

# NeoConnect

june 2020

**NEOCON ANNOUNCES NEW DIGITAL HUB: NEOCONNECT 2020**  
*DYNAMIC ONLINE RESOURCES, PROGRAMMING, AND EVENTS FOR  
THE NEOCON COMMUNITY*

(Chicago, IL, April 2020) Plans are underway to unite the commercial interiors industry this June through a resource and content rich interactive online platform. On June 1, NeoCon will launch NeoConnect 2020—a series of online resources, programming, and events, hosted on neocon.com and designed to virtually connect the NeoCon community.

For the full month of June, NeoConnect will feature product and company details from NeoCon 2020 tenants and exhibitors as well as a full roster of complimentary NeoCon CEU webinars, online panel discussions and virtual social events. Also serving as a community portal, NeoConnect will share editorial features, digital issues and special online programming from NeoCon partners and host a “From the Community” blog series. A robust social media program beginning in May will complement the NeoConnect hub and feature product spotlights, exhibitor takeovers and engaging interviews on Instagram TV.

“NeoCon has brought the commercial design industry together every June since 1969. Even though we can’t be together physically this year, it remains important for us to continue to conduct our businesses, share ideas, introduce new product concepts, learn from one another, support our community and celebrate when and where possible. We hope the industry will join us this year via NeoConnect,” says Byron Morton, VP of Sales for NeoCon.

NeoConnect will remain active with updated content through Fall 2020. Full details including a schedule of online programming will be available mid-May. NeoConnect will officially launch at [neocon.com](http://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](http://neocon.com). For additional showroom, exhibitor and general NeoConnect news, images, and real-time information, follow NeoCon Shows on the following: [Facebook \(@NeoConShows\)](#), [Twitter \(@NeoCon Shows\)](#), and [Instagram \(@NeoCon Shows\)](#).

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

Media Contacts: Novità Communications

Alexandra Zwicky / Danielle McWilliams / Chris Abbate / Nicole Haddad

Email: [alexandra@novitapr.com](mailto:alexandra@novitapr.com) / [danielle@novitapr.com](mailto:danielle@novitapr.com) / [chris@novitapr.com](mailto:chris@novitapr.com) / [nic@novitapr.com](mailto:nic@novitapr.com)

###

**About NeoCon:** NeoCon is the world's leading platform and most important event for the commercial interiors industry, held each year at The Mart 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](http://www.neocon.com)

NeoCon® is a registered trademark of theMART, a Vornado Property.

**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.