

SHOW PREVIEW

IIDEX PUTS ON ITS 25TH BIG SHOW IN TORONTO

It's time for Canada's largest exposition and conference for the design, construction and management of the built environment

This year marks the 25th anniversary of IIDEX/NeoCon Canada, the nation's largest exposition and conference for the design, construction and management of the built environment. It will be held at Toronto's Direct Energy Centre, with the exposition taking place on September 24 and 25 and the conference component running from September 23 to 26.

One of the biggest developments this year is the co-location for the first time of IIDEX and the Green Building Festival. Sustainable Buildings Canada first presented the Green Building Festival (GBF) with a number of partners in 2005 (it was then called the Toronto Regional Green Building Festival). There will be GBF plenary sessions on September 23 and breakout sessions on the 24th; as well, during the IIDEX trade show the latest sustainable products will be on display in the Green Building Festival exhibit area.

Other highlights this year include an expanded Light



Canada expo and conference, and the Green Patient Lab, an all-new sequel to the Green Patient Room that was displayed at IIDEX last year. Be sure to check out the Facility Management pavilion on the show floor, and choose from more than 70 seminars, many of which address FM-related issues, ranging from "The Value of Commissioning (and Continuous Commissioning)" to "Sustainable Procurement." Detailed information about special

For the first time this year, IIDEX/NeoCon Canada will be co-located with the Green Building Festival

events, seminar topics and show highlights is available at www.iidexneocon.com. | CFM&D

IIDEX/NEOCON CANADA 2009 KEYNOTE SPEAKER SERIES



BUSINESS KEYNOTE:

Bertrand Cesvet

Thurs. Sept. 24, 10-11 am

A key marketing strategist for Cirque du Soleil, Bernard Cesvet is chairman and senior partner at international creative services company Sid Lee. His presentation is entitled "**Commercial Creativity: How to merge creative disciplines to create rich consumer experiences.**"



LIGHTING KEYNOTE:

Stephen Knapp

Fri. Sept. 25, 10:30-11:30 am

U.S. artist Stephen Knapp produces "lightpaintings," a medium that exists at the intersection of painting, sculpture and architecture. In "**Lightpaintings in Art and Architecture**" he will discuss his internationally acclaimed work and the green aspects of illumination-based art.

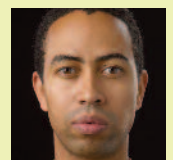


ENVIRONMENT KEYNOTE:

Enrique Peñalosa

Thurs. Sept. 24, 4-5 pm

The title of Mr. Peñalosa's talk is "**What Makes a Good City?**" – and he should know. The former mayor of Colombia's capital, Bogotá, he transformed the city by making social equity and human happiness its most urgent priorities. He now consults globally on urban vision.



DESIGN KEYNOTE:

Stephen Burks

Fri. Sept. 25, 1-2 pm

Founder of Readymade Projects in New York City, industrial designer Stephen Burks bridges the gap between the luxury brands he works with and design with a social conscience. His talk's title: "**Are You a Hybrid? Design as an agent of social change.**"