



NEOCON® EAST ANNOUNCES 2015 KEYNOTE PRESENTERS
Online Registration Now Open

OCTOBER 28-29, 2015
Philadelphia Convention Center

Philadelphia, PA (August 2015) Online registration is now open for the 13th annual NeoCon East. For the first time ever, the East Coast's premier design expo for commercial interiors will take place at the Philadelphia Convention Center in Philadelphia, PA. Showcasing thousands of products across a wide range of verticals including workplace, government, healthcare, hospitality, retail, education and public spaces, the 2015 edition will carry on the "see it, spec it" tradition for which the show has become known. The two-day event, held from October 28th – 29th will also include new partnerships with regional design organizations and world-class programming headlined by keynote presenters Todd Bertsch and Betsy Nurse, as well as Jake Barton.

KEYNOTES

Taking the design discourse to new levels, the 2015 keynote presenters will share their unique industry experiences and delve into timely topics, setting the stage for this year's exciting conference program.

Wednesday, October 28 at 11:00 AM

Childhood Dream Fulfilled: The New Paradigm for Designing

HOK Atlanta's lead designers Todd Bertsch and Betsy Nurse present a new paradigm for designing. The cutting edge creators share their thoughts and experience leading clients to provocative, meaningful and elegant solutions. Their stunning work on Porsche Cars North America's high performance headquarters will be highlighted.

With 22 years of experience, **Todd Bertsch**, AIA, LEED® AP leads one of HOK's strongest studios in the design of highly complex projects. As Vice President and Design Principal in Atlanta, Todd has varied experience across multiple markets, including corporate, hospitality, government, education, and research. A high level of attention to detail and vast knowledge of complex buildings is an unmatched contribution Todd brings to every project. He analyzes each pursuit, looking for key design opportunities that are unique to a project and client. Todd ultimately seeks to blend beauty and performance with environmental sensitivity. During Todd's career, sustainable design has been at the core of his work. His interest and professional experience has initiated the design of high-productivity, environmentally responsible spaces that reflect a positive moment toward sustainable awareness. He is actively engaged with the American Institute of Architects and served on the Advisory Board of the Center for Building Sciences & Performance. He is a Contributing Member of the High Museum of Art and a Patron Member for the Atlanta Contemporary Arts Center. Todd graduated from the Georgia Institute of Technology with a Bachelor of Science in Architecture.

Betsy Nurse, ASID, IIDA has 18 years of experience in the interior architecture industry as a designer, project manager and principal. She is a Vice President and the Director of Interior Design for HOK in Atlanta as well as the Southeast Regional Strategic Account lead overseeing all aspects of projects from development through execution; she is ultimately responsible for all interior design solutions. Betsy has successfully delivered services for a wide variety of interiors project types, including corporate headquarters, non-profit and institutional clients, and is known for her expertise in creating

client-centered facilities supporting their organizational goals. She is highly engaged in the real estate industry and has served on CoreNet Global's Atlanta Chapter Board since 2009, participated in Corporate Real Estate Women's Atlanta, the Atlanta Chapter of International Facilities Management Association, and the Atlanta Commercial Board of Realtors. Betsy has done multiple speaking engagements for local and global real estate entities on workplace strategy and design. She is passionate about the arts in Atlanta and served on the Board of Directors and as the 2012 President for The Atlanta Contemporary Art Center. Betsy graduated from Florida State University with honors, receiving a Bachelor of Science in Interior Design and Visual Arts.

Thursday, October 29 at 11:00 AM

Jake Barton is principal and founder of Local Projects, an award-winning media design firm for museums and public spaces. Jake is recognized as a leader in the field of interaction design for physical spaces, and in the creation of collaborative storytelling projects where participants generate content. Currently, Local Projects is partnered with Thinc Design as lead exhibition designers for The National September 11th Memorial and Museum at the World Trade Center. Other projects include interaction design for StoryCorps, six films for The Beijing 2008 Olympics, media design for The National Museum of American Jewish History, media design for the Official New York City Visitors Information Center, and co-creation of Timescapes for the Museum of the City of New York. Additional clients include jetBlue, the Tribeca Film Festival, the New-York Historical Society, the National Building Museum and the Cooper-Hewitt Design Museum.

SPECIAL EVENTS

Open to all NeoCon East attendees, the opening night event (4:00-7:00PM) will feature a Philadelphia Block Party and the 14th Annual IIDA Product Parade.

NeoCon East's new partnership with AIA Philadelphia's Design on the Delaware Conference further expands the diversity of programs available. This year attendees can take advantage of reciprocal registration and sign up for individual programs being offered at Design on the Delaware in addition to the NeoCon East seminars and special events being offered over the course of the two-day design expo and conference.

SHOW AND SEMINAR REGISTRATION

Registration for admission to NeoCon East is free and available online until October 23rd. Keynote presentations are free. Online registration for CEU seminars is available until October 23 at \$35 each; prices increase to \$45 each onsite. Fees vary for Association Forums and Special Events. A GSA Educational Track is free to all attendees. More details can be found online at www.neoconeast.com.

SHOW LOCATION

Pennsylvania Convention Center
Halls D and E
Broad Street Entrance

SHOW HOURS

Wednesday, October 28 | 10:00AM - 7:00PM
Thursday, October 29 | 9:00AM - 4:00PM

CONFERENCE HOURS

Wednesday, October 28 | 9:30AM - 5:00PM
Thursday, October 29 | 9:30AM - 3:30PM

For more information and updates, visit 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](#).

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