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# ICFF

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# 2022

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**BRAND MEDIA KIT**



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# The International Contemporary Furniture Fair, May 15-17, 2022 at New York City's Javits Center, is North America's major platform for global design.

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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](http://icff.com)

# Trade Fair Overview

May 15-17, 2022

**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

**28 COUNTRIES**

Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, U.S.

**8 CONTINGENTS**

Abimovel, Austrian Federal Economic Chamber, British European Design Group (BEDG), Ceramic Tiles of Italy, Fundacion Argentina, Italian Trade Agency/Italian Trade Commission, Norsk Industri (Norway), Sindmoveis (Brazil)

**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

**15,000 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)  
\$55USD per square foot  
(\$592USD per square meter)  
+\$250USD per corner  
Included: carpet, drayage\*  
(carpet must be ordered by deadline)

**Standard with Walls**

Sold in increments of 10×10 feet (3×3 meter)  
\$68.50USD per square foot  
(\$737USD per square meter)  
+\$250USD per corner  
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)  
\$3,550USD/\$71USD per square foot  
(\$764USD per square meter)  
+\$250USD per corner  
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 2023**

May 20-22

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# Select Attendees

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



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# Onsite Activation Spaces

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## 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 2022 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
- Editorial coverage in HD
- Up to 5 representatives to utilize space as their non-traditional trade fair booth

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

Deliverables include:

- Ad in May 2022 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
- 1 representative to utilize space as their non-traditional trade fair booth

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

- Ad in May 2022 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

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# Sponsorship Opportunities

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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

This year, ICFF will relaunch the Interiors Awards and distinguished Designer of the Year Award, formerly presented by Contract magazine. Over its 41-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
- Other
- Student

For 2022, the ICFF Interiors Awards judges are prior Designers of the Year:

**Primo Orpilla**, Studio O+A; **Lauren Rottet**, Rottet Studio; and **Nina Etnier**, Float Studio.

Winners will be recognized at the annual Interiors Awards breakfast on Tuesday, May 17 and published on [icff.com](http://icff.com).

## **SPONSORSHIP OPPORTUNITIES**

**TITLE SPONSOR** \$10,000, 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, Monday, May 16
- 6 complimentary tickets to Awards breakfast, Tuesday, May 17 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** \$5,250

- 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 breakfast, Tuesday, May 17 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

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

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

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## Advertising

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**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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# CLOSEUP October 19-20, 2022

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Inspired by a TV format, the three-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

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## **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

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## **BRAND VIGNETTE SET SPONSOR** \$3,000, limited to 4

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 seating.

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 SPONSOR** \$10,000

**Exclusive Sponsor** – Sponsor to provide all elements of décor – furniture, lighting, material, backdrop, 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. Brand 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 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

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## **MAIN STAGE CO-SPONSOR \$5,000**

Two or three brands share the stage (furniture + lighting + backdrop 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. Brand 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

## **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

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## Opportunities

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**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)

**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.

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