

FOR IMMEDIATE RELEASE
September 6, 2005

Your contacts:

Janette Ewen
The Idea Workshop
(416) 504.3977
janette@theideaworkshop.com

Clinton Ross
The Idea Workshop
(416) 504.3977
clint@theideaworkshop.com

IIDEX[®]/NeoCon[®] Canada Celebrates Design, Architecture and Sustainability

- Discover the Latest Innovations for the Design, Architectural and Business Community -

TORONTO, Ontario—IIDEX/NeoCon Canada, which now includes the Canadian Facility Management and Design Expo & Conference, is the country's largest exposition and conference for the design, construction and management of the built environment. On Thursday, September 22, and Friday, September 23, 2005, over 15,000 visitors from the design industry and business community will attend this trade-only annual event. Each year, IIDEX/NeoCon Canada delivers the latest products, 350 exhibitors, exceptional programming, seminars, special industry events and unlimited networking opportunities. Throughout 270,000 sq ft of display space at The National Trade Centre in Toronto, innovations in workplace, retail, healthcare, residential, hospitality, architectural and sustainable design are featured as products, people and solutions come together at IIDEX/NeoCon Canada.

"IIDEX/NeoCon Canada has been inspiring design professionals for the past 21 years" comments Tracy Bowie, Vice President for IIDEX/NeoCon Canada, "Canada's largest design industry event is also the most rewarding – offering unlimited opportunities to explore, connect, and learn." This year we have an incredible line up of keynote speakers, seminars, new products and companies all under one roof.

"For 2005, we have centred on the idea of space and sustainability. Whether the focus is on workspace, living space or space to relax designers, architects and their clients are continuously changing and adapting these spaces" comments Matthew Searle, Director of Marketing. "The 2005 show really taps into this theme with a great selection of feature areas, interesting new products as well as seminars and panel discussions focused on how to reinvent spaces with sustainability in mind".

- More -

Exhibit Hall Features and Special Events

Canadian Facility Management and Design Expo & Conference

IIDEX/NeoCon Canada now includes the Canadian Facility Management and Design Expo & Conference with over 10,000 sq. ft of FM exhibits and full conference program. Founded in 1993 the CFM&D Show has become Canada's largest exposition dedicated to the facility management profession. **This year's conference focus is sustainability and the built environment and is sponsored by IFMA Toronto.** The Facility Management Keynote will be presenting a case study on the new Canadian headquarters for SAS one of the world's largest software companies. This facility is one of Toronto's 1st LEED certified office towers.

GREENlife™ Sustainable Design & Architecture

Green design and sustainability issues are increasing in importance as designers and architects strive to create eco-friendly environments. This year's focal point is the worldwide launch of **Cabin Culture's pre-fab sustainable cabin.** Designed in Europe by Canadian architect, Todd Saunders, the cabin will be open for attendees to experience first hand the latest sustainable design technologies, building materials and finishes. In addition, numerous important sustainable associations and companies will be exhibiting in GREENlife which include: Toronto Society of Architects (TSA) Projects Green, Canadian Green Building Council (CAGBC), Forest Stewardship Council (FSC) and Landscape Ontario's Interiorscape Division to round out this year's "green" programming. So stay on top of this ever changing sector of design and architecture and make GREENlife your 1st stop at IIDEX/NeoCon Canada this year.

Focus on Architecture

2005 will see an expanded architectural program including an international calibre architectural keynote, **Stefan Behnisch**, who is currently working on two high profile projects in Canada, The Centre for Cellular and Biomolecular Research at the University of Toronto, and a Research Park, including the new headquarters of Millennium Biologix, in Kingston. Numerous seminars sponsored by the OAA, TSA and Canadian Architect Magazine + special exhibits and architectural/building products round out this year's enhanced architectural programming.

Exposure to Light

One of the most important elements in any interior, lighting is presented in an innovative way in Exposure to Light, Canada's largest exhibit of lighting suppliers for all types of products including suspended, recessed, custom, specialty, outdoor, display and decorative fixtures, theatrical lighting, lamps and controls. Developed in cooperation with the Toronto Chapter of IES, the Illuminating Engineering Society, the 3,000 sq ft Exposure to Light exhibit will feature a unique special exhibit from **Light Blocks** a unique architectural and lighting products company.

Terrazzo Tile and Marble Showcase

Discover a wealth of hard surface materials at the Terrazzo Tile and Marble Showcase, sponsored by the Terrazzo, Tile and Marble Association of Canada – the latest in ceramic tile, natural stone and marble, terrazzo and manufactured hard surfaces. Learn about specifying the right product, installation details and the wide range of environmentally sound hard surface options.

Jumpstart

Discover some of the country's emerging and innovative manufacturers at Jumpstart – companies making furniture, furnishings and custom work suitable for contract interiors. Launched in 2003 with support from the City of Toronto's Economic Development Sector Initiatives Program for local firms, IIDEX has expanded Jumpstart to embrace all of Canada.

Special Events

Presidents Welcome / Product and Booth Awards

Thursday September 22, 8:00 – 9:00 AM Heritage Court

Don't miss this important kick-off event, which celebrates the addition of the Canadian Facility Management & Design Expo and Conference's to IIDEX/NeoCon Canada. Join industry colleagues, presidents of professional associations and leading designers to celebrate this important event. Also, experience the latest and greatest products and booth designs the commercial design industry has to offer at this must attend award ceremony. There is no-charge.

Welcome Cocktail Reception

Thursday, September 22, 5:00 - 6:30 PM Show Floor

Join in the traditional end-of-day celebration as the IIDEX/NeoCon Canada show floor shifts into hospitality mode. Meet up with friends and colleagues throughout the exhibit floor and bid in the silent auction of crates of wine, with proceeds going to our signature charity, The Furniture Bank.

ARIDO Awards of Excellence, SPACE that Rocks!

Thursday, September 22. 6:30 - 11:30 PM Heritage Court

The much-anticipated social aspect of IIDEX, ARIDO's Annual Awards of Excellence program returns this year to an evening format—with a twist. Hundreds of guests will gather in a cool, club-like atmosphere at the National Trade Centre's Heritage Court to celebrate, party and network. Tickets are available at member, intern and student rates, with a limited number of VIP packages for the party-goers with a penchant for an exceptional club-like experience. Both the ARIDO Awards of Excellence and the ARIDO Student Awards will be presented.

Free Keynote Presentations

IIDEX/NeoCon Canada has become known for its stellar lineups of keynote speakers, all at no charge. Whether the topic is a new twist on the world of business, a wake-up call for environmental issues or an overview of the work of a leading design firm, attendees can enjoy a heavy dose of inspiration in the keynote theatre just off the show floor.

Business Keynote - Roger Martin

Thursday, September 22, 9:00 AM

Dean - Rotman School of Management at University of Toronto.

Topic: The Design of Business – Design - the New Capital for the 21st Century

Roger Martin will deliver his expert insights on the new capital for the 21st century, DESIGN. "We are on the cusp of a design revolution in business," he argues. "Competing is no longer about creating dominance in scale-intensive industries; it's about producing elegant, refined products and services in imagination-intensive industries." As a result, he believes, business people don't just need to understand designers better - they need to become designers.

A Canadian from Wallenstein, Ontario, Roger was formerly a director of Monitor Company, a global strategy-consulting firm based in Cambridge, Massachusetts. His research interests lie in the areas of global competitiveness, integrative thinking, business design and corporate citizenship. He has written Harvard Business Review articles in 1993, 2002 and 2003. He writes extensively on Canadian

competitiveness policy in The Globe and Mail, National Post and Time magazine. He is chair of the Ontario Task Force on Competitiveness, Productivity and Economic Progress.

www.rotman.utoronto.ca

Lighting Keynote - Paul Cocksedge

Thursday, September 22, 3:30 PM

Topic: Contemporary Lighting in the United Kingdom

Paul Cocksedge, one of the UK's hottest new lighting designers will present his revolutionary lighting designs plus an overview of the latest products, designers, innovations in technology and emerging lighting trends coming out of the UK today. This will be presented within a framework, which examines issues of social relevance such as the advances in lighting technology and materials.

www.paulcocksedge.co.uk

Environmental Keynote - Ronald Wright

Friday, September 23, 9:00 AM

Topic: The Trap of Progress

The twentieth century was a time of runaway growth in human numbers, consumption and technology. The great question of the twenty-first century is how, or whether, this can go on. In A Short History Of Progress -- a concise history of the world since Neanderthal times -- Ronald Wright demonstrates how human beings have a way of walking into "progress traps," beginning with the worldwide slaughter of big game late in the Stone Age.

www.anansi.ca

Facility Management Luncheon Keynote*

Jerry McDermott - Manager, Real Estate Development SAS Canada

David Clusiau - Principal, Architectural Design, NORR Architects & Engineers

Christian Pal - Principal, Operations, NORR Ltd.

Friday, September 23, 12:30 PM

Topic: LEED and the Bottom Line – A Case Study

The newly completed corporate headquarters for SAS Canada, the largest independent software company in the world, is Toronto's first LEED-certified building. Its structural concrete contains a high percentage of recycled material, its rainwater collection and treatment system reduces water consumption, and its energy consumption will be 30 to 50 per cent less than that of a comparable, conventionally designed building. These and other environmentally responsible aspects of the SAS Canada headquarters will be described by the architect, the LEED-accredited professional advisor, and SAS Canada's Real Estate Manager.

* This keynote presentation includes lunch - A fee of \$85 applies.

Architectural Keynote

Stefan Behnisch - World-renowned German Architect

Friday, September 23, 3:30 PM

Topic: Possible Architectural Responses to Structural Changes in Society

Social and economic structures have forged the history of mankind. Today, we are moving through a post-industrial transitional phase on our way to becoming a knowledge-based society. How are architects responding to these changes? Until now we have allowed ourselves the luxury of designing buildings for highly specific purposes, such as living, working, storage or leisure. As well, our notions of designing flexible space have been limited by and large to the inclusion of moveable walls. German architect Stefan Behnisch believes it's time for a radical rethinking of these concepts. He will discuss the design of truly hybrid buildings that allow people to live and work, and to communicate effectively for all

sorts of purposes, all in one place.
www.behnisch.com

Seminars

Attendees have come to value the CEU-accredited seminars covering a wide range of topics and design specialties – workplace design, hospitality design, healthcare design, retail design, residential design, lighting and technology, sustainable design, facilities management and professional development. IIDEX/NeoCon Canada and ARIDO welcome the enthusiastic support and the targeted education programs of leading professional associations such as ASID, CaGBC, CMG, IDC, IES, IIDA, IFMA, IIDA, NCIDQ, NEWH, OAA and TSA. **In addition, this year we have many excellent seminars dedicated to the topic of Sustainability - look for seminars in bold and underlined.**

2005 Seminar Line-Up:

- **Lighting Residential Environments for Senior Living** by Tom Butters of Canlyte's Lighting Concept Centre in Toronto.
- **The Three Dimensions of Energy Management by John Vinken and Angela Yeung of Grand River Hospital, Kitchener; and Paul Van Bunt of VIP Energy Services.**
- **The ABC's of NCIDQ** by Janice Young of NCIDQ, Washington.
- **Healthy Office: Human Factors and the Environment**, moderated by Nelda Rodger, Azure Magazine, Toronto; and paneled by Stefan Behnisch of Behnisch, Benisch & Partner, Stuttgart and L.A., Jack Tigh Dennerlein of the Harvard School of Public Health in Boston, and Anna Stranks, ARIDO, Toronto.
- **"But I'm Not in Sales!"** by Carol Jones and Crystal Graham of Kasian Kennedy Architecture Interior Design and Planning Ltd., Toronto.
- **CaGBC, LEED and the Toronto Market by panelists including CaGBC staff, board members and chapter representatives.**
- **Aging and its Impact on Design** by Lori Molnar, design consultant, Toronto.
- **The Creative Sandbox: Leveraging the Creative Forces in the Workplace** by Marilyn Archer of Gensler, Houston and Jim Oswald of Gensler, Santa Monica.
- **The Making of a New Regent Park: Challenges to Revitalization**, moderated by Christopher McCormack, chair of the Toronto Society of Architects; paneled by members of Toronto Community Housing.
- **Flooring Fidelity: Challenges and Opportunities in Hospitality Design by Bob Greenberg, Toronto.**
- **Interior Landscape Design in the 21st Century moderated by Tony DiGiovanni, Landscape Ontario, and paneled by professionals from Landscape Ontario Horticultural Trades Organization.**
- ARIDO 101 by ARIDO.
- **Sustainable Design in Wood: Selling the Concept and Sourcing the Materials by Earl Holley of SmartWood, and Steve Munro of Westwind Forrest Stewardship Inc.**
- **Positive Design: The Emotional Power of Beauty** by Cory Grosser of Positive Industrial Design, Los Angeles.
- **About Color: A Journey into Light** by The Colour Marketing Group.
- **Graphic Design at Work** by John Furneaux of Karacters Design Group, Toronto.
- **Grow Your Business With Diversity and Demographic Changes** by Kay Blair of Community MicroSkills Development Centre.
- **Hospitality Design for the Greying Nation** by Alfred C. Baucom of Algonquin College, Ottawa.
- **Forces to be Reckoned With: Future Designs to Sustain our Urban Ecosystems moderated by Ian Chodikoff of Canadian Architect, Toronto.**

IIDEX/NeoCon Canada 2005

- **Go Green: Environmental Certification for Commercial Buildings by Wayne Proulox of GWL Reality Advisors.**
- **Compliance: New Regulations Affecting Facility Managers** by Erin Carter of Barantas Inc., and Laidley Arn of Interior Dimensions.
- **Photography That Works! Creating Great Images for Marketing Success** by Brett Drury of Architectural Photography Inc., Escondido, CA.
- **Leadership and Ownership Transition: The Right Way** by Frank Stasiowski of PSMJ Resources, Newton, MA.
- **The Triple Bottom Line: The Newest Buzz Phrase by Jaques Khouri of VanCity Enterprises, Vancouver.**

Exhibit Hall Hours, The National Trade Centre at Exhibition Place

Thursday, September 22, 2005 - 9 am – 6:30 pm

Friday, September 23, 2005 - 9 am – 5:30 pm

Media Note:

- **Media must pick up their badges at Registration.**
- **Members of the press have free access to seminars and events. Passes are required – Please contact the Idea Workshop to arrange for your seminar guest pass.**
- **Photography is available upon request.**

For all media inquiries, please contact Janette Ewen, The Idea Workshop Limited, 416.504.3977 ext. 22 or janette@theideaworkshop.com

IIDEX/NeoCon Canada and Merchandise Mart Properties, Inc.

IIDEX is a registered trademark of the Association of Registered Interior Designers of Ontario (ARIDO) and NeoCon is a registered trademark of Merchandise Mart Properties, Inc. (MMPI). ARIDO founded Canada's premier design event in 1984. In 1998, ARIDO contracted the management of IIDEX to MMPI of Chicago, organizers of the NeoCon World's Trade Fair in Chicago, regional NeoCon shows in the United States, and a total of 300 events, conferences and trade shows each year. To find out more about the Merchandise Mart, the NeoCon shows in the United States and the full roster of MMPI trade and consumer shows, visit www.merchandisemart.com. For further information about IIDEX/NeoCon Canada, contact (416) 944.3350, or visit www.iidexneocon.com.

Vornado Realty Trust, owner of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.