

NeoCon®

Registration Opens June 8 for NeoCon 2021, October 4-6 at theMART in Chicago

(Chicago, IL - May 2021) Positivity is in the air as Chicago plans to fully reopen the city by July 4, setting the stage for an unhampered in-person NeoCon October 4-6, 2021 at theMART. This year's NeoCon will center around the timely theme of "Design Anew" and provide the much-anticipated opportunity for the commercial design community to gather together once again. The show will offer new product launches from 500 leading and emerging brands, as well as world class programming from industry leaders, and dynamic events and installations.

Measures and protocols will be in place to address any necessary city, state or CDC guidelines in October and to provide participants with a high level of confidence attending NeoCon 2021. theMART recently received GBAC Star accreditation, the gold standard of prepared facilities and the cleaning industry's only outbreak prevention, response and recover accreditation. The building's hospital grade air filtration and circulation as well as enhanced cleaning protocols exceed industry standards. In addition, low contact registration, monitored elevator service, a modified expo hall layout, optimized outdoor space, hybrid programming and a new online event platform will enhance show-goer comfort.

Byron Morton, Vice President of Leasing at theMART, remarks, "It is more important than ever to bring our community back together—in-person—to share ideas, knowledge, innovations and inspiration on how we can collectively design our return to office and other shared spaces. There is so much to catch up on, it's going to be a wonderfully productive reunion!"

The NeoCon 2021 experience will include daily keynotes presented onsite live as well as streamed to all registrants, a new virtual CEU programming series, unique installations including a Danish design exhibit and the Metropolis' Sustainability Lab, and the new River Park, presented by Haworth.

Registration opens online at www.neocon.com/register on June 8. The show will run October 4-6 from 8am-5pm CDT. Additional details for attending NeoCon can be found at www.neocon.com.

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.