

IFF

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

POST-SHOW EXHIBITOR
SUCCESS WEBINAR

LIVE Q&A

JUNE 23RD
2026



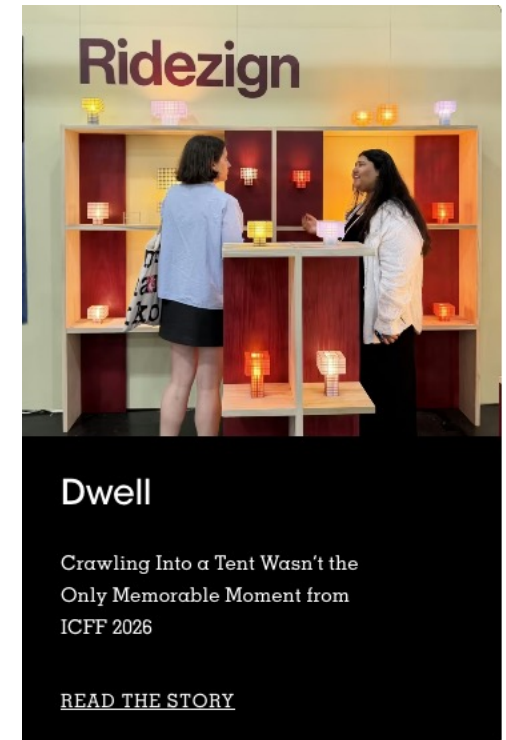
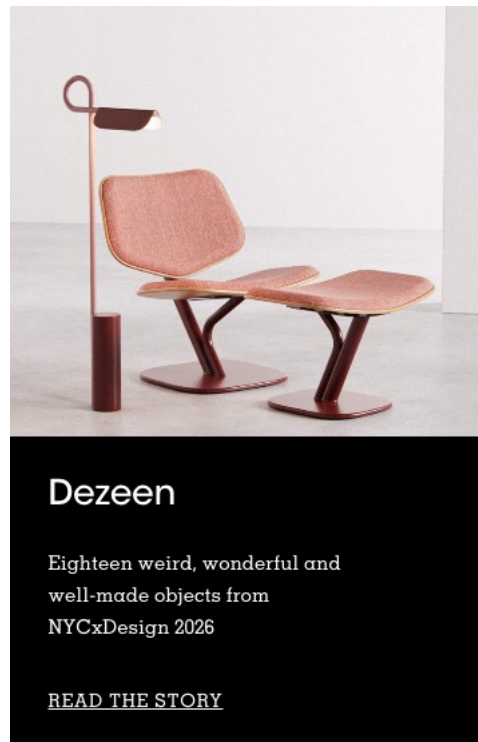
AGENDA

- Post-Show Metrics and Press Coverage
- How to Best Improve ROI Post-Event
- Lead Export Demonstration
- Complimentary Marketing Opportunities
- What's Next for ICFF

ICFF 2026 ATTENDANCE + CONNECTION DATA

- 11,000+ Total Attendance
- 60+ Countries in Attendance
- 900K+ Instagram Impressions in May (135K+ Accounts reached)
- 300,000,000+ Media Impressions
- 80,000 connections made on the ICFF App

SELECTED MEDIA COVERAGE



MAXIMIZING YOUR ICFF 2026 ROI

- **Export all leads from the ICFF** and ensure they are added to your CRM and email marketing database.
- **Follow up with every lead** personally while conversations and brand awareness are still fresh.
- **Assign leads to the appropriate sales team members** to ensure timely and personalized outreach.
- **Segment leads by business type and role** (designer, architect, retailer, manufacturer, etc.) to tailor messaging and increase engagement.
- **Compare lead volume and quality against your pre-show goals** to evaluate event performance and identify opportunities for improvement.
- **Develop a long-term nurture strategy** as many specification and purchasing decisions in the design industry can take months or years to materialize.
- **Track lead progression and project opportunities over time** to accurately measure the full ROI of your ICFF investment.
- **Continue engaging with prospects year-round** through email campaigns, product updates, showroom visits, and industry events.



ICFF 2026 Complimentary Marketing Opportunity

Submit your product images for inclusion in ICFF attendee marketing efforts and press outreach!
If you have any new products released in the last 6 months, please make note of this in your submission.

Please submit high res images that are at least **300 dpi** and **768 px wide**. No more than 5 photos at a time will be considered and please do not submit zip files.
Please make sure your photos do not have any text or logos on them.

When submitting your photos, please use the following naming convention: `CompanyName_ProductName_NumberPhoto`

****Please also provide any necessary photo credit in the space provided to describe your uploaded images.

COMPLIMENTARY MARKETING OPPORTUNITIES

Company Name *

Short Brand Description *

Website URL *

Check if exhibiting within Wanted

☐

Contact Name *

Contact Email *

Country *

Instagram username (company)

LinkedIn username (company)

Tell us about your uploaded images *

Is this a product that was released in the last 6 months? *

Please upload your hi-res photo(s). *

Drop your files here

Browse

Questions?

Marketing Questions:

Kevin Bienkowski

kevin.bienkowski@emeraldix.com

Submit

SUBMIT MATERIAL

WHAT'S NEXT FOR ICFF?

- **A New Date: November 14–16, 2027**
New York's premier fall destination for contemporary design.
- **Expanded Audience Opportunities**
Concurrent timing with BDNY creates greater access to hospitality, commercial, and residential design professionals while preserving ICFF's distinct identity and focus.
- **A More Strategic Market Position**
Moving beyond the increasingly crowded spring trade show season allows exhibitors to gain greater visibility and engagement.
- **Aligned with Industry Needs**
The transition reflects feedback from exhibitors, attendees, and industry partners seeking stronger alignment with business cycles and sourcing schedules.
- **New Opportunities for Growth**
Enhanced opportunities for product launches, lead generation, networking, and business development.
- **Building on ICFF's Legacy**
Continuing to connect the global design community while creating a stronger platform for the future.

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Image Courtesy of Jenna Bascom

LIVE Q&A