



NEOCON® EAST RETURNS TO PHILADELPHIA
Stellar Keynotes, Educational Offerings, Ready-To-Spec Products, & More
November 9th & 10th, 2016
Pennsylvania Convention Center

Philadelphia, PA (August 2016) Registration is now open for NeoCon East 2016, the premier design expo and conference for commercial interiors on the East Coast. Hot on the heels of NeoCon (its sister tradeshow in Chicago in June), NeoCon East has become known as the moment to see and specify the industry's latest new products and services. Now in its 14th year, it features more than 200 innovative companies and 25 + accredited CEUs across a spectrum of vertical markets including Workplace, Healthcare, Education, Public Space, Hospitality, Retail and Government.

Held at the Pennsylvania Convention Center (PCC), November 9th - 10th, the show's fall timing is ideal for post-NeoCon product availability and, for government procurement as it coincides with the federal budget cycle. Supported by the US General Services Administration (GSA), NeoCon East has the largest concentration of products and services under GSA's Multiple Awards Schedule.

NeoCon Vice President of Sales, Julie Kohl, states, "NeoCon East was met with rave reviews last year in its inaugural edition in Philadelphia. With a successful year in a vibrant new city under our belt, plus momentum from a banner NeoCon in Chicago this June, we are in full swing planning for November. From our keynote headliners who are industry vanguards, to our timely educational offering, networking opportunities, as well as thousands of innovative, ready-to-specify products, we look forward to another solid edition of NeoCon East."

The highly anticipated **keynotes** include Marc Kushner, co-founder/CEO of Architizer and partner of New York architecture firm HWKN (Hollwich Kushner), on Wednesday, November, 9 at 11am, and Ayse Birsal, co-founder of New York design studio, Birsal + Seck, who will present, "Design the Life You Love," Thursday, November 10 at 11am. NeoCon East attendees can also select from the show's curated program of more than 25 **CEU accredited seminars** offered from top experts in the industry. More details about keynotes and CEUs to come.

The show will once again run concurrently at the PCC with **AIA Philadelphia's Design on the Delaware Conference**. The 14th Annual Design on the Delaware Conference focuses on issues and opportunities of the built environment with general sessions, seminars, and tours. NeoCon East attendees can take advantage of reciprocal registration and sign up for conference programs a la carte.

New this year, NeoCon East is partnering with the **International WELL Building Institute** to present the **WELL Workshop**. "Understanding the WELL Building Standard" is a 2-hour workshop designed to introduce the intent, key elements, and requirements of the WELL Building Standard, the world's first building standard focused exclusively on the health and wellness of the people in the buildings. Attendees will learn how to harness the built environment as a vehicle to support human health, well-being, and comfort.

Day one will wrap up with an **Opening Night Party** co-hosted with **IIDA PA/NJ/DE**. The celebration will be held Wednesday, November 9, from 4-6pm and will feature food, drink, raffles and networking across the show floor. Industry professionals can visit the show's new 2016 website for registration, exhibitor listing, hotel discounts, and conference details: www.NeoConEast.com.

Media can visit the show's online pressroom at www.neoconeast.com to download press releases and announcements. The site also features an image gallery and fast facts. For exhibitor news, images and real-time information, follow NeoCon Shows on the following social media channels: [Facebook](#) (@NeoConShows), [Twitter](#) (@NeoCon_Shows), [Instagram](#) (@NeoCon_Shows), [LinkedIn](#) (NeoCon Shows), [Pinterest](#) (@NeoConShows), and [Snapchat](#) (@NeoConShows).

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