

NeoCon®

MEDIA ALERT: LET'S NEOCONNECT

*NeoCon Launches a New Year-Round Events and Programming Series with an Upcoming Two-Day Learning and Networking Event at THE MART
January 31 and February 1*

WHAT: NeoCon is thrilled to introduce NeoConnect, a new series of engaging, multi-day programs and events held at THE MART throughout the year and debuting January 31 and February 1 with a 2-day complimentary CEU and networking forum. This first NeoConnect event offers six complimentary CEU sessions per day hosted by and within a number of Mart showrooms and will cover topics such as demystifying furniture's role in sustainability, understanding the latest building rating systems, and exploring the environmental psychology behind effective wayfinding for the built environment. Those attending will also be encouraged to join for a lunch on day one and a cocktail reception to close out day two, which are both complimentary with registration and hosted by THE MART in the Design HQ space.

Additional NeoConnect 2023 events will be announced soon. NeoConnect is an ideal complement to NeoCon, the premier platform for commercial interior design running each June since 1969, and provides designers with a perennial opportunity to gather in person, earn CEU credits, and discover what's new.

NeoConnect January 31 and February 1 Programming Highlights include:

- **Attributes of Contract Furniture**
Presenting Showroom: LINAK (10-100)
Presenter: Kim Moran, LINAK
- **Why Not Walls? How Demountable Walls are Changing the Face of Traditional Construction**
Presenting Showroom: KI (1181)
Presenter: Nathan Quintal, Architectural Wall
- **HCAHPS: What Does It Mean & Its Role in Patient Communication & Design**
Presenting Showroom: GMi (1060)
Presenter: Stephanie Guindon, Ghent
- **LEVEL The Multi-Attribute Sustainability Program for Furniture**
Presenting Showroom: VIA SEATING (10-148)
Presenter: Ashley Blevins, Via Seating
- **An Overview of Polyurethane**
Presenting Showroom: SurfaceWorks (1056)
Presenters: Sara Kukatla and Jay Weymier, SurfaceWorks
- **Designing a Workplace that Supports Every User**
Presenter: Sally Augustin, PhD, Design with Science
Presented by THE MART
- **Wayfinding for the Built Environment**
Presenting Showroom: Takeform (10-166)

- Presenter: Mike Hungerford, Takeform
- **Veneer & Finish**
Presenting Showroom: Nucraft (1166)
Presenters: Stephanie Molesta and Carissa McNulty, Nucraft
 - **Demystifying Furniture's Role in Sustainability**
Presenting Showroom: LINAK (10-100)
Presenter: Jennifer Wammack, BIFMA
 - **A Wellness Lifestyle Design: The Pathway to Successful Practice Management**
Presenting Showroom: Shaw Contract (1014)
Presenter: Kate Supinski & Mary Basel Christopher, Shaw Contract
 - **Addressing Workplace Distractions in the Open Office**
Presenting Showroom: Dauphin (393)
Presenter: Matthew Negron
 - **Why Standards Matter**
Presenting Showroom: Via Seating (10-148)
Presenter: Jennifer Wammack, BIFMA

WHEN: **January 31, 2023**, 8:30 AM CDT - 1:00 PM CDT and **February 1, 2023**, 12:30 PM CDT - 5:00 PM CDT.

WHERE: THE MART, 222 W Merchandise Mart Plaza, Chicago, IL, 60654

WHO: NeoConnect is produced by THE MART. Interviews are available with the NeoCon planning team at THE MART as well as NeoConnect 2023 Presenters and Participating showrooms.

For more information on NeoConnect and a full programming schedule, please visit neocon.com/programming/neoconnect. Registration is available [here](#).

For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon on: [Facebook \(@NeoConShows\)](#), [Twitter \(@NeoCon_Shows\)](#), [Instagram \(@NeoCon_Shows\)](#), and [LinkedIn \(@NeoCon-Shows\)](#).

Media Contacts: Novità Communications
[Alexandra Zwicky](#) / [Danielle McWilliams](#) / [Emma Reuland](#) / [Katie Fosdick](#)

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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 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 close to 500 leading and emerging companies—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 THE MART: THE MART (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. 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, THE MART 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, THE MART serves as the home to Chicago's most creative and technologically innovative companies.