



**BROOKFIELD** CONFERENCE CENTER

**IIDA**  
WISCONSIN  
chapter

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
WISCONSIN



# Neoconsin 2025

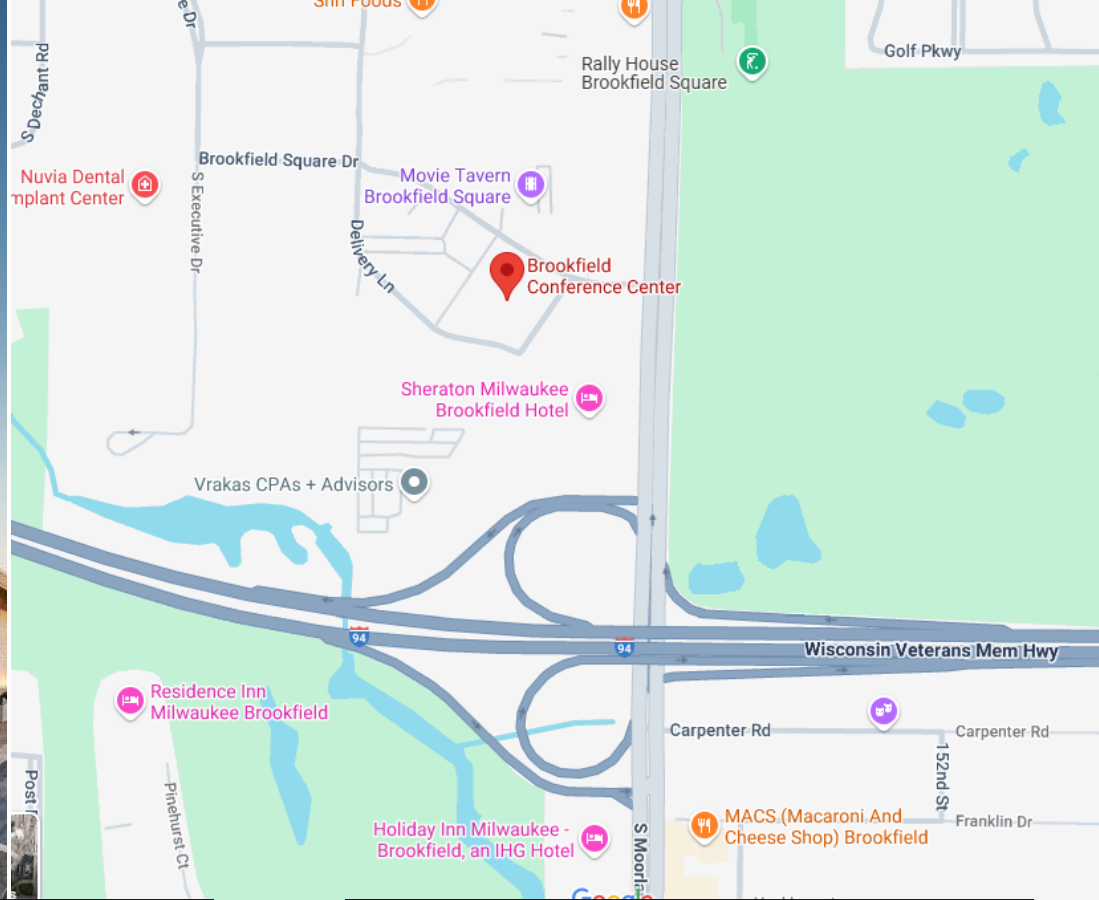
Attendee Info Packet

Brookfield Conference Center  
Set Up October 8, 2025  
Event Date October 9, 2025

# What is Neoconsin??



- Neoconsin is a Wisconsin Neocon!
- It is a smaller 1-day event that brings all the Vendor Reps into one location so you can see all that is new in the Industry.
- This year we have a great Keynote Speaker- Andrew Lane, HOUSE OF DIGBY & digby  
Topic-AI is Here- Now What? Rethinking the Business of Design
- Neoconsin is a free event if you pre-register. \$15.00 at the door day of.
- See what is new in the industry, network, talk to your reps and have some fun!
- Over 120 booths at this year's event- so allow enough time to see it all.
- Register today at [iidawi.org](http://iidawi.org) or [wi.asid.org](http://wi.asid.org)



# BROOKFIELD CONFERENCE CENTER

## Phone

262-789-0220

## Address

325 South Moorland Rd.  
Brookfield WI 53005

# Details of the Day

## Thursday October 9

- Registration Opens at 9:30 am
- Keynote Speaker 10 am-11 am

*Collaborate Ballroom*

Andrew Lane, Co-Founder,  
HOUSE OF DIGBY & digby

*AI is Here- Now What? Rethinking  
the Business of Design*

- Vendor Fair: 11 -5 pm  
*Connect Ballroom*

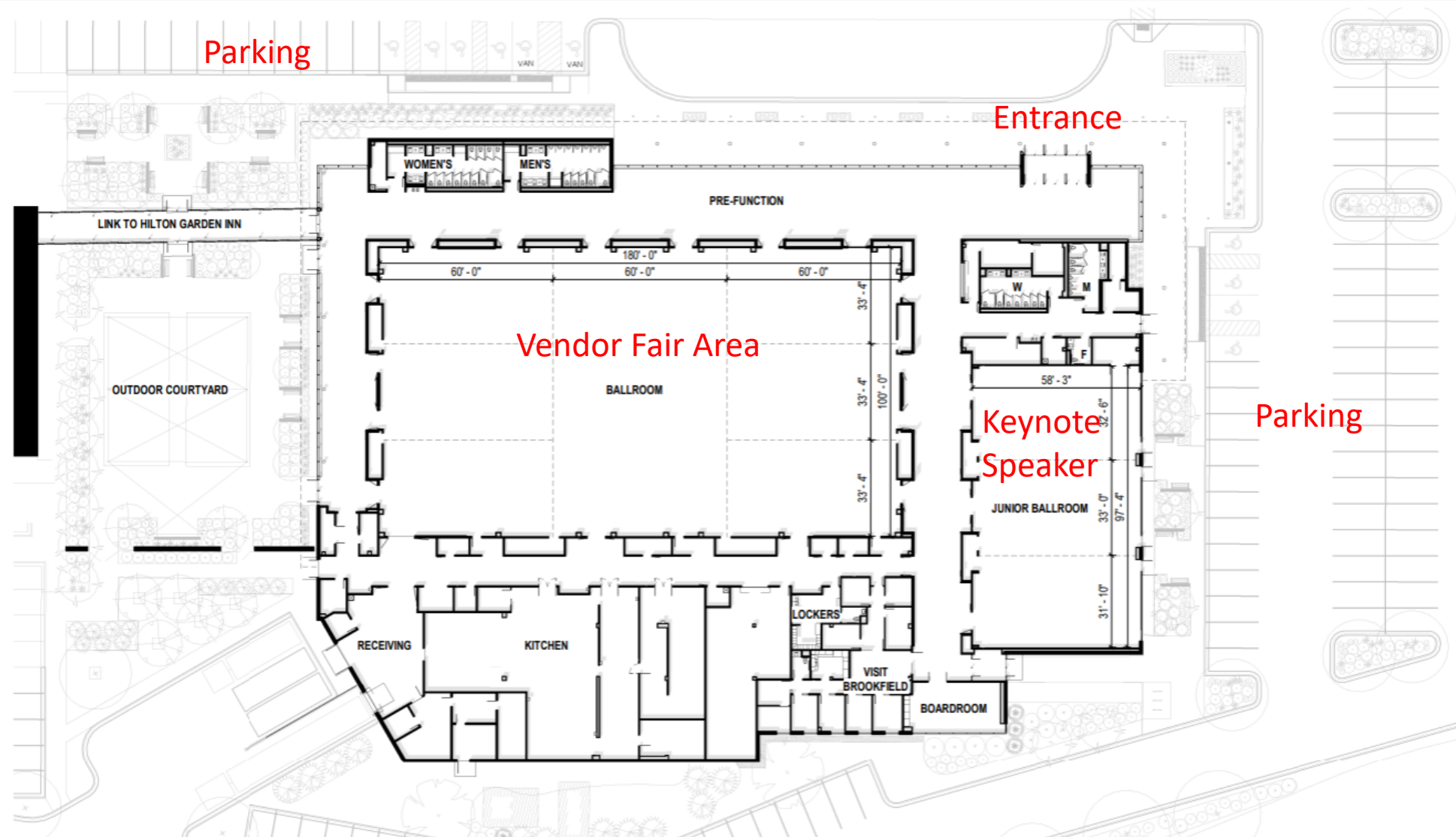
- Lunch: Noon – 1:30 pm  
*Celebrate Atrium*

- Happy Hour: 3-5 pm  
*Within the Vendor Fair*

- Cash Bar available all day
- Any questions- there will be a reception desk manned outside the Exhibit Hall
- Thank You for participating!

# BROOKFIELD CONFERENCE CENTER

# Map



# Keynote Speaker

Andrew Lane, Co-Founder,  
HOUSE OF DIGBY & digby

A seasoned entrepreneur, intrapreneur, speaker, and educator, Andrew made his career building and leading teams and organizations from startups to multinational corporations through change and transformation. With a long-standing focus on innovation within the creative industries, for nearly two decades, he's consulted on emerging technology strategy for fortune 500 brands through to emerging startups. He's spoken at leading conferences, designed and delivered innovative courses for prominent colleges and universities and industry CEUs in emerging media and technology, and sat on numerous boards and councils aligned to helping design-forward organizations and individuals chart their course into new territory.

Andrew is the co-founder of both HOUSE OF DIGBY, an emerging, tech-enabled North American importer of authentically designed furniture for contract, commercial and hospitality spaces, and its sister company, *digby*, an innovation consultancy focused on the architecture, design and creative industries. Andrew is also a co-host of Barriers to Entry, an innovation and emerging media podcast for the architecture, design and creative industries.

<https://link.edgepilot.com/s/65d2f4a3/3fUnXMBt60Gup5fjOwdSrw?u=http://www.houseofdigby.com/>

<https://link.edgepilot.com/s/bbee82ed/eod7qdlfVUWflnZ1nF-t8A?u=http://www.meetdigby.io/>

<https://link.edgepilot.com/s/bbee82ed/eod7qdlfVUWflnZ1nF-t8A?u=http://www.meetdigby.io/>

[Podcast](https://link.edgepilot.com/s/bbee82ed/eod7qdlfVUWflnZ1nF-t8A?u=http://www.meetdigby.io/)



# AI Is Here- Now What?

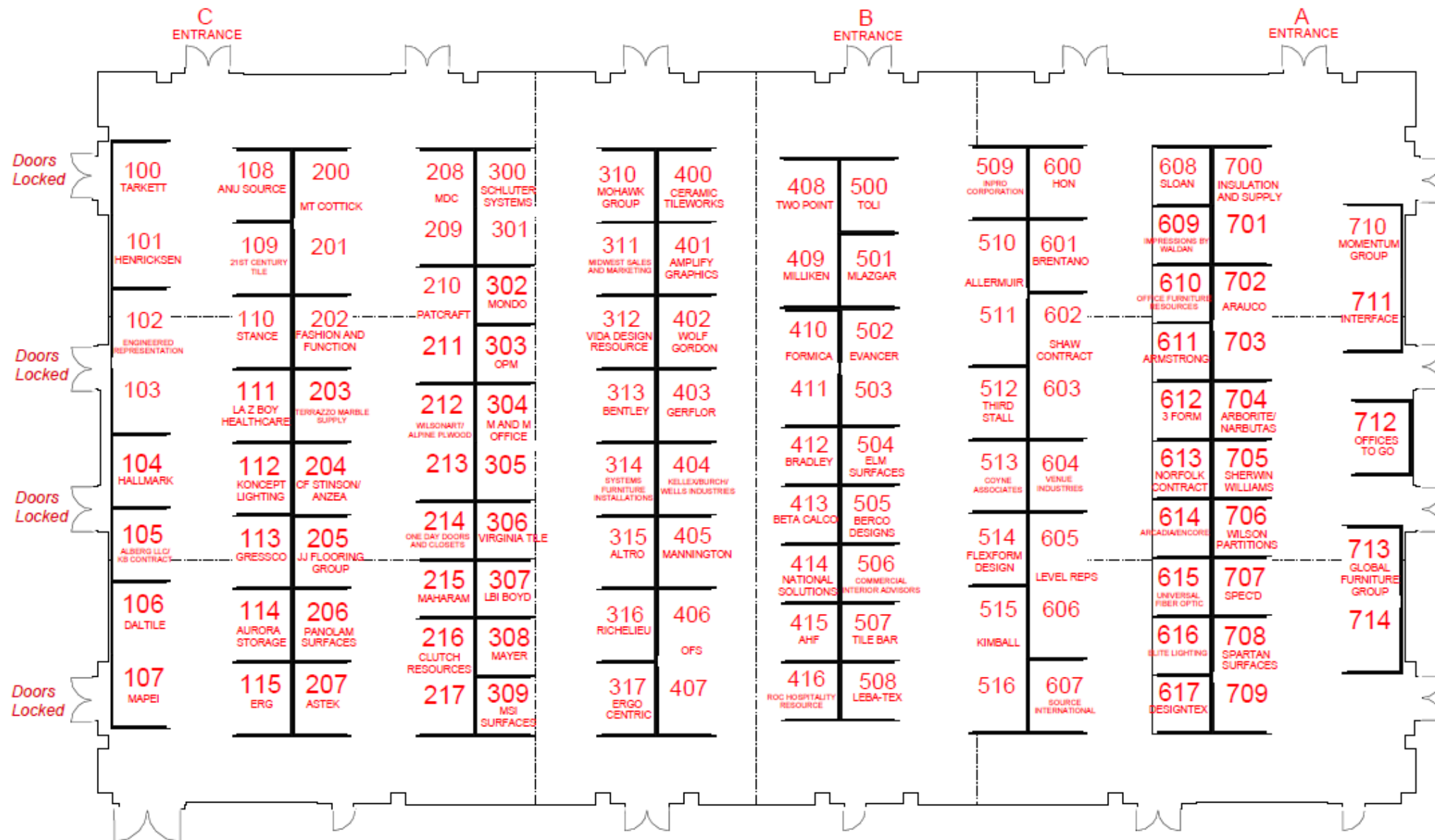
# Rethinking the Business of Design

The pace of change in the design industry is accelerating, and artificial intelligence is no longer just a tool for the future—it's a business consideration for the present. This high-energy keynote, is built to keep up. Designed for leaders, creatives, and operations professionals alike, the session dives into the real-world ways AI is shifting how firms work, compete, and create. With moments of audience interaction woven throughout this talk invites attendees to think and ask questions alongside the presenter, not just listen. The conversation will surface emerging trends, critical questions, and the messy realities behind adoption. Whether your team is already leveraging AI or still figuring out where to begin, you'll leave with sharper language, clearer context, and one or two new questions worth asking when you're back at the office.

# Booth Map

## NeoCONsin

October 9, 2025



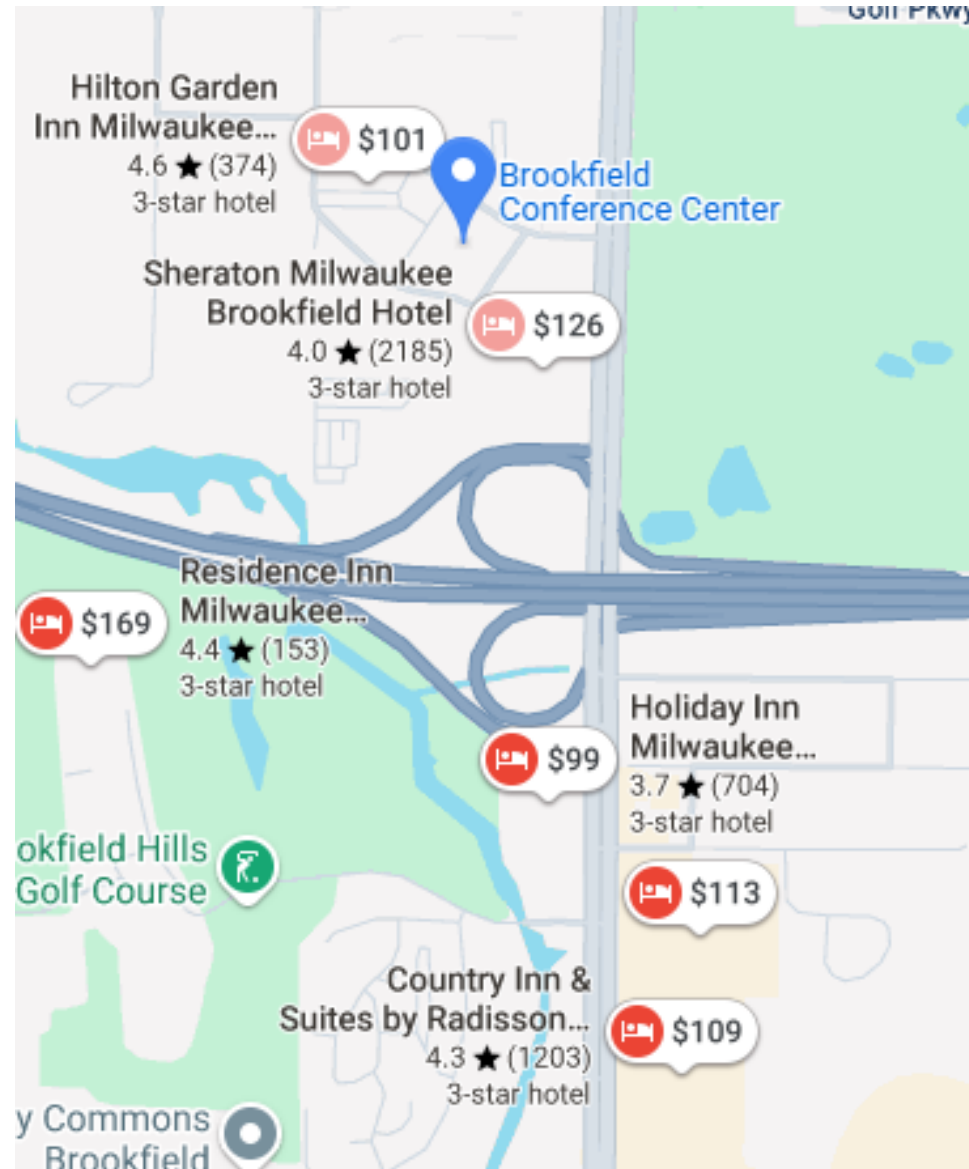
# B I N G O

Arc Com	CERAMIC TILEWORKS Defining Style with Tile	TERRAZZO & MARBLE	Mannington COMMERCIAL	RÜDER GROUP
TOLI	patcraft®	an LLC within Design Resource MIDWEST	EJ WELCH COMPANY	MAYER FABRICS
ERG INTERNATIONAL	Benjamin Moore	IIDA WISCONSIN chapter AMERICAN SOCIETY OF INTERIOR DESIGNERS WISCONSIN	level	SF OPEN
Integra®	VIRGINIATILE	Tarkett	ALPINE PLYWOOD Corp. Wilsonart®	
28 3111 446 Associates, Inc.	coyne associates	ShawContract®		

## Bingo Raffle

- Join us for the Bingo Raffle!
- Bingo cards will be at the registration desk
- Visit the booths on the card to make a bingo!
- Upon completion- bring to the registration desk and be placed in the drawing for prizes.
- Prize drawings start at 1pm- need not be present to win
- Over 50 opportunities to win!

# Local Hotel Options



**There is no hotel room block for this event.**

There are two Hotels very close to the Brookfield Conference Center:

Hilton Garden Inn Milwaukee Brookfield Conference Center

Sheraton Milwaukee Brookfield Hotel



# Thank you!

This event would not be possible without your support. The Neoconsin committee would like to thank you for your participation and hope to see you again next year! Next year's event will be in Brookfield WI at the Brookfield Conference Center on October 15, 2026! Mark your calendars☺

