

EXHIBITOR PROSPECTUS

The Contract Industry's Most Innovative Companies
Exhibit at NeoCon East

NEOCON EAST



NeoCon® East

PHILADELPHIA

NOVEMBER 15 & 16, 2017

[Pennsylvania Convention Center](#)

[NeoConEast.com](#)

NeoCon East features more than 200 leading companies showcasing the best in new products and services—ready to specify—for the commercial interiors market. Exhibiting companies reach a wide range of vertical markets including Workplace, Government, Healthcare, Hospitality, Retail, Education and Public Space.

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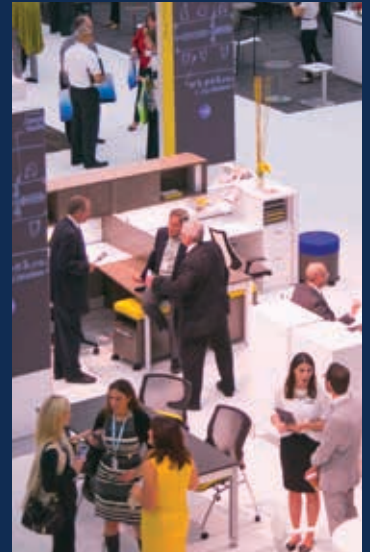
Exhibit at NeoCon East 2017 and be a part of the premier design exposition and conference for commercial interiors on the East Coast.

Reach an audience that works across multiple market segments:

- › **WORKPLACE**
- › **GOVERNMENT**
- › **HEALTHCARE**
- › **HOSPITALITY**
- › **RETAIL**
- › **EDUCATION**
- › **PUBLIC SPACE**

Connect with industry professionals looking to specify your innovative products and solutions:

- | | |
|---------------------------------|----------------------|
| Accessories / Worktools | Lighting |
| Architectural Building Products | Seating |
| Art | Signage |
| Carpet | Sustainable Products |
| Caseloads | Systems Furniture |
| Files & Storage | Tile and Stone |
| Finishes & Materials | Technology |
| Flooring | Technology Support |
| Furniture | Textiles |
| Industry Resources | Wall Systems |
| Interior Building Products | Wall Treatments |



NeoCon East delivers a qualified audience of over 7,000

NeoCon East attendees have buying power:

90%

Plan to specify / purchase products that they see at NeoCon East within the next 12 months

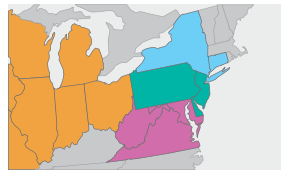
84%

Are the primary decision-makers or influence decision making

58%

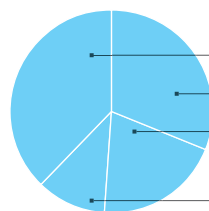
Of attending A&D firms specify over 1 million dollars a year in interior products

NeoCon East attendees hail from the East Coast corridor and beyond. Targeted states include:



- 67%** Delaware / New Jersey / Pennsylvania
- 38%** Maryland / Virginia / West Virginia / Washington DC & Southeast
- 10%** New York & Northeast
- 3%** Midwest

Target Audiences:



- 38%** Interior Designer / Architect
- 31%** Dealers / Rep Groups
- 20%** Facility Managers / Purchasing Agents / End-users / Commercial Real Estate Services
- 11%** Academia / Press

NeoCon East Inspires and Educates

NeoCon East's design expo is complemented by its world-class programming. In addition to two keynote presentations from leaders in the industry, NeoCon East offers A&D professionals more than 25 compelling CEU-accredited programs covering the industry's most important and timely topics—attracting the right audiences from targeted vertical markets.

NeoCon East Seminar Tracks

- Education
- Facilities Construction & Renovation
- Facilities Management
- Government
- Green Design
- Health Care
- Health Safety & Welfare
- Hospitality
- Institutional
- Lighting
- Office Design
- Professional Development
- Public Spaces
- Residential
- Student Housing

Do you have products on the GSA Schedule?

NeoCon East features the largest concentration of products and services under GSA's Multiple Awards Schedules Program, and draws government buyers and those responsible for the design, repair, retrofit and green building modernization of city, county, state and federal buildings.

Why Participate?

Strong, established show—newly invigorated in Philadelphia

Premier industry event on East Coast

High quality, decision-maker attendees from 9-state region

Ideal Mid-Atlantic location with strong design community

Post-NeoCon timing; ready for specification

Best show to reach multiple vertical markets

Best show to reach government buyers

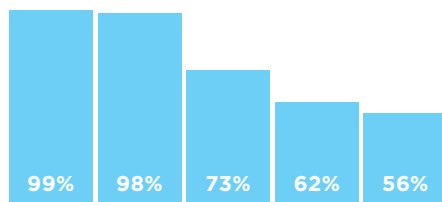
World-class conference programming

The Location

Philadelphia is a renaissance city with a growing economy and a thriving design community. Its ideal Northeast location makes it easily accessible from Greater Philadelphia, Washington DC, Baltimore, and New York metropolitan regions, attracting a diverse multidisciplinary A&D attendee base from top design firms.

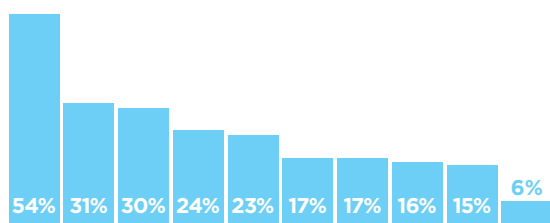
industry professionals.

Top 5 Reasons Attendees Choose NeoCon East:



- 99% New products
- 98% Gain more product knowledge to benefit clients/employer
- 73% Networking/social events
- 62% CEU Seminars
- 56% Government Interiors component (Products on the GSA Schedule)

NeoCon East attendees work across multiple market segments:



- 54% Corporate
- 31% Education
- 30% Healthcare
- 24% Government
- 23% Hospitality/Entertainment
- 17% Other
- 17% Residential
- 16% Public Space
- 15% Retail
- 6% Lighting

Attracting the Right Audience

NeoCon East targets high quality industry professionals through an extensive multi-media marketing campaign.



Advertising

Print and digital ads are featured in more than 20 top trade and business publications including:

[Buildings](#)

[Business of Furniture](#)

[Contract](#)

[Interior Design](#)

[Interiors & Resources](#)

[The McMorrow Reports](#)

[Metropolis](#)

[MMQB](#)

[Office Insight](#)

[Workplaces Magazine](#)



Direct Mail

Show brochures are mailed to more than 70,000 industry professional prospects.



E-mail Blasts

A series of promotional e-mails are sent to more than 100,000 targeted prospects selected from NeoCon's substantial database.



Social Media

More than 40,000 collective followers on the NeoCon Show's social media platforms — Facebook, Instagram, Twitter and Snapchat.



Web Site

The NeoCon East website details all show components, offerings and registration information, and includes an exhibitor list with links to exhibitor websites.



Support

Industry associations and organizations support NeoCon East by promoting the show to their members and hosting events during the show.

Association Partners

[AAHID](#)

[IIDA](#)

[AIA Philadelphia](#)

[IIDA PA/NJ/DE](#)

[ASID](#)

[IWBI](#)

[BIFMA](#)

[OFDA](#)

[DIFFA](#)

[USGBC](#)

[IFMA Greater Philadelphia](#)

[USGBC Delaware Valley](#)

Publication Partners

[Architect's Newspaper, The](#)

[Architizer](#)

[ASID ICON](#)

[AZURE](#)

[Buildings](#)

[The Business of Furniture](#)

[Contract](#)

[Green Operations](#)

[Hospitality Design](#)

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[Office Insight](#)

[Perspective](#)

[Restaurant Development + Design](#)

[Workplaces Magazine](#)

NeoCon® East

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