

# NeoCon®

## NEOCON® LAUNCHES ENGAGING NEW SOCIAL MEDIA ACTIVITIES

### TweetChat & Instagram Takeover Initiative

(Chicago, IL - May 2016) NeoCon®, the premier, global platform for the commercial interiors industry, will ring in 48 years this June 13-15 at the Mart in Chicago. For the 2016 edition, NeoCon is featuring creative and collaborative new social media activities that will enhance the pre-show buzz and engage the NeoCon audience. The program is anchored by three sponsored TweetChats, during which participating exhibitors lead a one-hour chat from NeoCon's Twitter account (@NeoCon) on a topic of their choice. These are complemented by a 2 day Takeover of NeoCon's Instagram account (@NeoCon\_Shows). This year's hosts are: PPG Industries Architectural Coatings, Tarkett, and Mohawk Group.

"The NeoCon social media accounts are ideal platforms for inspiring conversations in the commercial design social sphere. This year, we are excited to expand our reach and bring a fresh perspective to our social channels by lending them to participating exhibitors. Our TweetChat/Takeover sponsors are approaching the program enthusiastically and insightfully. They are planning compelling, universally relatable themes that we can all benefit from exploring," says Sarah Burgoyne, Marketing Manager, NeoCon Shows.

The theme of the week and corresponding questions will be posted on the dedicated TweetChat micro-site, [neocon.com/takeover](http://neocon.com/takeover), on the Monday prior to the chat so participants can start to plan their 140 character responses. All are welcome to join the scheduled TweetChats and participate using the hashtag #NeoCon2016. There will be fun prizes along the way!

#### **The #NeoCon2016 TweetChats Include:**

Friday, May 20th: PPG Industries Architectural Coatings with Vicente Wolf

Time: 12pm EST

Theme: Designs Inspired by Destinations and the Four Natural Elements

Thursday, May 26th: Tarkett

Time: 12pm EST

Theme: Collections Infinities

Friday, June 3rd: Mohawk Group

Time: 3-4 EST

Theme: Prepping for the Show: Tips & Tricks

For showroom/exhibitor news, images and real-time information, follow NeoCon on the following social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [Pinterest](#) and [Vine](#). Media can access the show's online pressroom at [www.neocon.com](http://www.neocon.com) to download

press releases and announcements. The site also features an image gallery and fast facts.

For additional product and show information, attendees can visit the new “[My Planner](#)” feature on NeoCon’s site. It boasts an [online image and video gallery](#) with product descriptions and general company information. Those who complete their free profile can schedule appointments and contact each other via the system. My Planner can even suggest potential connections based on user interests.

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