

**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 3, to:

**Lauren Finch**  
**Public Relations manager**  
Merchandise Mart Properties, Inc. [MMPI]  
Suite 470 The Merchandise Mart  
Chicago, IL 60654  
Office: 312.527.0114  
E-mail address: [lfinch@mmart.com](mailto:lfinch@mmart.com)

*(Please 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 two high resolution photos of your new product(s).

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.

\_\_\_\_\_ Yes, we have a new product      \_\_\_\_\_ No, we do not have a new product to be included

**Company Name:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_  
**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.	

**E-MAIL TO: [lfinch@mmart.com](mailto:lfinch@mmart.com)** *(Please be sure to put "NeoCon East New Product" in the "Subject" line)*

**PHOTO SUBMISSION FOR PRESS PITCHES:**

**If you have an electronic image of your new product, please e-mail or send a photo to Lauren Finch by Friday, October 3, 2008. Please e-mail a jpeg (300 dpi or higher) and do not send more than 2 images per new product.**

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

**Don't forget** to drop off 30 press kits to the NeoCon East pressroom at the Baltimore Convention Center on Tuesday, October 28, 2008 between 9 am and 4 pm. *(The Public Relations Department cannot guarantee that press kits received after October 16, 2007 will be displayed, as it is SPACE PERMITTING. Please be sure to have your kits in by the deadline.)*