

NeoCon East Exhibitors
BE A PART OF OUR NEW PRODUCTS PRESS RELEASE

Press members want to know more about new products at the show

If you are introducing a new product or showing products for the first time in the region, please complete this form and return it by Friday, October 2, to Lauren Finch at lfinch@mmart.com. Be sure to put "NeoCon East New Product" in the "Subject" line.

Please note, a new product form is required for each new product submission, and we encourage you to send no more than one high resolution photo per new product.

We'll make sure you're included in our press pitches and our new products press release that will be included in the official show press kit.

Company Name: _____
Contact Name: _____
Telephone number: _____
Booth #: _____
Name of product: _____

Brief Description (please limit this to two or three short sentences):

Product Category (please check ONE):

<input type="checkbox"/> Lighting	<input type="checkbox"/> Flooring/Laminates	<input type="checkbox"/> Floor Covering
<input type="checkbox"/> Lounge Seating	<input type="checkbox"/> Office Seating	<input type="checkbox"/> Textiles/Fabrics
<input type="checkbox"/> Casegoods/Office System	<input type="checkbox"/> Furniture	
<input type="checkbox"/> Technology/Tech. Support	<input type="checkbox"/> Decorative Accessories/Artwork	
<input type="checkbox"/> Walls/Wall Covering	<input type="checkbox"/> Other/Misc.	

PHOTO SUBMISSION FOR PRESS PITCHES:

If you have an electronic image of your new product, please e-mail one high-res image to Lauren Finch by Friday, October 2, 2008. Please e-mail a jpeg (300 dpi or higher) and do not send more than one image per new product.

***Note:** If an outside P.R. firm is handling your media relations, kindly forward this information.

Dont' forget to ship no more than 20 press kits to Lauren Finch, MMPI, Merchandise Mart, Suite 470, Chicago, IL 60654, by **Oct. 2.**

We highly suggest CD press kits that contain electronic copies of releases, photos and any other promotional materials.