

# THINK: Material



**Think:Material** is an interactive exhibit curated by International Materials Consultant, Jim Salazar, that showcases innovative materials from across the globe. **Think:Material** is the highlight of a dedicated and very popular feature exposition called Material World at IIDEX/NeoCon Canada, Canada's national trade show and conference held annually in Toronto, September 22-25, 2010. IIDEX, now in its 26th year attracts 350 exhibitors in all areas of design - retail, healthcare, hospitality, workplace, residential, architecture, lighting and sustainability and 15,000 trade attendees from across Canada and the bordering states.

Leading international design firms headquartered in Toronto include Yabu Pushelberg, Burdi Filek, Il x IV and Four Seasons Hotels; all of who are renowned for the use of materials.

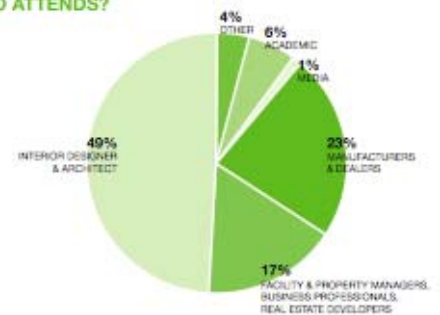


**Think:Material** is an experiential must see playground of inspiration for the materials enthusiast, manufacturers and the architecture and design community. Based on contextual need, the architect/designer is presented with an extensive array of options ranging from high-performance to intelligent applications that will stimulate the creative process and play an integral role on the impact of finished projects.

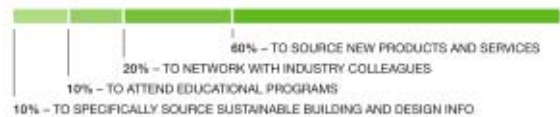
We invite you to be one of our exclusive featured materials on display in **Think:Material** at IIDEX/NeoCon Canada 2010 on Thursday September 23 & 24. The exhibit will also travel to other events in North America in 2010 and 2011.

There is no charge for participation with new A4 samples of your products although small turn-key exhibit spaces are also available from \$2600. Send your submission now (see page 2) or call Maria Dubroy at (+1) 416-960-4520 or email [mdubroy@iidexneocon.com](mailto:mdubroy@iidexneocon.com) for more information.

## WHO ATTENDS?



## WHY DO THEY ATTEND?



INTERIOR DESIGNERS OF CANADA PRESENTS  
IIDEX/NEOCON CANADA  
CANADA'S NATIONAL  
DESIGN EXPO & CONFERENCE

EXPOSITION  
SEPTEMBER 23-24, 2010  
CONFERENCE  
SEPTEMBER 22-25, 2010  
DIRECT ENERGY CENTRE, TORONTO

THINK:



# Material

## SPECIFICATION SHEET

Please complete this form and fax to 416.921.2707 or email: [Maria Dubroy at mdubroy@iidexneocon.com](mailto:mdubroy@iidexneocon.com).

COMPANY: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

MATERIAL NAME: \_\_\_\_\_ COUNTRY OF ORIGIN: \_\_\_\_\_

DESCRIPTION: \_\_\_\_\_

COMPOSITION: \_\_\_\_\_

OTHER PROPERTIES: \_\_\_\_\_

FIRE RATING: \_\_\_\_\_ SUSTAINABLE: \_\_\_\_\_

APPLICATIONS: \_\_\_\_\_

Please ship two A4 sized (210 x 297mm) material samples, along with a copy of this form to:



**Jim Salazar**

Curator

Think Material

c/o IIDEX/NeoCon Canada

10 Alcorn Ave, Suite 100

Toronto, ON Canada M4V 3A9

E: [info@iidexneocon.com](mailto:info@iidexneocon.com)

T: 416.944.3350

IIDEX is the most effective route to replenish and gain new business. To reach our audience of 16,000 design professionals, consider showcasing your products in MATERIAL WORLD at IIDEX. We have many options available to meet your budget including a turn-key exhibit package.

**Yes, I am interested in exhibiting at IIDEX2010. Please send me more information.**



MATERIAL WORLD Pavilion Turn Key Exhibit package includes:

- 5'd x 10'w x 8'h Booth structure
- White painted plywood walls
- Shared electric
- Carpet and booth signage

**FEE: CAD \$2,600 + taxes**

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