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# ICFF

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# 2023

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**BRAND MEDIA KIT**



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

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Beyond the annual Fair, 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://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)

\$61USD per square foot

(\$657USD per square meter)

+\$309USD per corner

Included: carpet, drayage\*

(carpet must be ordered by deadline)

**Standard with Walls**

Sold in increments of 10×10 feet (3×3 meter)

\$75USD per square foot

(\$807USD per square meter)

+\$309USD 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)

\$3,850USD/\$77USD per square foot

(\$829USD per square meter)

+\$309USD 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

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# Select Attendees

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1100 Architect  
2Modern  
A+I  
Above 90 Lighting  
Absolute-Resource  
AF | New York  
AFD Contract Furniture  
Afternoon Light  
Alda Ly Architecture & Design  
Anthropologie  
Archi-tectonics  
Arrowstreet  
Artitud  
AvroKO  
Baker Design Group  
Bates Masi+ Architects  
Bergdorf Goodman  
Beyer Blinder Belle Architects  
Big Red Rooster  
BLT Restaurants  
Bromley Caldari Architects  
Brookfield Properties  
Brooks Design Works  
CA Modern Home  
CallisonRTKL  
CannonDesign  
CBRE Group  
CBT Architects Boston  
CetraRuddy  
Champalimaud  
Christian Lahoude Studio  
CLAESSON KOIVISTO RUNE  
Clodagh Design  
Comerford Collection  
Cookfox Architects  
Cooper Hewitt, Smithsonian Design Museum  
Corcoran Sunshine  
Corgan  
Deborah Berke Partners  
Design Within Reach  
Determined by Design  
Diller Scofidio + Renfro  
DLR Group  
Douglas Elliman  
Ennead Architects  
Equinox Hotels  
ESI Design  
EwingCole  
Ferguson Enterprises  
Flad Architects  
Float Studio  
Fogarty Finger Architecture Interiors  
Freyer Collaborative Architects

FX Collaborative  
Gabellini Sheppard Associates  
Gensler  
Ghislaïne Viñas  
GLUCK+  
Google  
H3 Hardy Collaboration Architecture  
Hacin + Associates  
Handel Architects  
Hariri Pontarini Architects  
Haute Living  
HBF  
HGA  
Hive  
HKS  
HLW  
HOK  
Horne  
Howeler + Yoon  
Huntsman Architectural Group  
IA Interior Architects  
ICRAVE  
INC Architecture & Design  
Iola Modern  
Inform Interiors  
Ishka Designs  
Jacobs  
Jeffrey Beers International  
Jennifer Post  
KPF  
Leroy Street Studio  
Lissoni  
Lumigroup  
Mancini Duffy  
Marcel Wanders Studio  
Marriott International  
Maydan Architects, Inc  
Memorial Sloan Kettering Cancer Center  
Meyer Davis Studio  
MG2  
Millesime  
MoMA Design Store  
Nannie Inez  
NBBJ  
Neena's Lighting  
NELSON  
Norden Living  
Nordstrom  
OZ Architecture  
Pamela Glazer Architect  
Parini  
Pelago Palm Springs  
Pembroke & Ives  
Perkins Eastman

Perkins&Will  
Peter Marion Architect  
Populous  
Rapt Studio  
Related  
Richard Meier & Partners Architects  
Rimland Construction  
Robert A.M. Stern Architects  
Rockwell Group  
Room & Board  
Rottet Studio  
Roy Hospitality Design  
Sara Bengur Interiors  
Selldorf Architects  
SHM Architects  
Smiros & Smiros Architects  
Snohetta  
SOM  
Spector Group  
Spivak Architects  
SR Projects  
Stantec  
Starbucks  
Steve Blatz Architect  
Stonehill Taylor  
Studio B Architecture + Interiors  
Studio Munge  
Studio Norguet Design  
Studio O+A  
STUDIOS Architecture  
Switzer Group  
Taylor Creative  
TMA/ Ted Moudis Associates  
Tobin Parnes Design  
TPG Architecture  
Trio Architecture  
Tsao & McKown  
Unibail Rodamco Westfield  
Urban Space Development  
Verderame Cale Architecture  
Viscusi Group  
Vocon  
Voltage Furniture  
Walt Disney Imagineering  
Weiss/ Manfredi Architects  
West Chin Architect  
West Out East  
Wimberly Interiors/WATG  
Woods Bagot  
Workshop/ APD NYC  
Yabu Pushelberg  
YDesign Group  
ZGF Architects



# 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 by 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:

- A 'Thank You to Our Sponsors' ad in the May 2023 issue of HD magazine and in the ICFF Show Guide promoting the feature area and its sponsors
- Dedicated e-blast promoting feature space for sponsors to send to customers
- Brand Spotlight feature on icff.com
- 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 on hospitalitydesign.com
- 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 Interiors Awards Ceremony

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

Deliverables include:

- A 'Thank You to Our Sponsors' ad in the May 2023 issue of HD magazine and in the ICFF Show Guide promoting the feature area and its sponsors
- Dedicated e-blast promoting feature space for sponsors to send to customers
- Brand Spotlight feature on icff.com
- icff.com promotion
- Branding within space to promote sponsors
- Daily content within space
- Editorial coverage on hospitalitydesign.com
- 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

- A 'Thank You to Our Sponsors' ad in the May 2023 issue of HD magazine and in the ICFF Show Guide promoting the feature area and its sponsors
- Dedicated e-blast promoting space for sponsors to send to customers
- Brand Spotlight feature on icff.com
- icff.com promotion
- Branding within space to promote sponsors
- Daily content within space
- Editorial coverage on hospitalitydesign.com

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# Trade Fair

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# Sponsorship Opportunities

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ICFF offers a variety of sponsorship options to help achieve your business objectives and to extend your reach. Contact 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 Interiors 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 12 categories:

- Wellness/Sustainable
- Bar/Restaurant
- Education
- Healthcare
- Hotel/Lodging
- Workplace
- Adaptive Reuse/Historic Renovation
- Retail
- Civic/Public
- Residential
- Other
- 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](http://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 Interiors Awards marketing leading up to event (website, emails)
- 2 complimentary tickets to dinner with current and past Designers of the Year
- 5 complimentary tickets to Interiors Awards ceremony at premium table location and with finalist of sponsored category
- Opportunity to show 1-2 minute company video during Awards
- 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 Interiors Awards marketing leading up to event (website, emails)
- 2 tickets to Interiors Awards ceremony 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 ⓑ 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> Upload your podcasts to your console. 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>Press Releases</b> Get more coverage by sharing the latest news about your company.	X	4	10
<b>Company Online Profile (characters)</b> Introduce your company to make a great first impression	500	800	1200
<b>Company Logo</b> Full brand recognition by uploading your logo to your online profile.	✓	✓	✓
<b>Product Categories</b> Help buyers find you by selecting the categories that best describe your products	5	8	12
<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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# STEP 2023 Packages

STEP (Social Targeting Extension Program) delivers your messaging to Emerald's proprietary audiences using our paid social media advertising accounts. STEP drives large volumes of specifically targeted sales prospects to your website.

## EVENT PACKAGE #1 - STEP SPOTLIGHT \$500

We highlight your Fair-related product on our dedicated spotlight page and drive attendee traffic to the page for three weeks leading up to the Fair.

- 100,000 Facebook/Instagram impressions over three weeks leading up to the Fair
- Recognition as one of the must-see companies exhibiting at ICFF 2023

### Get a Sneak Peek at ICFF 2023

We are looking forward to seeing you at our upcoming fair on May 21-23 at the Javits Center in NYC. Until then, take a look at some of our top exhibiting design brands and stay up to date with product announcements, social events and activities.

**Model No**  
ICFF Booth #1785

Cumulus Pendant by Model No

Inspired by the layered nature of the cumulonimbus cloud, the Cumulus Pendant works as an individual light above a small space or as a curated family of two or more above a counter or dining table space.

LEARN MORE

**Ferm Living**  
ICFF Booth #1264

Ark Dining Chair for Ferm Living

Simply working with the standard dimensions of solid wooden planks, the Ark collection makes a statement with its honest, unapologetic and readable design aesthetic.

LEARN MORE

**Drummonds**  
ICFF Booth #945

Marc Newson for Drummonds

Drummonds are launching an exciting new design collaboration with multi award-winning industrial designer Marc Newson spanning disciplines including manufacturing, technological and luxury goods sector.

LEARN MORE

**CKR for Ton**  
ICFF Booth #1785

Collection 822 by CKR for Ton

Collection 822 combines the use of shaped plywood and manually bent solid wood. The exclusive use of beechwood for manual bending is also one of the specifications.

LEARN MORE

**Fym Tables**  
ICFF Booth #1264

Fym Tables

Housed within Fym's award-winning Stemm Series, Fym's tables boast their company's hallmark strength, durability and elegant profile. North American hardwoods with patented metal hardware are 100% replaceable / repairable.

LEARN MORE

**Jan Kath Design**  
ICFF Booth #945

Jan Kath Design

Spectrum, a collection of handmade carpets, hand knotted in Nepal for Jan Kath Design.

LEARN MORE

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STEP Spotlight example (Event Package 1)



# STEP 2023 Packages

STEP (Social Targeting Extension Program) delivers your messaging to Emerald's proprietary audiences using our paid social media advertising accounts. STEP drives large volumes of specifically targeted sales prospects to your website.

## EVENT PACKAGE #2 - STEP \$2,000

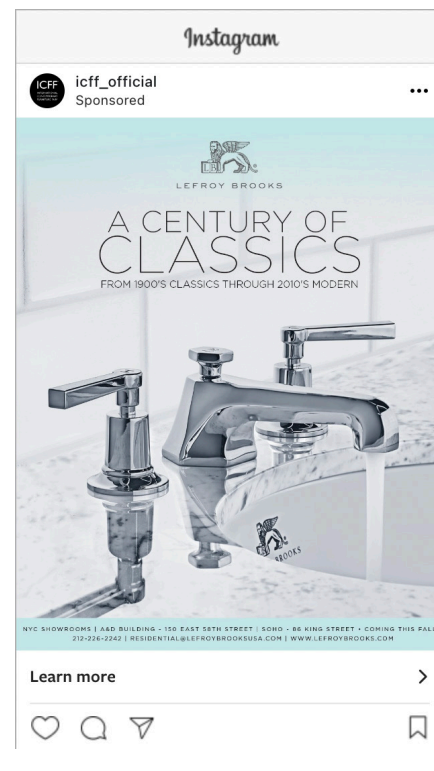
We work with you to create your social media ads with your own content that links to your website where you can provide more information about your ICFF plans.

- 20,000 Facebook/Instagram impressions over three weeks leading up to the Fair
- 5,000 geo-targeted Facebook/Instagram impressions during the Fair

## EVENT PACKAGE #3 - STEP PLUS \$9,000

This package ramps up your exposure to our attendee list with additional STEP impressions as well as a dedicated email to ICFF attendees.

- 30,000 Facebook/Instagram impressions over three weeks leading up to the Fair
- 10,000 geo-targeted Facebook/Instagram impressions during the Fair
- Dedicated email to 5,000 contacts on our attendee list in advance of the Fair



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STEP and STEP Plus Examples (Event Packages 2 and 3)



# CLOSEUP Brand and Studio

## Video Profiles

Responding to the need for opportunities to launch new products and collections throughout the year, ICFF and WantedDesign Manhattan have developed a new platform for showcasing design with CLOSEUP.

Video episodes of CLOSEUP are produced in segments of varying lengths and distributed across multiple ICFF channels including icff.com, YouTube and Instagram.



[> View CLOSEUP segment with Moooi](#)

### **BRAND SPONSORSHIP: \$6,000**

- 12-14 minute segment
- CLOSEUP posted on ICFF YouTube channel + Watch section of [www.icff.com](http://www.icff.com)
- CLOSEUP segment provided to sponsor for its internal usage

### **WITH EACH EPISODE BRANDS RECEIVE:**

- Article in ICFF Stories (newsletter) with distribution to 38,000+ architects, interior designers and contemporary retailers
- Instagram campaign (post in feed, 1 reel, 3 stories)
- ICFF.com home page feature for 1 month
- Logo and short video (provided by brand) at the beginning of the video
- Logo and branded message (1 graphic provided by brand)

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# CLOSEUP Brand and Studio Video Profiles

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**STUDIO SPONSORSHIP:** \$3,000

- 6-8 minute segment
- CLOSEUP posted on ICFF YouTube channel + Watch section of [www.icff.com](http://www.icff.com)
- CLOSEUP segment provided to sponsor for its internal usage

**WITH EACH EPISODE STUDIOS RECEIVE:**

- Article in ICFF Stories (newsletter) with distribution to 38,000+ architects, interior designers and contemporary retailers
- Instagram campaign (post in feed, 1 reel, 3 stories)
- ICFF.com home page feature for 1 month

We can also help brands and studios create longer-running custom video content.  
Contact your rep to discuss.

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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 57.9k 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.

### **Before Takeover:**

One teaser posted the day before the takeover

- Teaser will be shared on Instagram as either a post on ICFF's feed or as a story

### **On Takeover Day:**

One story (4 photo maximum) OR one video will be posted on our Instagram Stories

- Story/Reel can be shared using the Instagram Collab tool to link your brand's profile with ICFF's (all posts/comments are shared and will appear on both accounts)

## **Specs & Guidelines**

### **What size and type of photos should I submit?**

For Teaser: high resolution images that are square (1080 x 1080) or portrait (1080 x 1350) in orientation. Portrait photos tend to perform best.

For Takeover: high resolution images that are 1080 x 1920 pixels in portrait orientation.

### **How much text should I submit?**

Submitted text should be no more than two sentences long. Please include all desired hashtags and links for each story.

### **When do I need to submit my images and text?**

All content should be submitted one week prior to your takeover. This allows time for the editorial team to review and request replacement files if needed.

### **How should I submit my images and text?**

Email files to [Laura.Joralemon@icff.com](mailto:Laura.Joralemon@icff.com) and cc [Kevin.McGhee@icff.com](mailto:Kevin.McGhee@icff.com)

### **How is the specific takeover date selected?**

The date will be selected by ICFF's editorial team once you have booked the week your campaign will run.

### **Is there a limit on takeovers?**

An advertiser cannot book more than two takeovers per year, and they must be three months apart.

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# Digital Sponsorship Opportunities

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## **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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