

NeoConnect

june 2020

NeoConnect Preview A Closer Look at the Dynamic Digital Hub

(Chicago, IL, May 2020) Starting June 1, the NeoCon community will convene virtually via NeoConnect, a dynamic digital hub launching on neocon.com. A comprehensive online resource and powerful platform, it will offer users an immersive design experience, including access to captivating programming, exhibitor product launches, and virtual events, as well as feature a dynamic community portal with original blog and video content from influential industry leaders. Registration for daily CEU webinars and virtual events will be available on neocon.com starting May 25.

In more detail NeoConnect will feature:

NeoCon Exhibitors

Users can search game-changing products, online programs, virtual events and more from 500 leading and emerging companies. From product launches, to editorial features highlighting NeoCon brands, solutions and projects, NeoConnect will serve as a convenient digital resource for design professionals and specifiers.

Virtual Programs and Events

The NeoCon community can take advantage of NeoCon's world class programming through NeoConnect's daily online CEU webinars covering a range of industry topics from regenerative design to leadership and "future-proofing." The daily sessions will begin at 10:00am CDT each weekday in June. NeoConnect users can also enjoy a series of special talks, panel discussions, and "get-togethers" in collaboration with with a number of industry partners including the International Interior Design Association (IIDA), American Society of Interior Designers (ASID), American Institute of Architects (AIA) and *Contract* magazine. Programming will be complemented by digital initiatives such as *Interior Design* magazine's Design TV: NeoCon edition, which will air daily the weeks of June 8th and June 15th, *Interiors + Sources'* Inspire digital sketch exhibit, as well as *Metropolis* magazine's Sustainability Lab. A Schedule by Day (current as of 5.21.20) is available [here](#).

Media Stand

NeoConnect users can explore compelling and informative editorial via special articles, sections, digital issues and social campaigns from media partners including *Contract*, *Interior Design*, *Metropolis*, *Interiors & Sources*, *Business of Furniture* and *Workplaces*, *Office Insight*, *Sixty Six Magazine*, and *Design Milk* among others.

From the Community

An exciting feature of NeoConnect will be an engaging NeoCon community portal that will showcase several components for NeoConnect users to discover, including a guest blog series with exclusive content from the design industry's movers and shakers. NeoConnect will also be home to content from DesignStandsTogether (DST), a grass-roots initiative created by public relations and marketing firm Novità Communications designed to unify and bolster spirits in this global pivotal moment. The DST feed on NeoConnect will highlight unique and creative BeWell videos from the design world and beyond and will cover everything from paper weaving and collage, to ergonomics, and sleep tips. Designing a Better Chicago, a collaborative initiative organized and supported by NeoCon and theMART, the Chicago Department of Cultural Affairs and Special Events (DCASE), and the Design Museum of Chicago, will also be highlighted on NeoConnect.

NeoConnect will remain active with updated content through Fall 2020. It will officially launch at neocon.com on June 1.

Access to showroom and exhibitor press releases, as well as NeoConnect press releases and images will be available in the online press room on neocon.com. For additional showroom, exhibitor and general NeoConnect news, images, and real-time information, follow NeoCon Shows on the following: [Facebook \(@NeoConShows\)](https://www.facebook.com/NeoConShows), [Twitter \(@NeoCon Shows\)](https://twitter.com/NeoConShows), and [Instagram \(@NeoCon Shows\)](https://www.instagram.com/NeoConShows).

NeoCon 2021 will run June 14-16, 2021 at theMART in Chicago.

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About NeoCon: NeoCon is the world's leading platform and most important event for the commercial interiors industry, held each year at theMART in Chicago. Since launching in 1969, NeoCon has served as the annual gathering place for the commercial design world's manufacturers, dealers, architects, designers, end-users, design organizations and media. The three-day event showcases game-changing products and services from both leading companies and emerging talent—providing unparalleled access to the latest and most innovative solutions. A robust educational program of keynote presentations and CEU sessions offers world-class expertise and insight about today's most relevant topics as well as the future of commercial design.
www.neocon.com

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About theMART: theMART (formerly The Merchandise Mart), located in the center of the sought-after River North submarket, is interwoven into the fabric of Chicago as an innovator in business, technology, culture, art, media and more. As the largest privately held commercial building in the United States, it is one of the world's leading commercial buildings, wholesale design centers and the preeminent international business location in Chicago. Encompassing 4.2 million gross square feet, theMART spans two city blocks, rises 25 stories, and is visited by an average of 30,000 people each business day and nearly 10 million people annually. Offering continuous innovation and creativity from leading manufacturers and design forward showrooms, theMART serves as the home to Chicago's most creative and technologically innovative companies.