

ICFF

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

*WHAT TO KNOW
BEFORE YOU GO*

LIVE Q&A

*MAY 6th
2025*

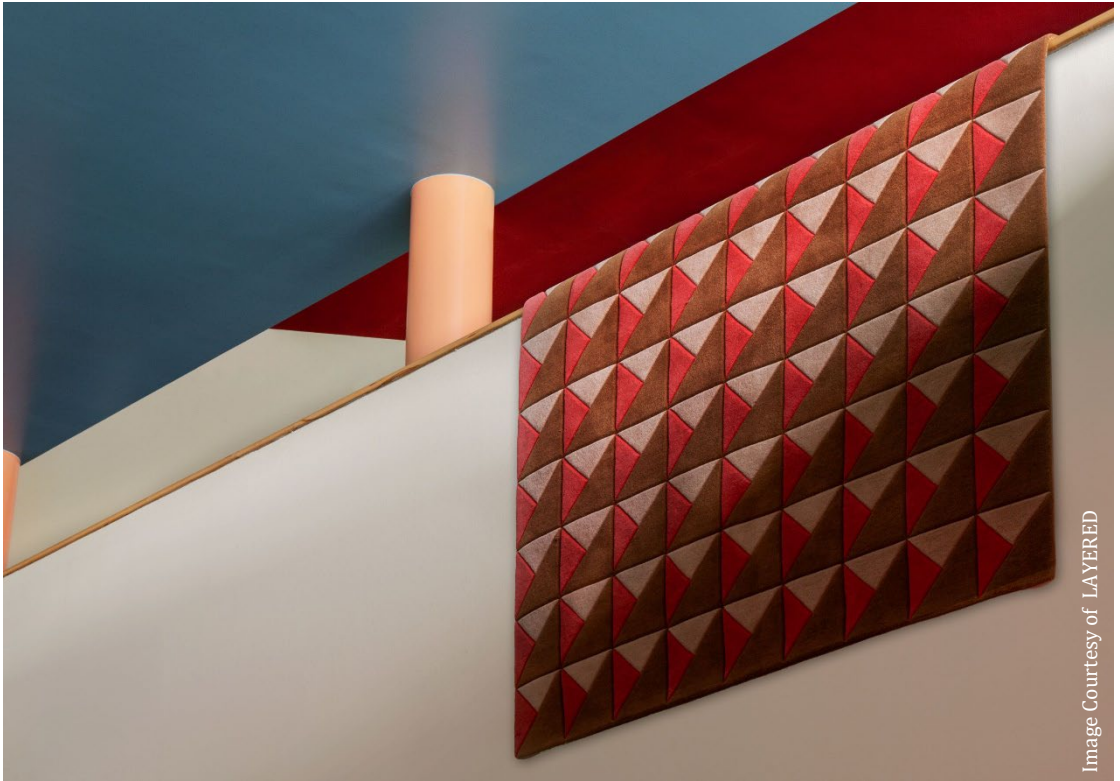


Image Courtesy of LAYERED

AGENDA

- Welcome – Introduction from the team
- Show Overview
- Key Locations
- Booth Logistics
- ICFF Mobile App
- Nvytes/Communications



CLAIRE PIJOULAT
Brand Director



ODILE HAINAUT
Brand Director



KEVIN BIENKOWSKI
Senior Marketing Manager



JENNIFER YARBER
Vice President of Marketing



Christie Kotula
Brand Relations



JANICE LASSITER
Brand Relations



CHRISTIE BOYLE
Partnerships and PR



NOUR BANNOUT
Designer



JILL HICKLE
Operations Director



ADRIANNE WILLIAMS
Operations Coordinator



KAITIE KELLY
Conference Manager



TRACEY ROBERTS
Operations Manager



GENERAL INFORMATION

Dates and Times

Move-in

Thursday, May 15*	8:00am-5:00pm
Friday, May 16	8:00am-5:00pm
Saturday, May 17	8:00am-5:00pm

*Please refer to the Freeman targeted move-in map for more information

Show Hours

Sunday, May 18	10:00am-6:00pm*
Monday, May 19	10:00am-6:00pm
Tuesday, May 20	10:00am-5:00pm

Move-out

Tuesday, May 20	5:00pm-11:59pm
Wednesday, May 21	8:00am-2:00pm

*Show will open at 9:00am on Sunday, May 18 for Press Welcome coffee in the Bespoke Salon
Exhibitors have access to show floor starting at 7:00am on Sunday and 9:00am on Monday/Tuesday

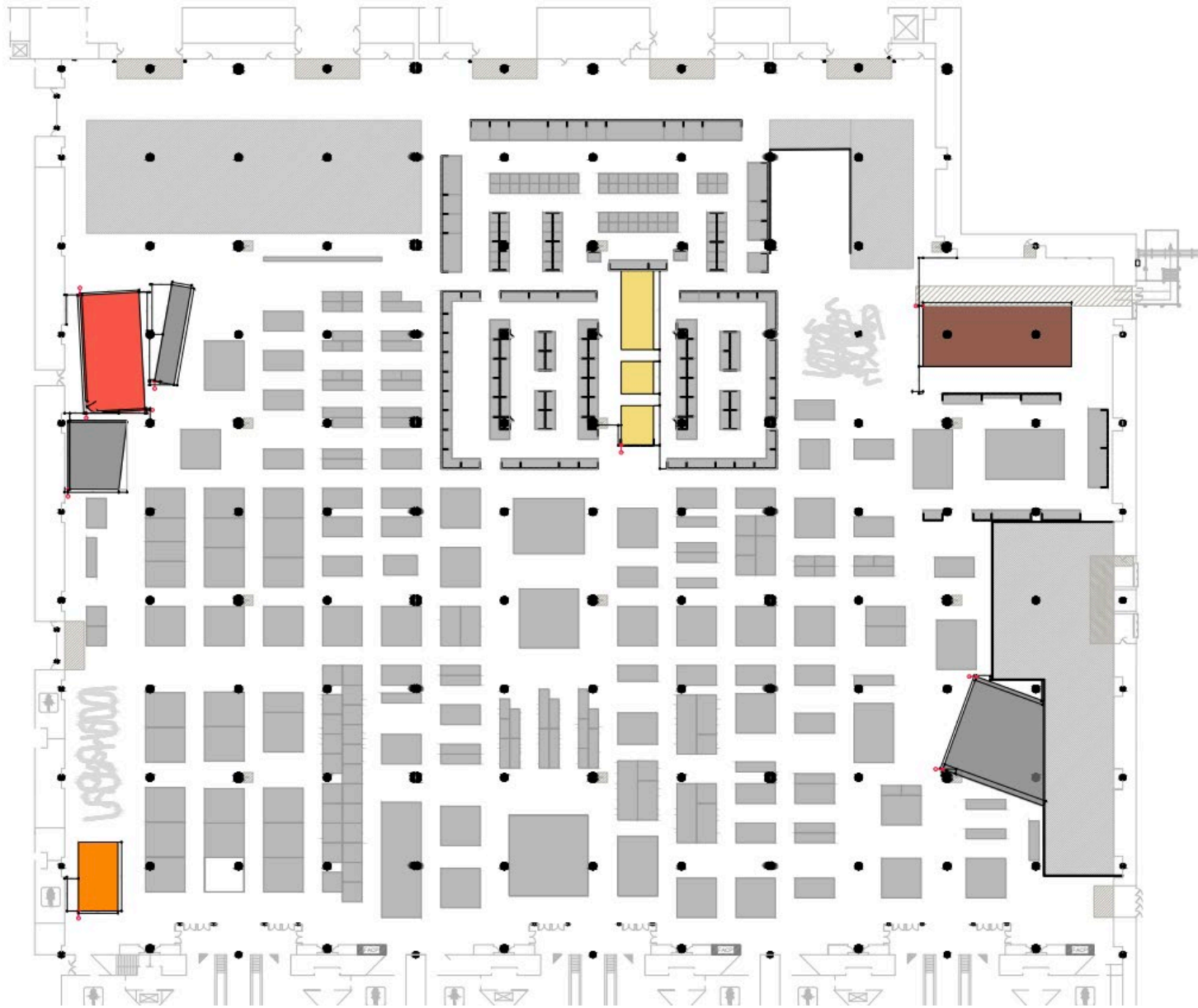
EXHIBIT HALL LOCATION

Javits Center

Level 1, Hall 1A/B/C

429 11th Ave, New York, NY 10001

*This is a non-smoking building.



1. Welcome Lounge x Ligne Roset
2. Aqua Atelier by Grohe
3. The Oasis
4. Green Café
5. Bespoke Salon x MAWD
6. Be Original Americas Dining Lounge x Rarify
7. Design Schools Workshop
8. Wanted Lounge
9. Launch Pad
10. In the Room x OFS
11. Juniper Recharge Lounge
12. The Library x Phaidon
13. The Main Stage
14. Café
15. Media and VIP Lounge

Outside of the Javits

Opening Night Thursday May 15

More details at nycxdesign.org

ICFF NIGHT OUT

Flatiron / Nomad, Friday May 16

SoHo, Saturday May 17

(by Invitation Only)

PRESS Welcome Coffee

Sunday May 18 at 9:00am

Hosted in the Bespoke Salon

ICFF EDITORS AWARDS

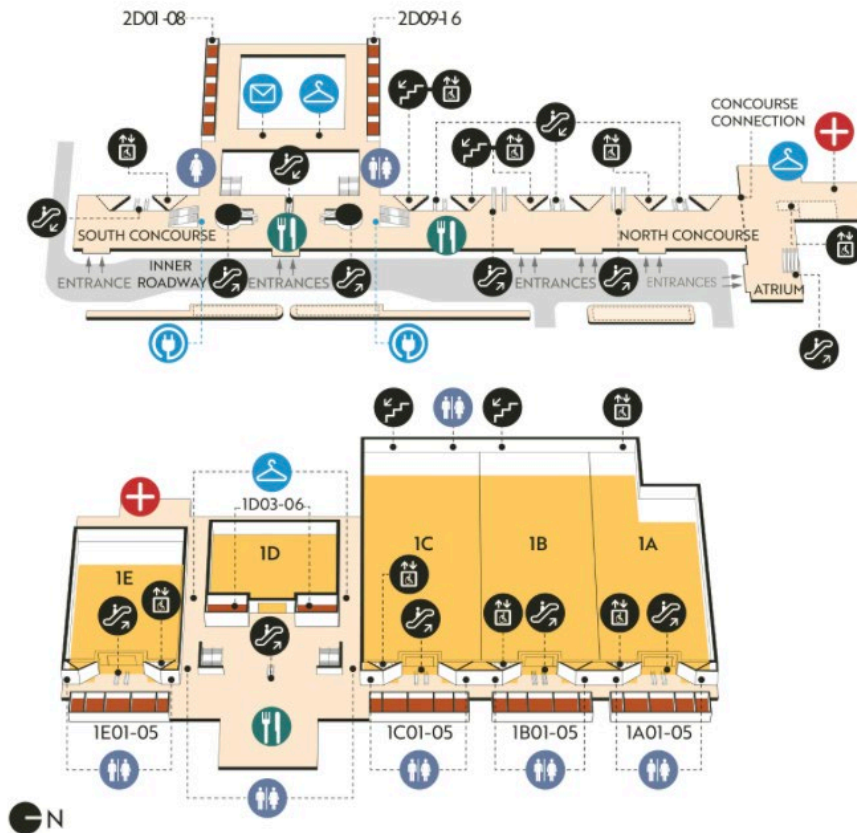
Sunday, May 18 at 5:30pm

Hosted by comedian Dan Rosen on the Main Stage

All ICFF programming is now available on icff.com

The screenshot shows the NYCxDESIGN Festival website with the following content:

- Navigation:** NYCxDESIGN Festival, Programming, About, Press, Engage, Donate
- Event Listings:**
 - Art x Design, Industrial and Product Design, Interior Design:** Reveal "Jardin Éternel" – The Newest Collection from Mosaïque Surface. May 16th 10am-9pm. New York City, 19 West 21st Street # 204.
 - Industrial and Product Design:** LIXIL WATER EXPERIENCE CENTER NYCxDESIGN Week. May 16 5:00 pm - 8:00 pm.
 - Interior Design:** Modern Luxury Interiors Best in Design. May 16 6:00 pm - 9:00 pm.
 - Interior Design:** The Five Seasons by Poltrona Frau. May 16 6:00 pm - 9:00 pm.
 - Industrial and Product Design:** Thuma ICFF Night Out. May 17 6:30 pm - 8:30 pm.
 - Entertainment x Design, Interior Design:** Big Italy New York - Circuit INTERNI, with NYCxDesign and ICFF Night Out. May 16 6:00 pm - 11:00 pm.
 - Industrial and Product Design:** RE-CRAFT. May 18 - May 20, 10:00 AM - 5:00 PM.
 - Industrial and Product Design, Interior Design:** ICFF. May 18 - May 20, 10:00 AM - 6:00 PM.
- Additional Content:** Festival Calendar, 2024 GRID: Digital Issue.



KEY LOCATIONS

- Registration – North Concourse
- First Aid – Level 1, 1D corridor and Level 2, Atrium, North Javits
- FedEx Office – Level 2 above the special events hall
- Freeman Service Desk – 1A02/1A03
- ICFF Sales Office – 1B03
- ICFF Show Office – 1C03
- Security Office – 1B02
- Coat Check – Level 2 Concourse by FedEx

PRIVATELY OWNED VEHICLE UNLOADING

- POV's are vehicles primarily designed for passenger use, such as a car, pickup, small mini-van, or SUV.
- The inner roadway (enter at 38th St. and 11th Ave) has been designated as the official, approved, location for exhibitor self-service hand carry unloading and loading out operations.
- Signage will direct exhibitors to the entrance.
- Freeman will determine if material handling or cart service is necessary based on items.
- Someone representing the exhibitor must always remain with the vehicle. Product must be unloaded within 30 minutes and the vehicle must then be moved.

Hours:**Friday, May 16: 8 AM – 5 PM****Saturday, May 17: 8 AM – 5 PM****Wednesday, May 21: 5 PM – 10 PM*****HAND CARRY INFORMATION***

- Can be hand carried by only one person through main entrance of facility & exhibit hall during move-in & move-out
- Defined as small items, such as cartons & packages, weighs less than 300 lbs.
- Pop-up displays – equal to or less than 10 feet in length and capable of being carried by hand by one person may be brought into the building.
- Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) or hanging clothes racks with four wheels to move in their items. Hand carts & dollies are not permitted.

WHAT'S PROVIDED?

Raw Space

- include the space and material handling (drayage)

Standard package per 10x10 and 5x20

- includes white hard walls, material handling (drayage) and basic lighting.
- Lighting includes one LED par can light per 10x10 of space. The LED par can will be hung in the aisle and will be directed and centered to spread light throughout a 10x10 and 5x20 space.

Standard Package per 5x10

- includes white hard walls, material handling (drayage) and basic lighting.
- Lighting includes one track with three (3) lights, located across the top of the wall.

WHAT IS NOT PROVIDED?

- Electrical
- Furnishings, Freight, Labor
- Lead Retrieval
- Catering
- Housing / Hotel Reservations
- Insurance

BEFORE YOU ARRIVE TO SHOW SITE:

- Shipping
- Electrical
- Furnishings, Freight, Labor
- Catering
- Housing / Hotel Reservations
- Insurance

ICFF 2025 & EXHIBITOR DONATION

Housing Works is a federal registered 501c3 charity, we will provide a complimentary pick up and tax donation receipt to your company for donation items that meet our criteria. Please pre-register your donation items on our online form:

How to Donate:

1. Please register your donations on our online form:

[PRE-REGISTER HERE](#)

Disclaimer: We do not guarantee a collection. All items are subject to our approval/disapproval criteria review on site.

2. At show site, please go to the **FREEMAN EXHIBITOR SERVICE CENTER to complete an MHA Form for 'DONATION TO HOUSING WORKS'**. Please provide your Booth #, full name, email, phone and company information and a complete inventory on this form. Providing this full information will enable us to send your company a tax donation receipt and to assess your items.

****All MHA Forms and pre-registered donations must be received by 9 AM Wednesday, May 21, 2025, for inclusion.**

MOBILE APP AND LEAD RETRIEVAL

The ICFF Mobile App is your all-in-one event companion, giving you instant access to everything you need to navigate the show, make connections, and maximize your time on the floor:

- **Leads enable ROI:** The best way to ensure a fair is successful is through your connections and leads. Lead scanning makes it easy for everyone to capture their audience and easily fill their pipeline.
- **Enhanced Networking Features:** Enjoy additional tools and functionalities like recommendations, meetings and 1:1 chats to help you connect and engage with attendees more effectively.
- **Plan Your Day:** Explore the full Talks agenda and build your own personal schedule, including your personal meetings, right in the app.

Pro Tip: The more you engage, the smarter the app gets, helping you connect, chat, and do business with your most relevant leads!

IMPORTANT REMINDERS

1. You must be registered for the event to access the app. [Register ASAP!](#)
2. [WATCH THE APP TRAINING WEBINAR HERE >>>](#)
3. Make sure you download the app before you get to event!
4. Make sure your company profile is updated in the exhibitor console. This is where the app pulls in your company information from.
[Access exhibitor console here >>>](#)

DOWNLOAD THE APP



USE NVYTES

TO INVITE YOUR CUSTOMERS

Have you used the Nvytes customer invitation tool yet? Here's why you need to:

- 2024 ICFF exhibitors who used their customer invitation tool and shared their free promo code saw a **997% increase** in leads over those exhibitors who didn't.
- Top referring ICFF exhibitor in 2024 achieved a staggering **1600%** increase in leads
- If every exhibitor registers at least 2 buyers in 2025, attendee registration will increase by 8% over 2024
- It is super easy to use and everything is pre-made and ready to share.

If you don't already have it, [request access to your Nvytes link here >>>](#)

SOCIAL MEDIA/EMAIL COMMUNICATIONS

If you choose not to use the customer invitation tool, that is fine. Just make sure you use the promo code found in the invitation portal and follow the ICFF brand guidelines when using the ICFF name and logo on any of your invitations. Also make sure you tag us whenever you post and use the hashtag **#ICFF2025**.

[Access the ICFF Brand Guidelines and logos here >>>](#)



@icff_official



ICFF

IEFF



Image Courtesy of Jenna-Bascom

LIVE Q&A