

## *IIDEX/NeoCon coming in September* **Meet your market**

**Information is power.** But how many ways are there, actually, to get information about your market? Face it: there are relatively few.

Listening to your customers is an obvious high priority. Having a credible industry trade magazine is valuable. Primary data sources such as Statscan are useful, if you have the time, and secondary-level magazines such as general-purpose business publications are in everybody's stack of to-be-reads.



*Glimpse of IIDEX/NeoCon activity from the 2006 show.*

One of the best research tools on local, regional, national and global markets, however, is the industry trade show. Often de-

scribed in terms of being too far, too expensive, too hot or too confusing, the industry trade show is interactive, concentrated, competitive and immediate.

**IIDEX/NeoCon** is just around the corner. Downtown Toronto, actually, which makes it accessible even to residents of British Columbia and the Maritimes. And it's not far off in time, either. It will occur September 27 and 28.

There is a buzz that inhabits trade shows: "Company X has been sold," says one.

"Is that true?" asks a second?

"I don't know," says a third, "but I just talked to John, and he says he knows. I just saw him over at the Z booth."

And off they go.

Call it gossip. But perception, as they say, is reality, and the perception the industry has of itself is manifest at the trade shows. It cannot be hidden.

"Have you seen the new design over at L2?"

"I saw it, but it's just a knock-off of Q's. They had it a year ago."

"That's true, but isn't it all a knock-off?"

Whether it's a knock-off or not, it's all on display, guarded by uniformed attendants with eager expressions, each ready to run the prepared script, or, if you assume a confidential tone, to tell you the buzz.

IIDEX/NeoCon is Canada's largest exposition and conference for the design, construction and management of the built environment, including flooring. It attracts over 15,000 attendees from across Canada and the bordering states that are active members of the design, architectural and business communities. By delivering the latest products, combined with unique programming and special industry events, IIDEX offers interesting opportunities to be inspired, educated and entertained. Whatever your focus: workplace, retail, facility management, health care, hospitality, residential, sustainable design or architecture, you will find the latest in products, services and information here.

**Of special interest** to the flooring sectors that use wood, on Friday, September 28th, corporate executives, government decision makers and influential conservation leaders will join architects, designers, developers, and builders in a unique business forum hosted by the Forest Stewardship Council (FSC) at IIDEX/NeoCon. This is the second-annual business forum: Build for LEED with FSC. This year's forum will explore the opportunities in using FSC-certified wood products. On-line registration for this forum will commence July 25, 2007.

For those not in the wood sector, you can expect to re-visit some of the innovations previewed at IIDEX/NeoCon's bigger-sister show in Chicago last June, NeoCon. There are new patterns, hot colours, great installation advances and cost-cutting techniques you won't want to miss.

For more information, contact [www.iidexneocon.com](http://www.iidexneocon.com).