

*#1 way to excel your window covering business in the US in 2022*

# IWCE

INTERNATIONAL  
WINDOW  
COVERINGS  
EXPO  
2022

## Exhibitor Prospectus

April 5th ( Seminars Only )

April 6 - 7th ( Seminars & Showfloor )

Greater Fort Lauderdale/Broward County Convention Center, Florida

[www.iwce-vision.com](http://www.iwce-vision.com)





The International Window Coverings Expo is the annual trade show and conference for the window coverings industry. IWCE is the largest independent expo for the interior design professional in the US. Since its launch in 1997, IWCE has offered dozens of CEU accredited seminars about design, business, marketing, technology and fabrication. Some sessions are specifically for the window covering dealer, however the majority cover best practices in the business of interior design and marketing to the consumer. Hundreds of companies exhibit showing the latest products and technology in shading systems, blinds, fabrics, decorative hardware and trimmings, home automation and equipment.

Attendees come from all 50 US states and 40 international countries.  
IWCE serves the largest window covering market in the world.

# NOW IS THE TIME TO CAPITALIZE ON THE GROWING U.S. WINDOW COVERING MARKET.



IWCE will give you access to the largest window covering market in the world which is expected to reach \$5.2 billion in 2021



Reach buyers at all levels: retailers, dealers, interior designers, fabricators, manufacturers, workrooms



Buyers attend to see the latest products, technology and education in window coverings and home décor

# WHY EXHIBIT AT IWCE?

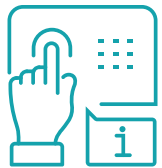
Trade shows are the #1 business-to-business marketing spend to support sales. If you are looking for reasons to exhibit – consider the statistics below.



Strong US economy predicts robust growth in 2022



Housing and home improvements continue to expand



Motorization and home automation growing dramatically



Energy efficiency will be more prevalent



Sustainable and “Green” products and production becoming more important





# AUDIENCE DEMOGRAPHICS

2018 ATTENDANCE

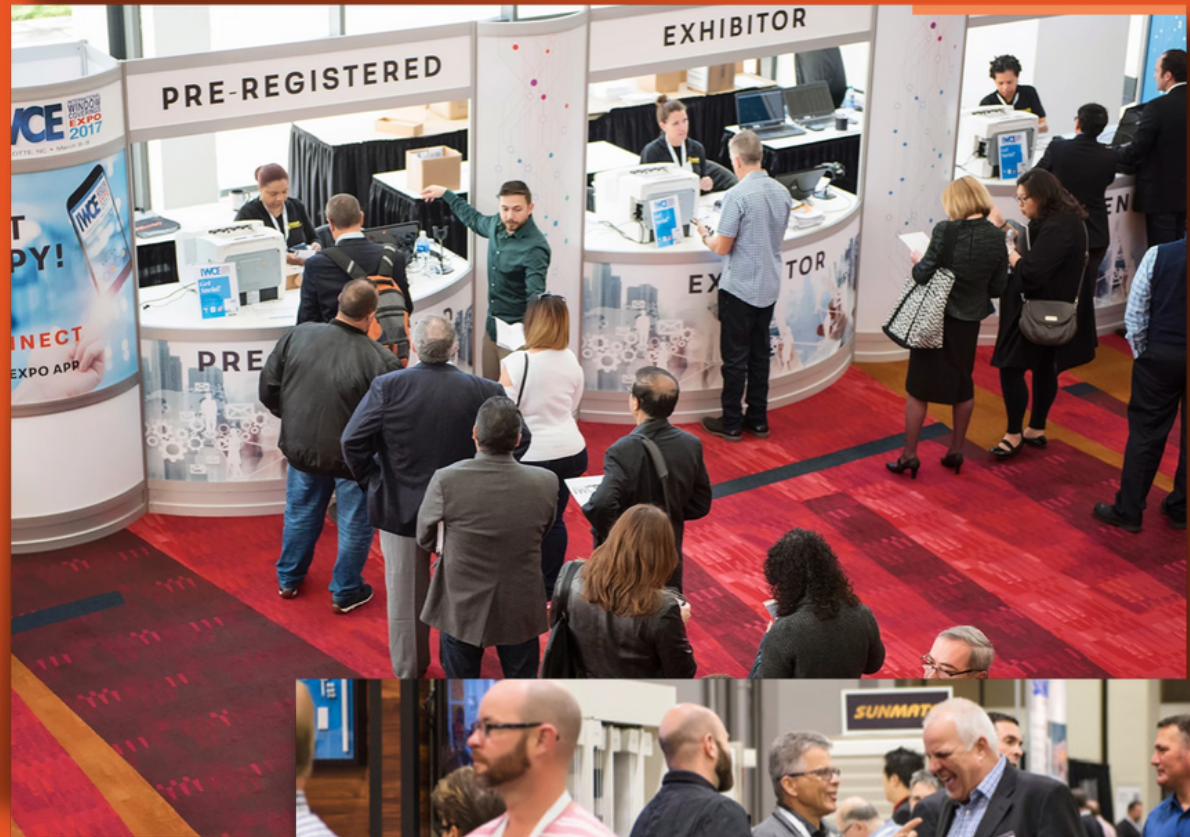
2,200

2019 ATTENDANCE

3,000

2022 ATTENDANCE EXPECTED

4,500+



IWCE offers a **unique opportunity** to reach every segment in the industry!

- IWCE includes ALL ASPECTS of WINDOW COVERINGS
- KEY BUYERS from ALL MARKET SEGMENTS attend IWCE

**IWCE** | INTERNATIONAL  
WINDOW  
COVERINGS  
**EXPO**  
**2022**

FORT LAUDERDALE, FL • April 5-7

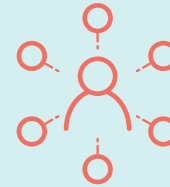
Independent retailers



National home stores,  
online and catalog retailers



Manufacturers and  
fabricators seeking  
partnerships



Distributors looking  
for fresh new lines



Interior designers &  
decorators



Workrooms looking for new  
software and techniques





# THOUSANDS OF PEOPLE ATTEND + EXHIBIT AT IWCE FROM 50 US STATES & 40 COUNTRIES!



## 2022 LOCATION: Ft. Lauderdale/Broward County Convention Center, FLORIDA

Products featured include: blinds, shading systems, shutters, fabric, decorative hardware, motorization/automation systems, fabrication equipment, software, technology, home furnishings accessories.

# EVENT DETAILS

## GENERAL INFORMATION

International Window Coverings Expo

April 5-7, 2022

[iwce-vision.com](http://iwce-vision.com)

[info@wf-vision.com](mailto:info@wf-vision.com)

## VENUE INFORMATION

Ft. Lauderdale/Broward County Convention

Center 1950 Eisenhower Blvd, Fort

Lauderdale, FL 33316

954-765-5900

## SHOW HOURS

Tuesday, April 5

9 am – 5 pm

Seminars ONLY

Wednesday, April 6

10 am – 5 pm

8 am - 12 pm

Exhibit Hall

Seminars

Thursday, April 7

10 am - 3 pm

8 am - 12 pm

Exhibit Hall

Seminars



# INTERESTED IN EXHIBITING?

IWCE 2022 will offer an expansive show floor with world-leading manufacturers and suppliers eager to connect with you and present the latest in technology, product advancements, trends and more!

## Sales Inquiry Contact

### **ANIA McNAMARA**

Vice President | Sales & Marketing  
+01 651.983.1390  
ania@wf-vision.com

## General Show Inquiry

### **GRACE McNAMARA**

President & Show Producer  
+01 651.756.8834  
grace@wf-vision.com

*“We anticipate that the industry’s pent-up demand to meet in person and see new and innovative products firsthand will result in a substantial turnout in 2022. This will be a can’t-miss event for anyone who works in window treatments or any interior design-related field.”*

*- Grace McNamara, President*

*Reserve Your Booth Now!*

[www.iwce-vision.com/exhibit](http://www.iwce-vision.com/exhibit)