

## Best of NeoCon® 2011 Entry Rules and Information

NeoCon World's Trade Fair takes place June 13-15, 2011.

The Best of NeoCon® Awards 2011 Online Entry Form will be available to complete and submit electronically before Monday, April 25, 2011. Please go to: [www.contract-network.com](http://www.contract-network.com) to submit your entry.

**Entry Form Deadline: Monday, April 25, 2011**

**Images Deadline: Monday, May 2, 2011**

**The following information provides the Best of NeoCon® 2011 Entry Rules including:**

* Unlimited number of entries per company/brand	* Winner notification
* Levels of Participation	* Payment and receipt
* Photos and logos	* Deadlines
* Criteria	* Promotional opportunities
* Judging process	* Where to direct questions
* Product judging time schedule	* Product Categories
* Awards	* About the Sponsors
* Internet visibility	

Please access, circulate and/or print this information for all parties involved in completing your entry or entries. Then, click on [www.contract-network.com](http://www.contract-network.com) to register and complete your online entry form(s) by Monday, April 25, 2011.

The Best of NeoCon® 2011 honors new products introduced to the U.S. market since the close of NeoCon® 2010.

Products are to be exhibited at The Merchandise Mart, Chicago, June 13-15, 2011.

Jurors are corporate, government, and institutional facilities executives, who are members of IFMA; and interior designers/architects who are members of IIDA. Entries will be judged on Thursday, June 9, Friday, June 10, Saturday, June 11, prior to the opening day of NeoCon, Monday, June 13.

### **ENTRY RULES**

Contract products (non-residential) entered in the competition must be new to the U.S. market since June 16, 2010, the close of NeoCon 2010. NO PROTOTYPES. Products should have SKU numbers at the time of competition. Products must be available for shipping by December 16, 2011.

The competition is open to contract furniture and furnishings manufacturers and importers that are official NeoCon 2011 participants via permanent showroom space or temporary market suite space in The Merchandise Mart.

## **HOW MANY ENTRIES? UNLIMITED**

This is a rule change that debuted in the 2010 competition. The sponsors of the Best of NeoCon have determined that each manufacturer/brand may enter as many products into the competition in as many categories as they wish. Any product may be entered in one or more categories as the product fits and products that cross categories may be entered into different categories, where they will be evaluated by different teams of jurors. In summary, there are NO LIMITS to the number of products any manufacturer participating in the Best of NeoCon 2011 Competition, may enter.

## **PARTICIPATION**

In 2011, there are TWO LEVELS of participation available to manufacturers who enter Best of NeoCon®. Please see Levels 1 and 2 below.

### **Level 1 \$1,500.00**

Best of NeoCon Entry and Contract-Network Mini-Site.

Includes product entry fee, entrant signage at The Merchandise Mart, listing in the Best of NeoCon Product Guide, one photo of your Best of NeoCon product entry on Contract-Network.com through March 2012, custom mini-site on Contract-Network.com through March 2012, visitor statistics and lead tracking. Entries received after Monday, May 2nd will incur a \$25.00 late fee.

### **Level 2 \$425.00**

Best of NeoCon Entry.

Includes product entry fee, entrant signage at The Merchandise Mart, listing in the Best of NeoCon Product Guide, and one photo of your Best of NeoCon product entry on Contract-Network.com through March 2012. Entries received after Monday, May 2nd will incur a \$25.00 late fee.

## **PHOTOS and LOGOS**

**All images are due Monday, May 2, 2011.**

For a Level 1 entry (\$1,500), you will need to submit a high resolution photo and high-resolution company logo. High resolution photos need to be in an eps file format that is under 5 MB. Set image size to at least 2,325 pixels wide or tall and set resolution to 300 dpi.

For a Level 2 entry (\$425), you will need to submit a web-ready product photo. You can upload any .gif, .jpg, .jpeg, or .png image that is smaller than 2 MB. The online photo dimensions are 480x360 pixels. RGB files only (no CMYK).

Company logo uploads are only for those manufacturers who have selected a Level one purchase. If you have selected a level one entry (\$1,500) or purchased a product card, product guide or ideabook, you will need to submit a high-resolution company logo. High resolution photos need to be in an eps file format, under 5 MB. Set image size to at least 2,325 pixels wide or tall and set resolution to 300 dpi.

Based on the manufacturer's participation in Level 1 or Level 2 detailed above, photos and logos will be posted to Contract magazine's Contract Network and at [www.contractdesign.com](http://www.contractdesign.com) in the

weeks before NeoCon® through March 2012. Photos and logos also may be used on promotional posters in The Merchandise Mart and in the pages of Contract magazine. Winning manufacturers will have the opportunity to submit new photography for Internet and print publication use after NeoCon.

## **CRITERIA**

Describe products using the criteria for judging: Functionality; Flexibility; Quality/Durability; Aesthetics/Style; Innovation; Environmental Sustainability; and Pricing.

## **JUDGING PROCESS**

Teams of facilities executives, many of whom are IFMA members, and interior designers/architects, many of whom are IIDA members, will examine products in showrooms and market suites.

Judging will be conducted BY FLOOR at designated times (see timetable). Please note when the jury will be on your Showroom or Market Suite floor. In some cases, floors will straddle judging by two days and two time slots. Manufacturers will have 7 to 15 minutes to present their products to the jury, based on the product category or the complexity of the product.

**NEW:** Manufacturers must designate a product presenter to be available in the showroom at the designated judging time. The Best of NeoCon will no longer be able to grant “pre-scheduled” judging times due to overwhelming scheduling conflicts and judging delays encountered the past two years.

## **PLEASE READ CAREFULLY**

The Best of NeoCon® anticipates over 400 product entries. Because time for judging is extremely limited, each manufacturer must designate three persons who are prepared to guide jurors to the product and answer questions. We suggest appointing different people for different time slots when a floor straddles two days. Only one of the three must be readily available until judging is completed.

Please review judging times by floors and make arrangements for designated product presenters to be assigned to judging times BEFORE submitting the entry form in order to present the product when the jury arrives. The product also should be readily available in the showroom/market suite by judging time. This may require scheduling air travel flights and reserving hotel rooms for arrival up to four days before NeoCon officially opens. Please understand that jurors will be reviewing approximately 400 products over 22 hours over three days in order to announce winners at 8:00 a.m. on Monday, June 13th.

## **PRODUCT JUDGING TIME SCHEDULE**

### Thursday, June 9

1:00 p.m. - 5:30 p.m.                      Floors 10 and 11

### Friday, June 10

8:30 a.m. -12:30 p.m.                      Floors 3, 10 and 11

1:30 p.m. -5:30 p.m.                      Floor 3

### Saturday, June 11

8:30 a.m. -12:30 p.m. Floors 7, 8

1:30 p.m. - 2:30 p.m. Floors 7, 8

3:00 p.m. - 5:30 p.m. Finalists for Best of Competition reviewed by total jury.

If a product is a Best of Competition finalist, the three presenters for the product will be called on their cell phones. One of the three should be available to return to the showroom/market suite to meet the entire jury of 50 to 60 people who will receive finalists' product presentations to determine the overall Best of Competition by 5:30 p.m. on Saturday.

### **AWARDS**

The Competition anticipates one Gold Award and one Silver Award in each category. There are also Innovation Awards, Editors' Choice Awards and one Best of Competition Award. The Jury reserves the right to not issue a Gold or Silver Award in categories where products score significantly lower than overall scores indicated for winning products. Competition coordinators and jurors reserve the right to reassign a product entry to a more appropriate category.

A Best of NeoCon® Product Guide will be distributed to exhibitors and attendees throughout The Merchandise Mart at 8:00 a.m. on Monday, June 13. All winning entries will be featured on the Contract Network Web site ([www.contract-network.com](http://www.contract-network.com)), [contractdesign.com](http://contractdesign.com) and in the July/August 2011 Special Edition issue of Contract magazine that will be distributed to winners and the magazine's circulation.

### **INTERNET VISIBILITY**

Best of NeoCon® Entrants will be featured on the Contract Network web site, [www.contract-network.com](http://www.contract-network.com) for 10 months from May 2011 through March 2012.

Best of NeoCon® winners will be featured on Contract's web site, [www.contractdesign.com](http://www.contractdesign.com) for 9 months from June 2011 through March 2012 via a digital winners' presentation that is available for viewing on demand.

Links also will be provided via the Best of NeoCon® 2011 logo to Contract's web sites from The Merchandise Mart's site, [www.merchandisemart.com](http://www.merchandisemart.com) and The McMorrow Report, [www.mcmorrowreport.com](http://www.mcmorrowreport.com)

### **WINNER NOTIFICATION - Best of NeoCon® 2011 AWARDS BREAKFAST**

Winners will be announced on Monday, June 13, 7:30 a.m. at the Best of NeoCon® Awards Breakfast at the Renaissance Hotel, One West Wacker Dr. & State St. The Competition sponsors request that at least one company executive attend the Awards Breakfast where winners in all categories will be announced/notified for the first time. A digital presentation of all products will be featured. Tickets are \$75.00 per person and cover costs associated with a hotel ballroom breakfast. There is no profit to any sponsors of the competition from the sale of breakfast tickets. Winners will NOT be notified via telephone on Sunday afternoon.

### **PAYMENT and RECEIPT**

Credit card payments may be submitted online on the official entry form that will be accessible on [www.contract-network.com](http://www.contract-network.com). A receipt will be emailed to you, once you submit payment.

## **DEADLINES**

Entry Forms: Entry Forms can be completed online at [www.contract-network.com](http://www.contract-network.com). All entry forms must be submitted online by the end of the day, **Monday, April 25th, 2011**. Entry forms received after Monday, May 2nd will incur a \$25.00 late fee.

Photos: If your product photos are not ready on Monday, April 25, the deadline for upload of those images is: **Monday, May 2nd**.

## **PROMOTIONAL OPPORTUNITIES**

Contract magazine and Contract Online are offering a series of manufacturer and product promotions associated with entering The Best of NeoCon® 2011 via the Contract Network. If advertising in Contract, see your account manager for assistance on package rates. Please review the two Levels of Participation below and contact your Contract magazine advertising representative for more details:

New York/Northeast/Europe:  
Vito Salvatore 646.654.4576  
[vsalvatore@contractdesign.com](mailto:vsalvatore@contractdesign.com)

Chicago/Midwest/Canada:  
Marie Kowalchuk 773.792.1830  
[mkowalchuk@contractdesign.com](mailto:mkowalchuk@contractdesign.com)

Mid-Atlantic/Southeast:  
Ellen Cook 423.580.8827  
[ecook@contractdesign.com](mailto:ecook@contractdesign.com)

Los Angeles/West Coast/Asia Pacific:  
Larry Shore 562.598.5560; [lshore@contractdesign.com](mailto:lshore@contractdesign.com)

In addition, The McMorro Report, .Facilities Management e-Media, consists of three web sites and e-newsletters for Corporate, Sustainable and Healthcare Facilities Management. The sites will feature the Best of NeoCon® 2011 digital winner's presentation and the Best of NeoCon logo to link readers to manufacturer's Best of NeoCon® entry(ies) on the Contract Network. Please visit [www.mcmorrowreport.com](http://www.mcmorrowreport.com).

### **Technical Questions about Contract-Network:**

Please email [joan.fagan@nielsen.com](mailto:joan.fagan@nielsen.com)

### **Product Category Questions**

Please select the Product Category that best describes how the product will be presented to the Market. The Best of NeoCon management will look at every entry and determine if it should be moved to a different category. The Marketing Manager/person completing the entry form will be notified if a category change is deemed necessary.

### **All other questions:**

Eileen McMorro, Director (since 1989)  
Best of NeoCon® Competition  
[Eileen@mcmorrowreport.com](mailto:Eileen@mcmorrowreport.com)  
973.509.7277

## **Best of NeoCon® 2011 PRODUCT CATEGORIES**

### **ARCHITECTURAL PRODUCTS**

(includes ceilings; flexible screens, decorative glass etc.)

### **ARCHITECTURAL ENHANCEMENTS**

(Architectural details; living walls; water features)

### **CARPET FIBER**

#### **CARPET: BROADLOOM**

(a collection of patterns is a single product entry)

#### **CARPET: MODULAR (tiles)**

(a collection of patterns is a single product entry)

### **CASE GOODS**

### **CONFERENCE ROOM FURNITURE**

### **EDUCATION SOLUTIONS**

### **FILES & STORAGE**

### **FLOORING: RESILIENT**

### **FLOORING: TILE & STONE**

### **FLOORING: HARDWOOD**

### **FURNITURE: BENCHING**

### **FURNITURE SYSTEMS**

#### **FURNITURE SYSTEMS: ENHANCEMENTS**

(additions/innovations to existing lines)

### **HEALTHCARE FLOORING**

### **HEALTHCARE FURNITURE**

### **HEALTHCARE SEATING**

### **HEALTHCARE SOLUTIONS**

### **HEALTHCARE FABRICS & TEXTILES**

### **LIGHTING: DECORATIVE: CHANDELIERS, PENDANTS, SCONCES,**

**ACCENT, DOWNLIGHTS, WALLWASHERS**

LIGHTING: TASK/DESKTOP, FURNITURE-INTEGRATED

LIGHTING SYSTEMS

OFFICE ACCESSORIES

SEATING: BENCHES

SEATING: CONFERENCE

SEATING: ERGONOMIC DESK/TASK  
(desk/workstation/task/executive)

SEATING: GUEST

SEATING: SOFAS & LOUNGE

SEATING: STACKING

SIGNAGE: BRANDED & DIRECTIONAL

SIGNAGE: ENVIRONMENTAL GRAPHICS

SOFTWARE TECHNOLOGIES

(includes space/furniture planning and specification; request a special entry form for this category only  
via email to: [ximena@mcmorrowreport.com](mailto:ximena@mcmorrowreport.com))

SURFACING MATERIALS

(solid surfacing and laminates)

TABLES: OCCASIONAL

TABLES: TRAINING & WORK (includes HEIGHT-ADJUSTABLE)

TECHNOLOGY SUPPORT

TEXTILES: UPHOLSTERY

WALLS: MOVABLE

WALL TREATMENTS

WINDOW TREATMENTS: DRAPERY TEXTILES, SHADES & SHADING SYSTEMS

WORKPLACE TECHNOLOGIES

(includes acoustics)

**Failure to follow all entry rules may disqualify entries.  
Entry fees are not refundable after judging has taken place.**

## SPONSORS

Contract features articles on recently completed design projects, reviews of commercial interiors products, and reports on emerging cultural, social, economic, and technical trends affecting design. Its philosophy is to provide useful information that helps interior designers and architects develop the expertise and knowledge necessary to work smarter for their clients and to create inspiring commercial design solutions. It focuses on high-growth commercial and institutional markets where commercial product sales volumes are highest. *Contract* is published by Nielsen Business Media, [www.contractdesign.com](http://www.contractdesign.com)

NeoCon® World's Trade Fair is produced by Merchandise Mart Properties, Inc. (MMPI), an asset and property management firm which specializes in managing buildings devoted to wholesale showrooms and commercial office space. Experts in trade show management and production, MMPI produces more than 300 trade shows, market events, and conferences each year including the following commercial furnishings trade shows:

NeoCon® World's Trade Fair, June 13-15, 2011, Chicago; [www.neocon.com](http://www.neocon.com)  
IIDEX/NeoCon Canada, September 22-24, Toronto, Ontario; [www.iidexneocon.com](http://www.iidexneocon.com)  
and NeoCon® East, November 3-4, Baltimore; [www.neoconeast.com](http://www.neoconeast.com)

The **International Interior Design Association (IIDA)** works to enhance the quality of life through excellence in interior design and to advance interior design through knowledge, value and community. IIDA is a professional networking and educational association of 13,000 members with ten design specialty practice forums in 29 chapters around the world. Additional information is available at: [www.iida.org](http://www.iida.org)

**McMorrow Report.com Facilities Management E-Media** consists of four web sites and e-newsletters: The McMorrow Corporate Facilities Management Report, The McMorrow Sustainable Facilities Management Report, The McMorrow Healthcare Facilities Management Report, and The McMorrow Government Facilities Management Report. All sites feature best practices and strategies, reporting innovative approaches for design and building, incorporating information technology and strategic and sustainable facilities planning, design and management. [www.mcmorrowreport.com](http://www.mcmorrowreport.com)

The **International Facility Management Association (IFMA)** is the world's largest and most widely recognized international association for professional facility managers, supporting more than 19,500 members in 78 countries. The association's members, represented in 124 chapters and 16 councils worldwide, manage more than 37 billion square feet of property and annually purchase more than US\$100 billion in products and services. Formed in 1980, IFMA certifies facility managers, conducts research, provides educational programs, recognizes facility management certificate programs and produces World Workplace, the world's largest facility management conference and exposition. [www.ifma.org](http://www.ifma.org)