



# WHAT IS NEOCON EAST?

NeoCon East is the premier design expo and conference for commercial interiors on the East Coast, featuring the largest concentration of products and services under GSA's Multiple Awards Schedules Program.

# WHAT CAN NEOCON DO FOR YOU?

- › Deliver face-to-face contact with your most important clients and prospects
- › Provide a platform for new product launches to help you gain industry wide exposure
- › Develop, attract and retain sales and distribution channels
- › Offer the best opportunities for networking with and entertaining the industry's best and brightest
- › Build your brand and position your company as an industry leader
- › Grow your database with our lead tracking

More than 7,500 industry professionals are expected to attend NeoCon East.

# 90%

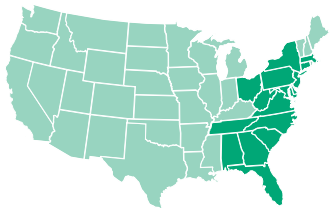
Plan to specify/purchase products that they see at NeoCon East within the next 12 months

# 84%

Are the primary decision-makers or influence decision making

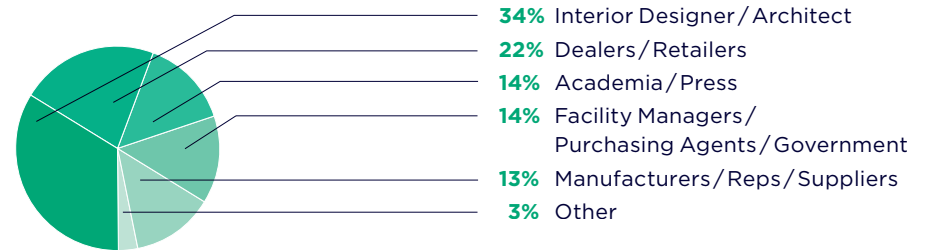
## NeoCon East attendees hail from the East Coast corridor and beyond.

### Targeted states include:

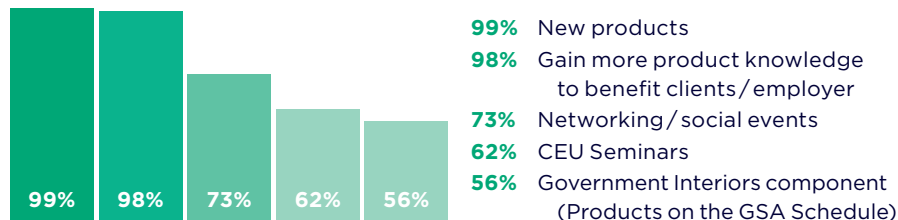


Maryland	Connecticut	Georgia
Washington DC	Massachusetts	Alabama
Virginia	Pennsylvania	Florida
Delaware	West Virginia	Ohio
New Jersey	North Carolina	Tennessee
New York	South Carolina	

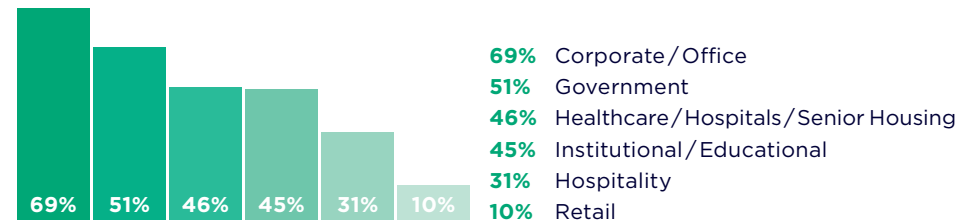
## Target Audiences



## Top 5 Reasons Attendees Choose NeoCon East



## NeoCon East attendees expect to specify the following projects in the next 12 months



To exhibit at the show, contact: Julie Amato-Kohl, Vice President, NeoCon Exhibit Sales, jkohl@mmart.com, 312.527.7083  
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