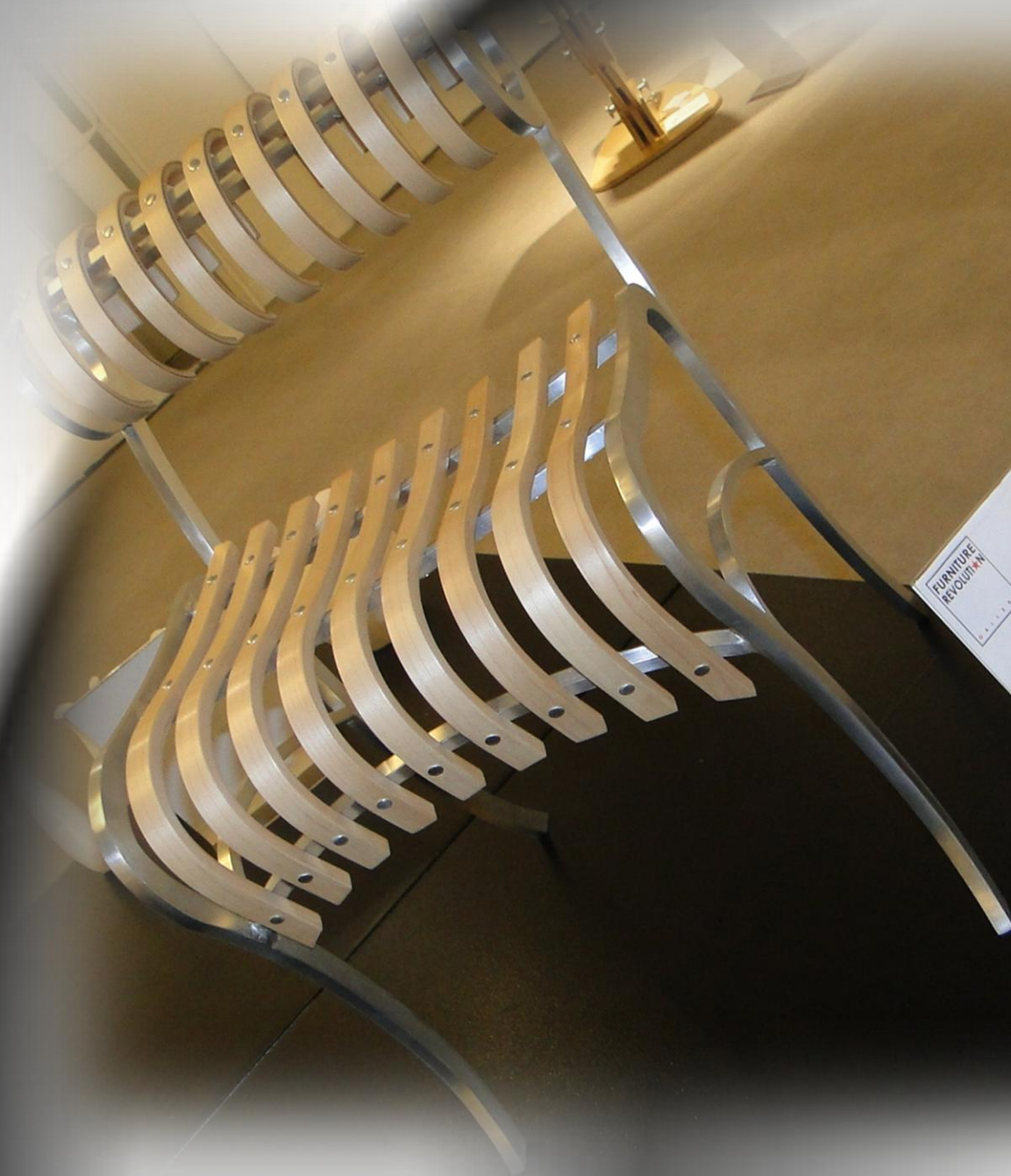
*Contour Chair*

Designed by  
**Matt Ovel**

Kansas State University

Sponsored by 





FURNITURE  
REVOLUTION  
M.A.A.A.A.

*Paris*  
Designed by:  
**Kalin Asenoy**

Savannah College of Art and Design

Sponsored by 





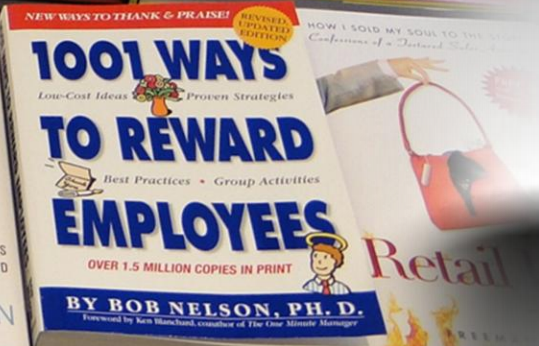
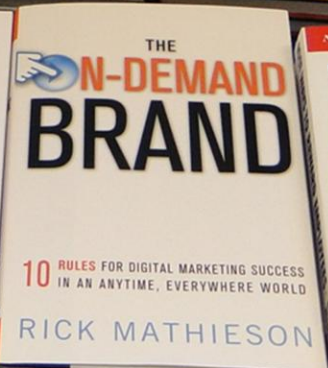
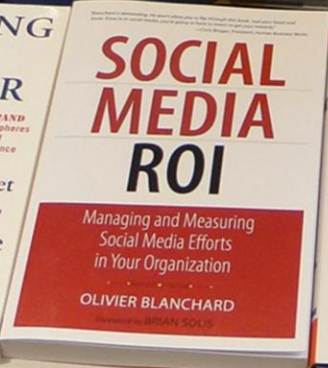
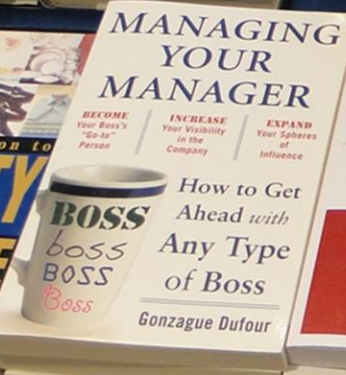
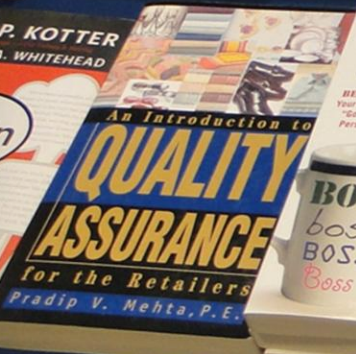
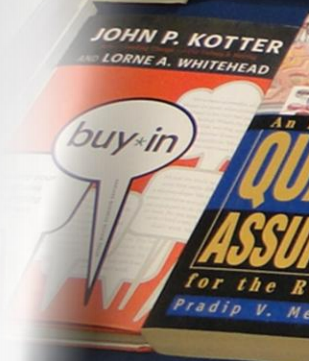
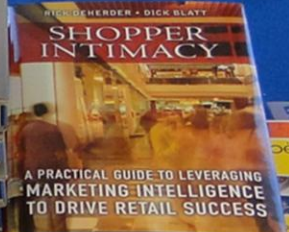
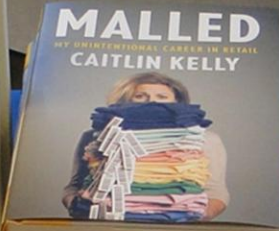
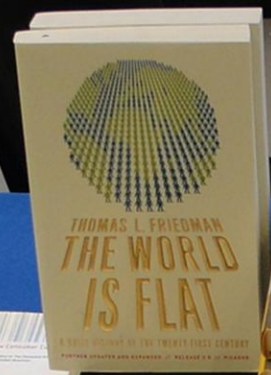
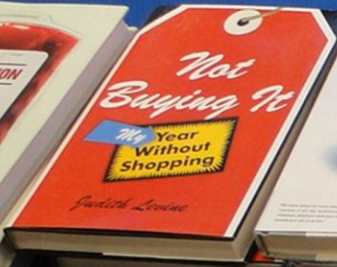
AMERICAN SOCIETY OF INTERIOR DESIGNERS

asidatnecon.com JUNE 13-15, 2011

ASID NeoCo  
DESIGN EXPERIENCE

AMERICAN SOCIETY OF INTERIOR DESIGNERS











# TIGER CONTRACT

PROVOCATIVE



NeoGIE  
LARA  
PROVETTS  
TIGER CONTRACT  
KEMPTON

NeoGIE  
MALCOLM  
TIGER CONTRACT  
KEMPTON

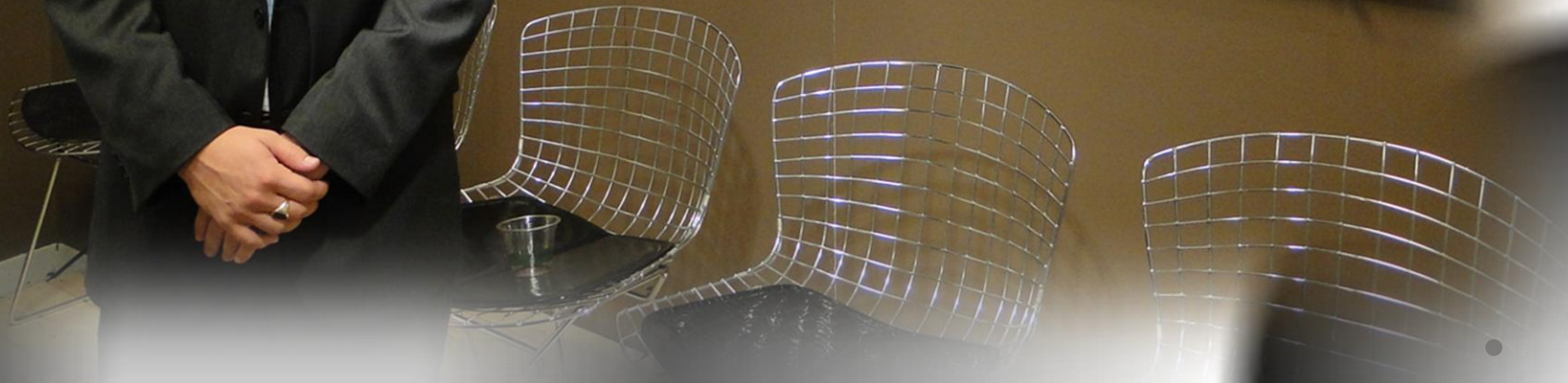
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INFINITE LEATHER  
MADE IN ITALY BY GRUPPO PERETTI

Boho  
LEATHER

TIGER  
CONTRACT



ES

Options



# EVANS CONSOLES







7-7074

EXIT

**FREEAXEZ**  
LOW PROFILE ACCESS FLOOR SYSTEM

**ALL STEEL  
CONSTRUCTION**

**LENT  
STICS**

PROVIDER

**HIGH  
WIRE M**

MADE IN  
USA





GREAT OPENINGS



GREAT OPENINGS  
Need Support

GREAT OPENINGS  
GREAT OPENINGS

OPENING OFFICE

TELL US ABOUT YOUR COMPANY





PHILIPS  
Grand Lighting

Enhancing Life with Light  
Grand Lighting Solutions

PHILIPS  
Grand Lighting





SITMATIC

8-7093

8-7094

Pulse

GRESSCO

GRESSCO LTD.

HABA HABA





Offices TO GO

NEOL OFF  
LOWELL HENDRICKS  
ARCHITECTS  
EXHIBITOR

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It has been our pleasure to attend NeoCon and share our experience with you. The Merchandise Mart and all its glory shares the limelight for showcasing the future of office furniture for the progressive company.

Each area was a delight to chat with and in so promote their company.

If you see something new and exciting please feel free to contact us and we will do our best to connect you with your quest.

Red Carpet Concierge opens up new doors every day and we are moving well beyond our original format. We include new companies that give us an edge to promote and broaden our readers perception of business.

Sandra Smith-Doghmi  
Founder/President  
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