



2021 Sponsorship + Digital 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.

CONTACTS

Phil Robinson
Show Director
914-649-6742
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Kevin McGhee
Sales Manager
646-668-3726
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Exhibitor Listing Packages

(all exhibitors receive the 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
Show Specials Engage attendees with detailed product descriptions along with full color images.	X	X	X
Press Releases Get more coverage by sharing the latest news about your company.	X	4	10
Company Logo Full brand recognition by uploading your logo.	✓	✓	✓
Product Categories Help buyers find you by selecting the categories that best describe your products	5	8	12
Company Online Profile (characters) Introduce your company to make a great first impression	500	800	1200
Connect Appointments Make Appointments with attendees	10	20	30
Connect Emails Send emails from the system to attendees	25	50	75
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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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 \$1,000 off-peak; \$1,500 peak (Sep/Oct/Nov)

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)

QUARTERLY PRODUCT NEWSLETTER LEADERBOARD ADS \$1,000

Banner Ad - 728x90 - placed at top of quarterly ICFF Products Newsletter.
Distribution - 20k architects, interior designers, contemporary retailers.

WEBINAR \$1,000

Your company mentioned by host (beginning and end of webinar);
Company logo featured on all webinar promotion (website, social media, email marketing); list of registrants.

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Virtual Sponsorship Opportunities

CLOSEUP “BEST OF” THE ICFF + WANTEDDESIGN MANHATTAN STREAMING BROADCAST

As part of a special edition of the ICFF + WantedDesign Manhattan, November 14-15 at the Javits Center, 10 hours of trade fair floor content including Talks, product launches, and trend forecasting will be produced based on our CLOSEUP experience. “Best of” will be distributed on-demand from January 2022 to March 2022.

Please contact your ICFF representative for further details

“BEST-OF” SEGMENT SPONSOR

Highlight curated product content from the trade fair floor with a subject-specific ICFF + WantedDesign Manhattan Talks. (5 available)

- “Best of” North American studios, presented with Dwell
- “Best of” Emerging Designers, presented with Clever Podcast and Design Milk
- “Best of” Lighting
- “Best of” Trends
- “Best of” Sustainable Design

- **PRESENTING SPONSOR** \$10,000 (5 available)

Reinforce your brand’s design industry leadership as a Presenting Sponsor of a 60-minute “Best-of” Segment. Your brand will benefit from acknowledgement onsite and throughout hours of on-demand broadcasting. Brand is responsible for recording and producing its own video.

- **BEST-OF ICFF + WANTEDDESIGN MANHATTAN”: BROADCAST PROGRAM SPONSOR** \$2,500 (10 available)

Appear as a sponsor throughout “Best -of” on-demand segments. Your brand will be able to integrate specific product as recorded from your ICFF + WantedDesign Manhattan booth. Brand is responsible for recording and producing their own videos.

“BEST OF” TALKS SPONSOR

Hosted on the shared ICFF + WantedDesign Manhattan stage November 14-15, 2021.

The Talks will cover timely industry subjects including hospitality design, collaboration between industry and design educators, and design perspectives from art, food and fashion.

- **TALKS SPONSOR** \$7,500 (5 available)

Grab the Spotlight for one segment of of ICFF+ WantedDesign Manhattan Talks. Your brand will benefit from acknowledgements onsite and throughout hours of on-demand broadcasting. Your brand representative will also be incorporated into an on-camera segment. Brand is responsible for recording and producing their own videos.

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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.

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Onsite Activation Space designed by FLOAT Design Studio

WELLNESS LOUNGE

The Wellness Lounge is an ICFF feature area in which non-competing sponsors will work together to build out the lounge based on the creative direction designed by FLOAT Design Studio. The space will serve as a destination hub for networking, learning and inspiration on the trade fair floor.

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

- Ad in November 2021 HD and in the ICFF Show Guide promoting FLOAT Design Studio and all sponsors
- Develop eblast promoting space for FLOAT Design Studio and sponsors to send to customers
- Brand Spotlight feature
- Promote space on ICFF website
- With FLOAT Design Studio, develop branding for space to promote sponsors
- Create daily content within space
- Editorial coverage in HD
- Space will be utilized by sponsors as their non-traditional trade fair booth at ICFF 2021

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

- Ad in November 2021 HD and in the ICFF Show Guide promoting FLOAT Design Studio and all sponsors
- Develop eblast promoting space for FLOAT Design and sponsors to send to customers
- Brand Spotlight feature
- Promote space on ICFF website
- With FLOAT Design Studio, develop branding for space to promote sponsors
- Create daily content within space
- Editorial coverage in HD
- 1 Representative to utilize space as their non-traditional trade fair booth at ICFF 2021

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

- Ad in November 2021 HD and in the ICFF Show Guide promoting FLOAT Design Studio and all sponsors
- Develop eblast promoting space for FLOAT Design and sponsors to send to customers
- Brand Spotlight feature
- Promote space on ICFF website
- With FLOAT Design Studio, develop branding for space to promote sponsors
- Create daily content within space
- Editorial coverage in HD

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