Invitation to join

THE BRITISH EUROPEAN DESIGN GROUP

CONTINGENT AT

International Contemporary Furniture Fair

www.bedg.org

ICFF
INTERNATIONAL CONTEMPORARY FURNITURE FAIR®

www.icff.com

In partnership with:

Department for International Trade

www.gov.uk/government/organisations/department-for-international-trade

SINCE 1994

The British European Design Group
A unique organisation with a unique mission: promoting UK creative industries for export.

This one hundred percent self-financed not-for-profit organisation has been promoting UK creative industries worldwide since its foundation in 1991 and has achieved an unparalleled track record of success in exporting British creativity to global markets.

Since 1991, the British European Design Group has taken more than 5600 British and British-based design professionals, agencies, companies, associations, organisations and institutions working in the creative industries to showcase their products and skills in key and emerging export markets worldwide.

The BEDG has organised more than 120 international trade events, 98 curated exhibitions, 65 international seminars, conferences and outward and inward missions within Europe, Russia, North and South America, the Middle East, Africa, Australia, Hong Kong, Taiwan, Japan and China.

ICFF – INTERNATIONAL CONTEMPORARY FURNITURE FAIR

LOCATION

The annual ICFF, North America's premier showcase for contemporary design, is held at New York's Jacob K. Javits Convention Center in May every year.

Architects: Richard Rogers and James Ingo Freed

MARKET REACH

The event serves the entire high-end North American, Canadian, Central and South American markets.

Apart from the American and Canadian attendees, ICFF also attracts a substantial number of VIP visitors from Central and South America, the Caribbean, Europe, the Middle and Far East, Japan and Australia.

FACTS AND FIGURES

During the four days of the ICFF, which covers 180,000 net square feet (16,728 net square meters) of the iconic glass and steel structure on the Hudson between 34th and 40th Street in Lower Manhattan more than 34,651 attendees - interior designers, architects, retailers, representatives, distributors, facility managers, developers, manufacturers, store designers, and visual merchandisers - will visit the event.

On Wednesday, the ICFF is also open to the general public.

More than 748 exhibitors show, of which 372 are first time participants.
370 are U.S. and 378 Non-U.S exhibitors.

PRODUCT SECTORS

Commercial and residential interiors:

- **Contemporary furniture**
- **Seating**
- **Carpet and flooring**
- **Kitchen and bath**
- **Lighting**
- **Outdoor furniture**
- **Materials and material innovation**
- **Wall coverings**
- **Textiles**
- **Interior design accessories**
- **Fabricators**
- **Installations**

In addition to manufactured products, there is a wide range of bespoke furniture, lighting and finishes.

ON THE PROJECT SIDE – SOURCING AND SPECIFICATION

The ICFF is the most important sourcing venue for architects, interior designers and specifiers involved in high-end contract such as boutique hotels, spa - and wellness resorts, luxury restaurants, corporate headquarters, cruise ships and large scale private residences.

Many of the professional attendees are eager to work with the exhibiton designers and design studio to create custom-made, one-of-a-kind pieces to meet specific clients' needs.

ON THE BUYING SIDE

Leading department stores, mail order businesses, high-end retailers, museum shops, merchandisers, distributors, agents, stylists and talent scouts from famous brands like Nike make up the majority of the trade visitors.

FOREIGN PARTICIPATION

The ICFF hosts representatives from Australia, Austria, Belgium, Brazil, Canada, China, Colombia, Czech Republic, Denmark, Egypt, El Salvador, France, Germany, Guatemala, Italy, Japan, Lebanon, Lithuania, Mexico, Netherlands, Norway, Philippines, Portugal, Scotland, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, United Kingdom and Venezuela.

National and international contingents include:

- Austrian Federal Economic Chamber
- Brazilian Furniture
- British European Design Group (BEDG), UK
- Ceramics of Italy
- Design Philippines,
- Furniture New York,
- L' Ameublement Français French Export Group
- Inside Norway
- Interiors from Spain
- Various brands from Portugal

ICFF SPECIAL EVENTS

As special events the ICFF presents ICFF Talks - its educational series -, ICFF Studio, a partnership between the fair and the American company Bernhardt Design, which is a juried platform for young designers to showcase prototypes to manufacturers, the ICFF Editors Awards, ICFF Schools, Emerging Designers, the NYC Design Awards, Best of Design Week, ASID and the by now famous party at MoMA – Museum of Modern Art.

Alongside these events are the special openings and exhibitions staged by NY showrooms, galleries and fringe exhibitions.

ON THE ATTENDEE SIDE

Doubling in exhibition size in just three years, ICFF continues to expand to accommodate the increasing audience of design professionals who view ICFF as the 'must attend' event of the year.

The 2017 Fair, now timed to include three full weekdays, is expected to deliver +35,000 architects, interior designers, developers and retailers from over 20 countries.

In 2016 the attendee evaluation provided the following breakdown:

- **59% Architects, Interior Designers and Designers**
- **16% Retailers**
- **15% Hotels, Developers, and Restaurants**
- **5% Visual Merchandisers and Store Designers**
- **3% Manufacturers**
- **2% Press**

PRESS ATTENDANCE

ICFF exhibitors benefit from a year-long public relations and attendance marketing campaign that reaches the architects, interior designers, developers, and retailers, who drive the $6 billion high-end interiors marketplace in North America.

With regard to press coverage, ICFF is probably the best covered show in the USA. It is an absolute MUST for all mainstream media including trade and specialist magazines, the lifestyle and interiors press but also the special sections of America's most renowned newspapers like the New York Times, the Washington Post etc.

In addition to the international press from the Americas, Europe and Asia, the amount of social media coverage on a global scale is second to none for an American trade fair.

A selection of regular press attendees is listed below:

Apartment Therapy, The Architect's Newspaper, Architectural Digest, Architectural Record, Architonic, Associated Press, Azure, BBC, Bloomberg, The Boston Globe, California Home + Design, CBS, Chicago Tribune, CNBC, CNN, Contract, Cool Hunting, Core77, Design Milk, Details, Domus, Dwell, E!, Elle Décor, Financial Times, Forbes, Frame, GQ, Harper's Bazaar, Hospitality Design, HGTV, The Huffington Post, Interior Design, Interni, Intramuros, Los Angeles Times, LUXE Interiors + Design, Metropolis, Miami Herald, NBC, New York Post, The New York Times, San Francisco Chronicle, Vogue, The Wall Street Journal, Wallpaper, The World of Interiors

THE BEDG @ ICFF

The British European Design Group first showed a contingent of cutting-edge designers from Great Britain at the ICFF in New York in 1994

One year later, in 1995 the BEDG became the sole Accredited Trade Organiser (ATO) for the UKTI United Kingdom Trade & Investment TAP – Trade Access Programme – today Trade Challenge Partner (TCP) for the DIT (Department for International Trade).

Since then the BEDG has built up this lead fair in the USA and the Americas to be the largest single national contingent to exhibit at the ICFF without interruption for nearly two and a half decades!

The BEDG has procured far in excess of 1000 TAP grants for British and British based SMEs in the creative industries to participate at the most important trade event for interior design products and services in the Americas.

For the design-led British SMEs – design studios, designer makers, product design professionals – participation at the ICFF gives them the ultimate exposure to the very important audiences of the US and Canadian architects, interior designers, specifiers, developers and manufacturers interested in commissioning bespoke products for individual contracts or design consultancy services.

FOR FURTHER INFORMATION ON THE ICFF visit either the ICFF website direct

www.ICFF.com

or the BEDG website

www.bedg.org/ICFF

BEDG CONTINGENT SPACE @ ICFF / NOW OPPOSITE MAIN ENTRANCE HALL 3-D - AISLES 1033 & 1133

Due to the recent rapid expansion of the fair, which can no longer be accommodated by the existing lower level space, the ICFF will move from lower Level 1 to the MAIN LEVEL of the Javits Center in 2017.

As the BEDG contingent has always attracted huge audience and press interest, the ICFF Fair Organisers, Emerald Expositions, have granted us the most prominent key location in the new space – immediately in front of the MAIN ENTRANCE of HALL 3 D.

PLEASE SEE LINK

http://s15.a2zinc.net/clients/emeraldexpo/icff2017/Public/floorplan.aspx?ID=4772&sortMenu=104000

Also please see the new floor plan below:

The new space is ideal for our stand configurations and our range of products, especially lighting, as it is still within the lower ceiling area of the main level and not in those sections that have a much higher ceiling height and are therefore exposed to much more daylight coming in from the glass structure.

IMAGE GALLERIES BEDG CONTINGENTS @ ICFF

For a first overall visual impression of the BEDG contingents and individual stands please also look at the BEDG website :

www.bedg.org-Events–ICFF2014/15–Galleries

Despite the fact that we are now in Hall 3-D on the Main Level, the stand construction will not change.

The images give an excellent idea of the construction and look of 50 sq ft (aisle 1133) and 100 sq ft (aisle 1033) stands, good examples of simple yet efficient stand designs, placement of BEDG and individual company vinyls, walls and carpets and the birch floor covering the bigger 1033 aisles.

STAND INFORMATION

The ICFF shell system was completely modernised a few years ago. It is sleek, modern and very well suited for the display of the entire range of interior design products.

The 50 sq ft stands are particularly suitable for wall paper and textile displays due to the height and length of the walls

PLEASE NOTE :

ICFF/BEDG STANDS ONLY COME IN CONFIGURATIONS OF 50 sq ft,

For the 10' deep aisles this means for example:

100 sq ft = 10' deep x 10' long
150 sq ft = 10' deep x 15' long
200 sq ft = 10' deep x 20' long

STANDARD 10' – 100 sq ft STAND

Height of Shell System	3 m
Length (inside Dimensions excl. Panel Width)	2.94 m
Depth (inside Dimensions excl. Panel Width)	2.99 m

STANDARD 50' – 50 sq ft STAND

Height of Shell System	3 m
Length (inside Dimensions excl. Panel Width)	2,99 m
Depth (inside Dimensions excl. Panel Width)	1.48 m

- **100 SQ FT + AISLE STANDS have a finished light birch platform floor**

- **100 SQ FT + AISLE STANDS CAN request black carpet instead of birch flooring.** However, participants please note that this can cause problems if cables running from power outlets in the hall floor have to be provided for the stand

- **BEDG 50 SQ FT ISLAND STANDS all have black carpet.** *This CANNOT be changed into birch platform flooring*

This configuration is only available at the ICFF to BEDG exhibitors

Exhibitors please note:

For 100 sq ft two or three side open stands supporting walls of 0.50 to 1.00 m will be required to stabilise the open walls for safety reasons.

LINK TO STAND CONFIGURATION

https://www.freemanco.com/forms/443252/veloce_wall_system.pdf

VERY IMPORTANT

VISAS

It is imperative that exhibitors ensure that they have a valid visa to enter the USA.

Any problems arising from visas for individual participants will NOT invalidate the legal obligation to pay BEDG Service and Stand Fee once the BEDG Space Requirements Form has been signed as a legally binding document.

PARTICIPANTS are therefore recommended to check whether or not they may have problems obtaining a visa given the present situation in the USA.

BOOKING AND CANCELLATION OF SPACE

BEDG SPACE REQUIREMENT FORM

- Space is booked by completing, signing and returning the BEDG Space Requirement Form

- THE SIGNED BEDG SPACE REQUIREMENT FORM CONSTITUTES A LEGALLY BINDING CONTRACT BETWEEN THE BEDG AND THE SIGNEE

- NO CANCELLATION IS POSSIBLE AFTER A PARTICIPANT HAS SIGNED THE BEDG SPACE EQUIREMENT FORM

IN CASE OF CANCELLATION OF PARTICIPATION ON THE PART OF THE SIGNEE, BEDG WILL STILL BE ENTITLED TO THE FULL PAYMENT OF THE BEDG SERVICE FEE, STAND COSTS AND COSTS FOR OTHER GOODS AND SERVICES ALREADY ORDERED (such as electrics etc from the Jacob K. Javits Convention Center, NY)

PAYMENT TERMS AND CONDITIONS

PAYMENT DUE DATES

BEDG SERVICE FEES, STAND COSTS AND ELECTRICAL ORDER INVOICES BECOME DUE AS STIPULATED IN THE INVOICES.

The BEDG is a not-for-profit, non-commercial organisation with NO OUTSIDE FUNDING, be this government, corporate or otherwise.

In order to reserve this prime space at the ICFF the BEDG has to commit to Emerald Expositions months before the actual event.

The BEDG does this at its own and very considerable financial risk.

The BEDG must therefore insist on full payment of all invoices within the stipulated deadlines unless otherwise agreed with the BEDG

CURRENCY ADJUSTMENT

Due to heavy currency fluctuations in the £/US$ ratio the BEDG reserves the right to adjust the rate of exchange for payments in US$ to America at a later stage and to demand reimbursement for such adjustments from participants, if and when required.

BEDG SERVICE FEES

The BEDG Service Fee is charged with 20%VAT to exhibitors and becomes payable when returning the BEDG Space Requirements Form independent of whether the exhibitor is a recipient of a TAP grant or not.

£ 200* + VAT = £ 240

*For the first time in 20 years the BEDG recently had to raise the Service Fees as the cost of administration as well as office overheads have risen steeply in the last years. However, the BEDG Service Fee is still amongst the lowest in the UK.

BEDG EXTRA COSTS

To give new participants an idea of extra costs to be reimbursed to the BEDG after the event, the additional costs per participant for

- Bank charges of BEDG prepayments to ICFF on behalf of participants

- Design and printing of the A3-four colour 4 page BEDG leaflet 'FOLLOW THE TREND'

- Obligatory BEDG vinyls and DIT stickers
  Companies can use their own vinyls and logos but need to reserve a 40 cm wide full height strip on the outer side wall for the BEDG company vinyls, which identify the contingent stands

BEDG BREAKDOWN OF COSTS

Participants in the BEDG Contingent as well as independent participants receive a detailed and complete breakdown of costs incurred on their behalf before, during and – if relevant – after the fair.

ELECTRICAL ORDERS

In general any extras other than power, multiboxes, spotlights, par-cans will have to be ordered and paid for by exhibitors direct to the ICFF service providers.

SEE ALSO:
Regular BEDG E-Circulars to BEDG Contingent participants during the preparation for the fair.

However, to help facilitate complicated ordering and payment procedures and to benefit from the discounted advance rates for some of the extras for the BEDG Contingent stands, the BEDG undertakes a certain (but not all) amount of pre-ordering and prepaying on behalf of Contingent participants.

This does not, however, constitute any legal entitlement on the part of participants to this voluntary BEDG service.

An order form for electrics and power requirements will be sent to participants for immediate completion.

PAYMENTS FOR ELECTRICS

Please note:

All orders for electrics including

- Spotlights
- Par-cans
- Power outlets
- Extension leads, multiboxes etc

MUST BE PAID separately upon RECEIPT OF INVOICE

The BEDG charges the net preferential advance order prices only.

- **This makes it imperative that deadlines for submission of participants' orders must be adhered to**

- **Late orders will be charged AT FULL PRICE BY THE JAVITS CENTER**

TAP FUNDING REGULATIONS & PROCEDURES

To be eligible for a DIT / TAP grant, participants must be able to show that they have paid for eligible cost amounting to at least the value of the TAP grant.

ALLOCATION OF NUMBER OF TAP GRANTS TO TCP

TAP funding for any DIT supported event is limited to the number of TAP grants given to the TCP by TAP/ DIT Glasgow.

Neither the invitation nor any application should be constituted as any confirmation that funding will be offered to any applicant.

Grants will be allocated in a fair and equitable manner in accordance with the TAP Scheme Guidelines for TCPs.

ELIGIBILITY

'Eligible Exhibitor' means every UK based business involved in exporting from the UK or wishing and able to start exporting from the UK.

TAP grants are available only to business meeting the EU definition of SME (small and medium-sized enterprise). Full details of these criteria are set out in the UK Department for International Trade Terms and Conditions, which accompany the TAP grant application form.

DIT and BEDG reserve the right to exclude any exhibitor, who is indebted to DIT or the BEDG, or companies, whose products are considered unsuitable by the fair organisers ICFF.

VERY IMPORTANT

FUNDING PROCEDURES

Prior to filing the TAP application for a grant, potential exhibitors must ensure that they have NOT EXHAUSTED their overall 6 grant allocation through previous fundings (excl. 'emerging markets').

APPLYING FOR A TAP GRANT

Eligible exhibitors must complete and sign the TAP Application Form for the event and return the completed form to the BEDG within the advised time frame.

The BEDG will render applicants new to the procedure all necessary support and assistance to better understand the application form and to ensure correct completion.

The applicant will be informed of TAP approval in due course.

TIME SCALE FOR TAP GRANT APPLICATIONS

The normal time scale for TAP Grant Applications:

5 weeks

prior to the actual event.

TAP GRANT LEVELS

Potential exhibitors will be advised of the available grant level for each event as these may change according to budget allocations by TAP Glasgow.

TAP & INDEPENDENT EXHIBITORS

As the TCP for ICFF, the BEDG also administers the TAP funds for independent exhibitors within the overall availability of the number of allocated TAP grants for an event.

The invitation to join the BEDG with TAP funding is extended to companies who intend to participate in the exhibition and who will contract directly with ICFF for their space, i.e. independent companies, who are not exhibiting with the BEDG Contingent.

INDEPENDENT COMPANIES SECURING SPACE AT ICFF

Companies intending to exhibit independently, who have not made arrangements with ICFF to secure a space are advised to do so as early as possible.

Once space has been RESERVED, companies should contact BEDG immediately to apply for TAP funding,

Provision of grant will be subject to eligibility and availability.

REIMBURSEMENT OF GRANTS TO PARTICIPANTS

According to TAP Rules and Regulations, the TCP has to submit a TAP Claim for each event within 1 month after completion of the event.

Reimbursement of the TAP Grant to TAP supported exhibitors (incl. independent exhibitors) has to take place no later than three weeks after receipt of the TAP funds in the TCP bank account.

DIT GENERAL INFORMATION

The Department for International Trade is the UK Government's international business development organisation, helping UK companies grow internationally and supporting businesses seeking to establish in the UK.

DIT GENERAL INFORMATION

US in world business rankings:

- **The United States (US) is the largest, most competitive and technologically advanced economy in the world**
- **US Gross Domestic Product (GDP) has consistently seen growth of 1.8% or more since 2011**
- **It is the UK's top export destination**
- **The US is the world's largest market and it has the world's largest private sector**

It also has:

- **low regulatory barriers**
- **minimal language barriers**
- **access to global supply chain, which can lead to exports for other markets**
- **a strong rule of law**

Further important sources of information are provided by the following official websites:

www.great.gov.uk

For guidance on how to research overseas markets as well as a range of other important issues for exporters:

Introduction to the US export market from DIT website:
www.ExportingtotheUSA–GOV.UK

Exporting to the USA-GOV.UK
https://www.gov.uk/guidance/exporting-to-the-usa
Jump to DIT contacts in the US - DIT contacts in the US. Email the DIT team in the US for help and support to start exporting. Contents ...

Contents

- US in world business rankings
- Introduction to the US export market
- Industries importing into the US
- Researching the US market
- Getting started in the US market
- Getting finance to fulfil an export contract to the US
- Getting paid in the US
- Legal considerations of doing business in the US
- Taxation in the US
- Customs and documentation for the US
- Language and culture in the US
- Opportunities for UK businesses in the US
- Challenges and overseas business risk in the US
- Entry requirements for the US
- DIT contacts in the US
- Department for International Trade USA - GOV.UK

https://www.gov.uk/government/world/.../department-for-international-trade-in-the-us

Department for International Trade (DIT) helps UK-based companies succeed in the global ... Our team in the United States works to promote UK-US trade and investment through our offices at the British Embassy in ... Corporate information.

UK and United States of America - UK and the world - GOV.UK

https://www.gov.uk/government/world/usa

Includes site providing commercial and customer services, plus information on Britain for US residents, daily news, Government statements, radio reports and ...

BEDG USEFUL GENERAL INFORMATION

The BEDG also assists UK SMEs in the creative industries with further support and advice regarding their business acumen, product development, branding, market research, export potential and choice of export markets, such as:

- Assistance with stand design, construction, technical information on ICFF stands
- Assistance with image selection for BEDG ICFF information leaflet 'Follow the Trend'
- Webinars (if relevant), possibly in collaboration with DIT USA
- ICFF online services and promotional offers for participants
- Shipping recommendations and advice
- Advice on personal transportation and accommodation
  PLEASE NOTE:
  BEDG does NOT organise group travel or accommodation for participants
- Press & publicity, i.e. advice on press releases and PR materials
- Post-fair follow-up

For further information on BEDG free services please access

www.bedg.org

PRICING OF GOODS, COMMISSIONS AND SERVICES

- Prices must be quoted in US$
  - £Sterling pricing is NOT sufficient
- Exhibitors must have commercial delivery times for manufactured products, an indication of production times for commissions and hourly/ daily/lump sum costs for services
- Indication of minimum order (either in quantity or amount)
- In case of payment within less than 30 days, there is usually a 3-4 % discount on payments within 7 days after receipt of invoice

INDICATIONS OF SPECIAL PAYMENT CONDITIONS

such as:

- Payment on pro-forma invoice
- Staggered payments such as 50% total value ON ORDER

Alternatively:

- 30% on pro-forma
- 30% on advice of shipment date
- 40 % on receipt of goods

Alternatively (commissions):

- payment for materials on signing of contract
- balance on delivery of goods or services

- Insurances (if and where applicable)

SHIPPING

PACKAGING AND TRANSPORT

Such as:

- Shipping conditions if applicable, especially for overseas buyers

- Ex works (from country and city of origin)

or

- Landed (arrival in major port / airport of the country of the buyer)
- Approximate costs for recommended shipping agents like DHL, FEDEX, UPS etc., i.e. how much it would cost to ship the goods through the above forwarders to a given destination

CONTENTS / MATERIALS

Materials must be in compliance with the import regulations and legislation of the country, to which the goods are being exported.

This applies in particular to wood, hardwood and other natural materials, for which there may be import restrictions or certifications from the country of origin.

TARIFFS AND IMPORT DUTIES CUSTOMS AND EXCISE

All products exported to the USA need tariff numbers even for temporary import during trade fairs.

Participants also have to find out what duties will be payable when exporting to the USA and Canada.

TRADE AND CLASSIFICATIONS

The required classification list can be obtained by assessing

https://www.gov.uk/trade-tariff

How to classify imports and exports using the UK Trade Tariff - GOV.UK

https://www.gov.uk/guidance/classification-of-goods

and searching for applicable import/export commodity codes/tax/duty/licences via email

classification.enquiries@hmrc.gsi.gov.uk

SHIPPING AGENT

The BEDG has negotiated a consolidated shipment to ICFF with 24/7 Exhibition Services.

However, it is at participants' discretion to use their services.

24/7 Exhibition Services

Contact:

Colin Stone

Tel: +44 (0) 1926 840 140
Fax: +44 (0) 1926 840 340
Email: Colin@24-7exhibitions.com

alternatively

Roxanne Smith

Exhibition Co-ordinator
Mob: +44 (0) 7827 318644
Email: Roxanne@24-7exhibitions.com

Please see also attachment:
24/7 - Important extracts from Terms and Conditions for shipments

ANY QUERIES PLEASE CONTACT THE BEDG

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British Consulate General
New York

BRITISH CONSULATE GENERAL NEW YORK

Participants wishing to contact DIT New York at the British Consulate-General should use the following contact details:

VICTORIA HARMAN
Vice Consul, Retail and Luxury
T: +1-212-745-0324
E: Victoria.Harman@fco.gov.uk
or
isvictoria.harman@mobile.ukti.gov.uk

STEPHANIE ROTHMAN
Interiors and Home
T: +1-212-745-0471
E: Stephanie.rothman@mobile.ukti.gov.uk

ADDRESS:
British Consulate-General / 845 Third Avenue / New York, NY 10022 / USA

Visit our website / Follow us on Twitter / Facebook / Blog / Newsletter

ICFF in partnership with DIT Department for International Trade

Department for
International Trade