

NeoCon[®]

Best of NeoCon Returns with Fresh Approach, Expanded Categories & New Content *Honoring Outstanding 2021 Exhibitor Products*

(Chicago, IL - April 2021) NeoCon is pleased to present a new and enhanced version of the Best of NeoCon Awards for the 2021 event, October 4-6 at theMART in Chicago. A show tradition since 1990, Best of NeoCon is NeoCon's official juried awards program honoring outstanding new products from exhibiting companies across a wide range of verticals. The 2021 edition will feature 58 categories (17 new this year), a streamlined submission process, and a robust marketing campaign including new branding, programming, events and digital content.

Lisa Simonian, VP of Marketing at theMART, remarks, "We've been working closely with Eileen McMorrow, of McMorrow Reports and longtime Best of NeoCon manager, as well as a number of industry leaders, to rethink, update and expand Best of NeoCon, while preserving its core strengths and influence as one of the most well-regarded awards programs for the commercial interiors industry. We're excited to launch the new iteration and celebrate the 2021 Best of NeoCon winners at the show in October."

All Best of NeoCon entries will be evaluated by a diverse jury of leading architects, designers, specifiers and facility managers. These carefully selected industry leaders have expertise that span commercial, healthcare, institutional and hospitality sectors. Jury recruitment is currently underway. Interested trade professionals who would like to be considered as a candidate to serve as a Juror (and who have not served before) can send an email with firm, title, and full contact details to receive an invitation to be considered as a juror.

Product submissions will open on June 1 and close on September 9. Exhibitors may enter any new products introduced to the U.S. market since NeoCon 2019. More details can be found on the NeoCon website at <https://neocon.com/programming/best-of-neocon>. NeoCon 2021 will take place from October 4–6 at theMART in Chicago. Registration will open in June. For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon Shows on the following: [Facebook \(@NeoConShows\)](#), [Twitter \(@NeoCon Shows\)](#), and [Instagram \(@NeoCon Shows\)](#).

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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.