

IC
FF®

May 20-23, 2018
Jacob K. Javits Center | NYC



BRAND VIDEO

BUSINESS OF HOME | by EDITOR AT LARGE

Media partner **Editor at Large / Business of Home** will hit the ICFF show floor to talk trends, products, innovation, new initiatives and so much more. Kendall Zoppa, host of EditorTV, will visit your booth and shoot a live interview. Editor at Large will edit, host and promote the video. This customized video opportunity is the perfect long-term companion to your show marketing program.

At #ICFF2017 with Ceramics of Italy



**LIMITED SPOTS AVAILABLE.
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EXECUTIVE TODAY.**

Video Package Includes:

- One hour of filming at a pre-arranged time
- On-camera interviews (up to 3) with company representatives, designers and others regarding company initiatives and new introductions. Questions will be provided prior to interview.
- Production crew to include videographer and host/producer; HD camera, audio and lighting
- Videographer to capture broll of booth and product before and after interviews
- Final approval on segment, two rounds of edits
- One three-minute segment
- Full usage rights to segment

Distribution includes:

- Featured on Editor at Large's homepage for up to one week and archived online indefinitely
- Highlighted in one of EAL's Design Weekly news letters, which is sent to 31,000+ interior designers and industry professionals each week
- Promoted on EAL's social channels, including Facebook and Twitter (**60,000 followers**)
- Promotion on KBIS channels (social, web, email)

Design Milk Distribution Add-On:

- Embedded in blog post on Design Milk with link to company's website, archived indefinitely
- Promoted on Design Milk's social channels: 2x on Twitter (1.5M), 2x on Facebook (845K) and 1x on Pinterest (428K)
- Highlighted on homepage in rotating featured articles box for 1 week
- Video blog post sent out in Daily Digest to approx. 76,000 subscribers
- Video hosted on Design Milk's YouTube page with a link to sponsor website in the caption

Int'l & Luxe, NYC

Devon Ruf
Sales Director, Luxe, ICFF South Florida
914.421.3374
devon.ruf@icff.com

Companies A-L

Karla Frisenda
Sales Manager, ICFF
914.421.3239
karla.frisenda@icff.com

Companies M-Z

Lynne Anderson
Sales Manager, ICFF & ICFF Gallery
914.421.3269
lynne.anderson@icff.com