

## WMS and IIDEX/NeoCon announce collaboration

The Woodworking Machinery & Supply Expo (WMS) and IIDEX/NeoCon Canada have announced a unique collaboration between the two events, which are taking place concurrently this September.

Geared toward manufacturers of cabinets, furniture, architectural woodwork and other wood products, WMS runs this September 24 to 26 at the International Centre in Mississauga, Ont. The show also features a four-day educational conference beginning on September 23. This is the first time WMS will take place in September. Previously the biennial show took place in October. IIDEX/NeoCon is an annual tradeshow and conference aimed at the interior design, architectural, facility management, real estate development and business communities. It takes place September 24 to 25 at the Direct Energy Centre in Toronto. It also features a four-day conference, which runs from September 23 to 26.

The collaboration between the two trade shows includes joint and reciprocal promotion, plus conference content resource sharing. WMS will offer a closet and home organization conference session geared toward IIDEX/NeoCon Canada's audience of architecture and design professionals and a session highlighting the potential applications of lightweight panels.

Additionally, IIDEX attendees will receive free exhibit hall admission at WMS simply by producing their IIDEX badge at the registration counter. Likewise, WMS attendees can attend IIDEX for no additional charge.

"We are thrilled by the opportunities our partnership with IIDEX/NeoCon Canada creates for both events' attendees and exhibitors," said Steve Reiss, vice president of Vance Communications Canada LCC, owner of WMS in a press release. "WMS features extensive exhibits of designer and functional hardware, laminates, veneers, coatings and other products of interest to IIDEX attendees. In addition, WMS will feature a closet products pavilion, which should be of great interest to attendees of the closets conference session at IIDEX."

"IIDEX/NeoCon Canada is very excited to be collaborating with the WMS, and what better way to celebrate the 25th anniversary of IIDEX/NeoCon Canada, and the 75th anniversary of ARIDO, than by forging a strategic partnership to advance the awareness on this important sector for designers, architects, facility managers and manufacturers," said Tracy Bowie, vice president of IIDEX/NeoCon Canada in a press release. "The addition of seminars will broaden the awareness of WMS to a larger and more diverse audience, develop new relationships for both organizations, and provide a unique platform for learning and future collaboration."