



**NEOCON® EAST SOLIDIFIES PLANS FOR PHILADELPHIA Exciting  
Industry Association Collaborations & Co-Located Events October  
28th & 29th  
Pennsylvania Convention Center**

Philadelphia, PA (July 2015) Plans for the 13th edition of NeoCon East (October 28-29, 2015) are well underway as the premier commercial design exposition and conference for the mid-Atlantic design community makes its move to Philadelphia. Organizers are already experiencing the city's "Brotherly Love" as a number of local design associations have welcomed the show with open arms. NeoCon East will be partnering with IIDA Headquarters, as well as regional chapters including IIDA PA/NJ/DE and AIA Philadelphia to offer dynamic programming and major regional networking events and opportunities. In addition, DIFFA (Design Industries Foundation Fighting AIDS) will be adding to the richness of the show for a second year in a row, this time bringing its Specify With Care cause-related marketing program to the exhibition floor.

NeoCon East Vice President of Sales, Julie Kohl, says, "Philadelphia's regional design associations are some of the strongest in the US. What better way to start off our first year in a new city than by connecting with the local A & D community through its highly active industry organizations. We're pleased to be hitting the ground running by partnering with them and DIFFA in creative and engaging ways. These relationships reinforce our standing as an important industry show with strong roots in the GSA/Government community and an increasingly powerful influence across all the key commercial vertical markets that converge at NeoCon Chicago."

IIDA Headquarters will kick things off with its Eastern Regional Leadership Breakfast, which will take place Wednesday, October 28th, before the show opens. The gathering is sponsored by NeoCon East and will draw chapters from Pennsylvania, New Jersey, Delaware, Washington D.C., Baltimore, Richmond, and NY. The IIDA PA/NJ/DE chapter, in collaboration with show organizers, will round out the first day in style with a celebratory cocktail party from 4-7pm. The event will incorporate the organization's successful annual Product Parade—last year's edition attracted over 600 area design professionals. Alexandra Overton, Philadelphia City Center Director, comments, "We look forward to bringing the 'flavor' and uniqueness of our Product Parade to NeoCon East in Philadelphia. It is sure to excite and inspire."

AIA Philadelphia is also getting in on the NeoCon East excitement, co-locating its annual Design on the Delaware Conference at the show. The event brings together 300 principal-level architects from the Greater Philadelphia region and will offer 32 programs, three general sessions, 12 tours and a design charrette at the

Pennsylvania Convention Center. NeoCon East attendees can take full advantage of these event offerings. Accordingly, Design on the Delaware attendees will have complete access to the NeoCon East exhibit hall, as well as keynotes, seminars and CEUs. In addition, AIA Philadelphia will host the official NeoCon East bookstore and have a booth on the show floor.

Pat Gourley, AIA Philadelphia's Managing Director says, "Our partnership with NeoCon East is a win-win, expanding the diversity of programs available to Design on the Delaware attendees and vice versa. This year participants will be able to register for individual programs being offered at Design on the Delaware and NeoCon East providing conference goers more flexibility in selecting programs that fit their educational needs."

Coming in from NYC, DIFFA will have its own booth on the show floor. The space will highlight collections from several commercial interiors manufacturers who are participating in its Specify With Care cause-related marketing initiative. Through the program, companies donate a percentage of sales from designated products/lines to DIFFA. The vignette will not only add to the already robust product offering on display at NeoCon East, it will help support DIFFA as they raise awareness and funds for the important cause.

More information and updates on keynotes, seminars, exhibitors and special events can also be found at [www.neoconeast.com](http://www.neoconeast.com). For exhibitor news, images and real-time information, follow NeoCon East on the following social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [Pinterest](#) and [Vine](#).

Registration opens in August and can be completed online at [www.neoconeast.com](http://www.neoconeast.com) up until October 23rd. Registration is also available on-site beginning at 7:30 each morning of the show. Media can visit the online pressroom at [neoconeast.com/show-information/press-room/](http://neoconeast.com/show-information/press-room/) to download official show and exhibitor press materials.

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