
ICFF

2023

BRAND MEDIA KIT



The International Contemporary Furniture Fair, May 21-23, 2023 at New York City's Javits Center, is North America's major platform for global design.

Beyond the annual Fair, the ICFF offers companies year-round sales and marketing programs to launch new products, develop business leads, and enhance brand visibility.

CONTACTS

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Exhibit application on [icff.com](https://www.icff.com)

Trade Fair Overview

May 21-23, 2023

80,000 NET SQUARE FEET
(7,435 NET SQUARE METERS)

400 EXHIBITORS

10 CATEGORIES

Furniture, seating, carpet and flooring, lighting, outdoor furniture, materials, wall coverings, accessories, textiles, kitchen and bath

24 COUNTRIES

Argentina, Australia, Austria, Belgium, Brazil, Canada, Columbia, Croatia, Denmark, France, Germany, Italy, Japan, Mexico, Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, Turkey, United Kingdom, U.S.

8 CONTINGENTS

Abimovel (Brazil), APIMA (Portugal), APMR (Romania), Austrian Federal Economic Chamber, British European Design Group (BEDG), Fundacion Argentina, Italian Trade Agency/Italian Trade Commission, Norwegian Design Industry

6 SPECIAL FEATURES

ICFF Studio, ICFF Talks, ICFF Editors Awards, ICFF+WantedDesign Manhattan, Activation Spaces, ICFF Public Day

PROMOTION

Year-long public relations and marketing campaign

10,000 ATTENDEES

Interior Designers, Architects 61%
Retailers 18%
Representatives, Distributors 14%
Hotels, Restaurants, Developers 7%

Category Interest

Furniture 68%
Lighting 63%
Materials 49%
Accessories 47%
Kitchen and Bath 44%
Textiles 42%
Seating 42%
Carpet and Flooring 40%
Wall Coverings 40%
Outdoor Furniture 36%
Fabricators 33%

Top U.S.

New York, New Jersey, California, Connecticut, Pennsylvania, Florida, Massachusetts, Texas, Illinois, Maryland

Top Outside U.S.

Canada, Caribbean, Central America, South America

BOOTH SPACE

Standard

(for exhibitors with an Emerald approved custom booth or Island configuration)

Sold in increments of 10×10 feet (3×3 meter)
\$59USD per square foot
(\$635USD per square meter)
+\$300USD per corner
Included: carpet, drayage*
(carpet must be ordered by deadline)

Standard with Walls

Sold in increments of 10×10 feet (3×3 meter)
\$72.50USD per square foot
(\$780USD per square meter)
+\$300USD per corner (corners based on availability)
Included: white hard walls, carpet, drayage*
(carpet must be ordered by deadline)

50 Square Feet (4.5 Square Meters)

Sold as 5×10 feet (1.5×3 meters)
\$3,725USD/\$74.50USD per square foot
(\$802USD per square meter)
+\$300USD per corner (corners based on availability)
Included: white hard walls, carpet, drayage*
(carpet must be ordered by deadline)

*Drayage is the service and labor charge of moving the exhibitor's goods from the loading dock at the Javits Center to and from the exhibitor's booth space. Goods (small packages are excluded) must be shipped directly to the Javits Center.

ICFF 2024

May 19-21

Select Attendees

1100 Architect	Fogarty Finger	Rockwell Group
2Modern	FRCH NELSON	Room & Board
A+I	Gensler	Rottet Studio
AECOM	Gettys Group	Rypen
AF New York	Ghislaine Viñas	Santopietro Interiors
Alda Ly Architecture & Design	Google	Sasaki Associates
Amy Lau Design	Grimshaw Architects	Scott + Cooner
Architecture in Formation	Handel Architects	Selldorf Architects
Arquitectonica	HBF	SHoP Architects
AvroKO	HGA	SHVO
Ballinger	Hilton Worldwide	SITTE
Baker Design Group	HLW	Snohetta
BAMO	HOK	SOM
Bergdorf Goodman	Huntsman	SPAN Architecture
Beyer Blinder Belle Architects	Hyatt	Spector Group
Bohlin Cywinski Jackson	IA Interior Architects	SR Projects
Bromley Caldari Architects	ICRAVE	Stantec
Brookfield Properties	IDEO	Starbucks
CallisonRTKL	INC Architecture & Design	Steve Blatz Architect
CannonDesign	Insidesource	Stonehill Taylor
Carroll Adams Group	Ishka Designs	Studio Four NYC
CBRE Group	Islyn Studio	Studio Libeskind
CBT Architects Boston	Jeffrey Beers International	Studio O+A
CetraRuddy	Jennifer Post	Studio GAIA
Champalimaud	KPF	STUDIOS Architecture
Christian Lahoude Studio	Luminaire	Switch Modern
Clodagh Design	Mancini Duffy	Switzer Group
Comerford Collection	Marriott International	Taylor Creative
Contemporaria	McCartan	Ted Moudis Associates
Convене	Memorial Sloan Kettering	Tishman Speyer
Cookfox Architects	Cancer Center	Tobin Parnes Design
The Corcoran Group	Meyer Davis	Tonychi
CORE	MKDA	TPG Architecture
D'Aquino Monaco	MoMA Design Store	Tsao & McKown
Daroff Design	Montage	tvdsdesign
Davis and Warshow	Nannie Inez	Unibail Rodamco Westfield
Davis Brody Bond	NBBJ	Union Square
Deborah Berke Partners	NBCUniversal	Hospitality Group
Design Republic	NELSON	Urbanspace Interiors
Design Within Reach	OTJ Architects	Verderame Cale Architecture
Determined by Design	Pei Cobb Freed & Partners	Viacom
Diller Scofidio + Renfro	Pelli Clarke Pelli Architects	Vocon
Douglas Elliman	Pembroke & Ives	Walt Disney Imagineering
Drake Anderson	Perkins Eastman	Weiss/ Manfredi Architects
DXA Studio	Perkins&Will	West Chin Architect
Elkus Manfredi Architects	Rafael Viñoly Architects	West Out East
Ennead Architects	Rapt Studio	Wiley Design Group
ESI Design	RD Jones + Associates	Wimberly Interiors
Equinox Hotels	Rhode Partners	Workshop/ APD NYC
Ewing Cole	Richard Meier & Partners Architects	Yabu Pushelberg
Float Studio	Robert A.M. Stern Architects	YDesign Group



Onsite Activation Spaces

AN ALTERNATIVE BOOTH SPACE

Exhibit in an ICFF feature area in which non-competing sponsors will work together to build out the lounge based on the creative direction designed of a leading design firm. The space will serve as a destination hub for networking, learning and inspiration on the trade fair floor. <https://icff.com/oasis-by-float-design-studio/>

FEATURE SPONSOR \$15,000 plus product shipped to Javits Center

Deliverables include:

- Ad in May 2023 HD and in the ICFF Show Guide promoting the feature area and all sponsors
- Dedicated eblast promoting feature space for sponsors to send to customers
- Brand Spotlight feature
- icff.com promotion
- Branding within space to promote sponsors
- Daily content within space
- Opportunity to contribute to/lead panel discussions/programming within space
- Editorial coverage in HD
- Up to 5 representatives to utilize space as their non-traditional trade fair booth
- Up to 5 tickets to Opening Night Reception
- 2 tickets to Interior Awards Ceremony

PRODUCT SPONSOR \$5,000 plus product shipped to Javits Center

Deliverables include:

- Ad in May 2023 HD and in the ICFF Show Guide promoting all sponsors
- Dedicated eblast promoting feature space for sponsors to send to customers
- Brand Spotlight feature
- icff.com promotion
- Branding within space to promote sponsors
- Daily content within space
- Editorial coverage in HD
- Representatives to utilize space as their non-traditional trade fair booth
- 2 tickets to Opening Night Reception

PRODUCT CONTRIBUTOR \$2,500 plus product shipped to Javits Center

- Ad in May 2023 HD and in the ICFF Show Guide promoting all sponsors
- Dedicated eblast promoting space for sponsors to send to customers
- Brand Spotlight feature
- icff.com promotion
- Branding within space to promote sponsors
- Daily content within space
- Editorial coverage in HD

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Trade Fair

Sponsorship Opportunities

The ICFF offers a variety of sponsorship options to help achieve your business objectives and to extend your reach. Contract your ICFF Representative to discuss options that are right for you.

REGISTRATION SPONSORSHIPS

CONFIRMATION FOR ONLINE REGISTRANTS \$3,000

Your company logo with website link will appear on every attendee registration confirmation, which also contains important ICFF details.

ONSITE SPONSORSHIPS

DOOR DECALS \$\$\$\$, exclusive

Decals applied to the exterior entrance doors to the Javits Convention Center and ICFF.

- Details: please contact your ICFF Representative

TRADE FAIR BAGS \$5,000

Your custom supplied bag will be distributed to up to 8,000 visitors from registration and from all ICFF hall entrances.

BADGE LANYARDS \$12,000

Provide attendees a user-friendly way to wear their name badge. Lanyards can promote your message, logo and booth location. Price includes production.

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ICFF Interiors Awards

ICFF relaunched the prestigious Interior Awards and distinguished Designer of the Year Award in May 2022, formerly presented by Contract magazine. Over its 42-year history, the program has been integral to the design field, celebrating exceptional interior design work across all industries and assisting in launching and supporting the careers of some of the world's best designers.

The ICFF Interiors Awards honors outstanding interiors projects across 11 categories:

- Wellness/Sustainable Bar/Restaurant
- Education
- Healthcare
- Hotel/Lodging
- Workplace
- Adaptive Reuse/Historic Renovation
- Retail
- Civic/Public
- Residential
- Student

For 2023, the ICFF Interiors Awards judges are prior Designers of the Year:

Primo Orpilla, Studio O+A; **Lauren Rottet**, Rottet Studio; **Nina Etnier**, Float Studio; and **Kia Weatherspoon**, Determined by Design

Winners will be recognized at the annual Interiors Awards ceremony and published on icff.com.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR \$7,500, limited to three non-competitive sponsors

- Company exclusive full page ad in event program
- Recognition in full page thank you ad in ICFF show guide and event program
- Company recognition in all Interior Awards marketing leading up to event (website, emails)
- 2 complimentary tickets to dinner with current and past Designers-of the Year
- 6 complimentary tickets to Awards ceremony, Tuesday, May 23 at premium table location and with finalist of sponsored category
- Opportunity to show 1-2 minute company video during Awards breakfast
- Signage at the show and event, and recognition from the podium
- Company exclusive social media post in advance of event

CATEGORY SPONSOR \$3,500

- Recognition in full page thank you ad in ICFF show guide and event program
- Company recognition in all Interior Awards marketing leading up to event (website, emails)
- 4 tickets to Awards, Tuesday, May 23 at premium table location and with finalist of sponsored category
- Signage at the show and event
- Opportunity to present award to winner of sponsored category

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Exhibitor Listing Packages

icff.com

The Basic Listing includes Company Name, Address, Booth #, Company Logo, Website URL, 500 characters for the online profile, 5 Product Categories (all exhibitors receive a Basic listing).

LISTING OPTIONS ↻	BASIC B Included	SILVER ★ \$395	GOLD ★ \$895
Premium Position Your exhibitor listing will be placed at the top of the exhibitor list and search results	X	X	✓
Podcast Valued at \$250 per podcast	X	X	✓
Videos Tell your story to potential buyers through promotional videos. Upload videos directly from your console.	X	1	2
Digital Product Showcase Engage attendees with detailed product descriptions along with full color images.	X	4	10
Press Releases Get more coverage by sharing the latest news about your company.	X	4	10
Company Online Profile (characters) Introduce your company to make a great first impression	500	800	1200
Company Logo Full brand recognition by uploading your logo to your online profile.	✓	✓	✓
Product Categories Help buyers find you by selecting the categories that best describe your products	5	8	12
Website URL Drive traffic to your website	✓	✓	✓

Exhibitor Listing Upgrades

EXCLUSIVE ONLINE FLOOR PLAN SPONSORSHIP \$2,495

A clickable company logo at the top of the floor plan; includes the Gold Listing Package.

EXCLUSIVE ONLINE EXHIBITOR LIST SPONSORSHIP \$1,995

A clickable company logo on top of the exhibitor list and search results and a rotating floor plan banner ad; includes the Gold Listing Package.

ONLINE FLOOR PLAN BANNER AD \$395

A trackable company logo in random rotation on the show floor plan.
Size: 205px x 60px

ONLINE FLOOR PLAN LOGO \$349

For booths 20x20 or larger – A company logo in your booth on the interactive floor plan.
Size: 500px x 500px

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Official ICFF Show Guide

Advertising

SHOW GUIDE ADVERTISING (INSIDE FRONT COVER) \$1,500

Your full-page ad on the inside front-cover of the official ICFF printed directory distributed to attendees.

SHOW GUIDE ADVERTISING (INSIDE BACK COVER) \$1,500

Your full-page ad on the inside back-cover of the official ICFF printed directory distributed to attendees.

SHOW GUIDE ADVERTISING (BACK COVER) \$2,500

Your full-page ad on the back-cover of the official ICFF printed directory distributed to attendees.

SHOW GUIDE ADVERTISING (RANDOM PLACEMENT) \$1,000

Randomly placed full-page ad in official ICFF printed directory distributed to attendees.

LOGO ADS (NEXT TO PRINTED LISTING) \$150

Your company logo printed in the official ICFF printed directory next to your booth listing.

* Digital Distribution on-site and post-event

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CLOSEUP October 19-20, 2022

Inspired by a TV format, the two-day trade program and hybrid format is presented and broadcast from New York to connect the A&D community with brands and design studios launching new products. Up to 1,000 viewers: architects, interior designers, and retailers, both via live stream and on-demand.

PRESENTING SPONSOR \$20,000

Reinforce your brand's design industry leadership as the Presenting Sponsor of CLOSEUP October 2022. Includes all the benefits of a Featured Brand, plus additional broadcast time for your media assets and brand spokesperson. You will also help shape overall content direction for CLOSEUP October 2022 programming. Brand is responsible for producing and recording its own video(s).

DELIVERABLES

- Up to 2-minute pre-recorded video to be played multiple times across the 3 days
- Sponsorship acknowledgement at the beginning and the end of day
- One dedicated 30- to 40-minute session (format TBD), including a pre-recorded brand video
- Sponsor logo (or brand credit) on ICFF + WantedDesign Manhattan CLOSEUP marketing material (website, email communication, VIP Invites, social, press release)
- Dedicated article in CLOSEUP E-blast
- Database of registered attendees
- Dedicated section in CLOSEUP Press Release

DAILY PRESENTING SPONSOR \$10,000

Grab the spotlight for one day of CLOSEUP programming. Your brand will benefit from acknowledgements throughout seven hours of daily broadcasting and be able to integrate specific content into the program to reinforce your message. Your brand representative will also be incorporated into a live on-camera CLOSEUP segment. Brand is responsible for producing and recording its own video(s).

DELIVERABLES

- 2-minute pre-recorded video to be broadcast during the Opening session, and at the start of programming on the sponsored day
- Brand representative to participate in one of the Conversation Session as a special guest
- Sponsor logo (or brand credit) on ICFF + WantedDesign Manhattan CLOSEUP marketing material (website, email communication, social, press release)
- Sponsor logo (or brand credit) on ICFF + WantedDesign Manhattan CLOSEUP marketing material (website, email communication, VIP Invites, social, press release)
- Dedicated "Spotlight" article in a CLOSEUP E-blast
- Database of registered attendees
- Sponsorship acknowledgement by the hosts at beginning and end of the day

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CLOSEUP October 19-20, 2022

FEATURED BRAND | 40-MINUTE SESSION \$6,000, limited to 6

30-minute presentation (combining pre-recorded material and live presentation) plus 10-minute live Q&A moderated by the host, with questions from the audience. Brand representatives can be live from the stage in Brooklyn or can join remotely through Zoom. Brand is responsible for producing and recording its own video(s).

DELIVERABLES

- Live (or pre-recorded 30-minute product presentations + 10-minute Q&A with brand representative(s) from the brand showroom, studio or Main Stage
- Brand listed on all ICFF + WantedDesign Manhattan CLOSEUP marketing materials (website, email communication, social, press release) + media partner promotion
- Database of registered attendees

FEATURED BRAND | 20-MINUTE SESSION \$3,250, limited to 6

10-minute presentation (combining pre-recorded material and live presentation) plus 10-minute live Q&A moderated by the host, with questions from the audience. Brand representatives can be live from the stage in Brooklyn or can join remotely through Zoom. Brand is responsible for producing and recording its own video(s).

DELIVERABLES

- Live (or pre-recorded 10-minute product presentations + 10-minute Q&A with brand representative(s) from the brand showroom, studio or Main Stage
- Brand listed on all ICFF + WantedDesign Manhattan CLOSEUP marketing materials (website, email communication, social, press release) + media partner promotion
- Database of registered attendees

NORTH AMERICAN STUDIO | GROUP SESSION \$2,250, limited to 12 + production of a video

North American Studio Participation – studio pre-recorded presentation (8-minute video maximum) featuring product launches, studio tour and behind the scenes, followed by a live conversation with the studio representatives and Q&A with the audience. Designers can be live in Brooklyn on stage or join remotely through Zoom. Each day will include two 45-minute North American Studio Sessions, with 3 studios per session, including Q&A time with the moderator. Each studio is responsible for producing and recording its own video(s).

DELIVERABLES

- Participation in one of the North American Studios session: live conversation (moderator to be announced) with two other studios
- Studio/Company featured on ICFF + WantedDesign Manhattan CLOSEUP marketing material (website, email communication, social) + media partner promotion
- Database of registered attendees

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CLOSEUP October 19-20, 2022

BRAND VIGNETTE SET SPONSOR \$3,000, limited to 3

The Brand to design and produce a "vignette" featuring its products, to serve as a set for for special announcements, Q&A, demo, transitions or any other "live" broadcasts not taking place on the Main Stage. The vignette is about 6'x6' and should accommodate for one or two speakers either standing or seated.

Sponsor is responsible for shipping and for any specific production and installation costs.

DELIVERABLES

- Sponsor mention on ICFF + WantedDesign Manhattan CLOSEUP marketing material (website, email communication, social, onsite)
- Database of registered attendees
- Sponsorship acknowledgement at beginning of each session
- Up to two three-to-five-minute segments broadcast daily from Vignette

MAIN STAGE DECOR SPONSOR \$10,000

Exclusive Sponsor – Sponsor to provide all elements of décor – furniture, lighting, material, flooring, etc - for the Main Stage at Industry City and will have creative freedom that best highlights the products while adhering to the production needs and guidelines set forth by the ICFF + WantedDesign Manhattan program.

Sponsor is responsible for shipping and for any specific production and installation cost. Sponsor is responsible for producing and recording its own video(s).

DELIVERABLES

- Sponsor logo (or mention) on ICFF + WantedDesign Manhattan CLOSEUP marketing (website, email communication, social, press release)
- Database of registered attendees
- Stage representative for one (1) morning Opening Remarks session
- Sponsorship acknowledgement twice a day (60-second video or other material to be provided by the sponsor)

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CLOSEUP October 19-20, 2022

MAIN STAGE DECOR CO-SPONSOR \$5,000, limited to 3 sponsors

Two or three brands share the stage (furniture + lighting + flooring for example) and work with the design team following guidelines set forth by the ICFF + WantedDesign Manhattan teams.

Sponsor is responsible for shipping and for any specific production and installation cost. Sponsor is responsible for producing and recording its own video(s).

DELIVERABLES

- Sponsor mention on ICFF + WantedDesign Manhattan CLOSEUP marketing material (website, email communication, social, onsite)
- Database of registered attendees
- Sponsorship acknowledgement twice a day

MAIN STAGE BACKDROP SPONSOR \$10,000

Exclusive Sponsor – Sponsor to provide backdrop for the Main Stage at Industry City and will have creative freedom that best highlights the products while adhering to the production needs and guidelines set forth by the ICFF + WantedDesign Manhattan program.

Sponsor is responsible for shipping and for any specific production and installation cost. Sponsor is responsible for producing and recording its own video(s).

DELIVERABLES

- Sponsor logo (or mention) on ICFF + WantedDesign Manhattan CLOSEUP marketing (website, email communication, social, press release)
- Database of registered attendees
- Stage representative for one (1) morning Opening Remarks session
- Sponsorship acknowledgement twice a day (60-second video or other material to be provided by the sponsor)

MEDIA / COMMERCIAL BREAK \$1,500

DELIVERABLES

- One 2-minute segment in CLOSEUP schedule: pre-recorded video or corporate advertising (sponsor is responsible for producing and recording its own video)
- Product placement for On-site Guests goodie bags (optional)
- One ad listing on CLOSEUP website
- One social media package on ICFF and WantedDesign channels:
 - 1 Instagram post on ICFF + 1 Instagram post on WantedDesign
 - 2 Instagram stories with swipe up on ICFF + 2 Instagram stories with swipe up on WantedDesign

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Digital Sponsorship

Opportunities

TARGETED EMAIL MARKETING \$5,000 for one-time campaign (limited to 10)

- 3rd-party facilitated
- Distributed to 20K most-recently engaged registrants
- Deployment dates approved by the ICFF Marketing Team; limited availability
- Creative (html and subject line) supplied by exhibitor

ICFF PODCAST \$250 per Podcast

Your company mentioned by host (beginning and end of podcast);

Company logo featured on all Podcast promotion (website, social media, email marketing).

INSTAGRAM TAKEOVER \$500 per Takeover

Use ICFF's strong social media presence to 51.1k Instagram followers to your advantage! Instagram takeovers are a visual, fun, organic, and effective method to showcase your cutting edge products or projects to ICFF's growing audience.

ICFF STORIES NEWSLETTER BANNER AD \$250/Issue; \$400/Month

Banner Ad (728x90) placed within twice monthly ICFF Stories Newsletter. Distribution - 20k architects, interior designers, contemporary retailers.

WEBSITE LEADERBOARD ADS \$1,500 / \$1,250 / \$1,250

Homepage in-line (970x250, 300x250); Internal page header (970x250, 300x250); Internal page in-line (970x250, 300x250)

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