



NEOCON® EAST TAKES ON PHILADELPHIA IN 2015

October 28th & 29th
Pennsylvania Convention Center

Chicago, IL. (February 2015) Vornado Realty Trust/Merchandise Mart is pleased to announce that the 13th edition of NeoCon East (October 28-29, 2015) will be moving to the vibrant and historic city of Philadelphia. Held in Baltimore for the past 12 years, the leading design show and conference program for the commercial interiors industry on the East Coast will now call the Pennsylvania Convention Center its center of command. The state-of-the art exhibition space is located in the heart of the city, just steps away from the GSA's national headquarters. From its convenient location, to its powerful economy, organizers identified the "City of Brotherly Love" as the ideal host for the show, enhancing the NeoCon East experience and extending greater benefits to exhibitors and attendees.

NeoCon Vice President of Sales Julie Kohl says, "NeoCon East has had many successful years in Baltimore. We took the decision to relocate very seriously to ensure that it offers the best solution for our show, our exhibitors and our attendees. As we continue to grow, we recognize the need for a new home base that allows us to reach a larger, highly influential audience. We found that in Philadelphia."

The Greater Philadelphia area consists of eleven counties and three states – Pennsylvania, New Jersey and Delaware and is considered the US's wealthiest and most densely populated region. Lisa Simonian, NeoCon's Vice President of Marketing adds, "This region has a very strong A&D community, a comprehensive network of design industry associations and is easily accessible from D.C., Baltimore and NYC - all under two hours away by train or car. Business is booming across key vertical industries including Healthcare, Education, Hospitality and Office. We can't wait to take advantage of all that this move has to offer."

Philadelphia's regional design associations are some of the strongest in the US. Show organizers are already working with key partners like IIDA and AIA to explore special initiatives. In addition, they are developing dynamic programming and organizing a rich offering of resources for the milestone year. A GSA focus will also be maintained, optimizing the GSA's Philadelphia headquarters and the significant number of federal government agencies in the region. More exciting announcements will be made as the show date nears.

NeoCon® East is a registered trademark of Vornado Realty Trust/Merchandise Mart.

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An updated neoconeast.com website will be live early March.

Vornado Realty Trust | Merchandise Mart, a division of Vornado Realty Trust, is a leading owner and operator of integrated showroom and office buildings, as well as trade show facilities, bringing buyers and sellers together through market events, trade and consumer shows, and conferences each year. We are committed to creating sustainable environments in the properties we manage and the communities we serve.

Vornado Realty Trust, based in New York City, is a fully integrated equity real-estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.