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EXHIBITOR & SPONSORSHIP PROPOSAL • 2026 EDITION

# Where Products Meet Buyers, Specifiers & Business Opportunities

A furniture, interior & architecture exhibition connecting your products with the right buyers, specifiers, and industry players.

THE ONLY & LARGEST IN CENTRAL JAVA

21–23 AUGUST 2026

MARINA CONVENTION CENTER • SEMARANG

PRESENTED BY



**KAPIKA**  
PIKA Alumni Family

IN COLLABORATION WITH

**HDII**

HIMPUNAN  
DESAINER  
INTERIOR  
INDONESIA  
JATENG



**IKATAN  
ARSITEK  
INDONESIA**



## ◆ 2025 ACHIEVEMENTS

# WOODFEST 2025 in Numbers

Proof of market interest, industry trust, and real momentum toward a bigger 2026 edition.



## 30+

**Exhibitors**

Furniture and interior products and solutions.



## ±2,500

**Visitors · 3 Days**

Industry players, buyers, designers, creative community.



## 3 Days

**3–5 October 2025**

Marina Convention Center, Semarang.

SUPPORTED BY



**HDII**



IKATAN  
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INDONESIA  
JATENG



**ASMINDO**

And the furniture  
&  
interior  
ecosystem



The 2025 results prove real traction, trust, and momentum a strong foundation for a bigger WOODFEST 2026.

From 2025 results toward bigger 2026 goals see the 2026 Targets on page 10.

## ◆ THEME 2026

# Resilient by Design

Navigating Global Challenges, Building Local Strength.

Amid global change rising export tariffs, Europe's EUDR rules, and sustainability trends Indonesia's creative industry must become more resilient, adaptive, and connected.

## THREE PILLARS OF INDUSTRY RESILIENCE



01

### Design Strength

Innovative, functional, and sustainable products to meet the needs of new markets.



02

### Cross-Profession Collaboration

Connecting designers, architects, manufacturers, material suppliers, and buyers.



03

### Local Empowerment

Bringing Indonesian materials and craftsmanship to the world stage.

## *"Innovating Together, Competing Stronger."*

Only through collaboration Indonesia's creative industry can compete more strongly in the global market.



These three pillars are the foundation for curating the exhibition, talks, and activations keeping the event relevant for exhibitors, buyers, and visitors.

## ◆ INDUSTRY CONTEXT

# Why the Market Needs WOODFEST

Four pressures that make market access and collaboration increasingly decisive.



01

## Fierce Global Competition

Indonesia's furniture exports in 2023 were around USD 1.8 billion far below Vietnam (USD 14 billion). Design, quality, and positioning must move up a level.



02

## Regulatory & Cost Pressure

US tariffs, Europe's EUDR regulation, supply-chain legality, and logistics costs add operational pressure on manufacturers and exporters.



03

## The Need for Differentiation

New markets demand products that are innovative, functional, and sustainable not just large production capacity.



04

## Fragmented Market Access

Manufacturers, designers, specifiers, and buyers still find it hard to connect with one another in one effective forum.



**WOODFEST turns these industry challenges into opportunities for connection, visibility, and growth.**

**Implications for exhibitors:** these challenges underline the importance of a collaboration platform, business matching, and sustainable market access expansion.

Source: Antara, Jakarta Globe, Woodexport.id, IBAI & Ken Research, 2024.



## ◆ WHY EXHIBIT AT WOODFEST

# Why Leading Brands Should Exhibit at WOODFEST 2026

Six reasons that make your brand's presence here the right business decision.



## Direct Buyer Access

Meet local & international buyers and decision makers through the Buyer Gathering and business matching.



## Qualified Audience

The visitors who attend are industry players, specifiers, and people with real project needs.



## Product Showcase

Your products, materials, and technology are seen, touched, and tested directly by your target market.



## Stronger Visibility

Venue branding, social media, and the event stage strengthen your brand's position in the industry.



## Cross Profession Networking

Connect with designers, architects, contractors, developers, and distributors in one forum.



## Ecosystem Credibility

Appearing alongside associations and industry practitioners adds trust to your brand.

**The only & largest in Central Java WOODFEST delivers market access, business connections, and brand positioning.**

## ◆ EXHIBITOR BUSINESS VALUE

# From Booth Interactions to Business Results

Eight real outcomes designed for you to take home not just three days of activity.

**Qualified Leads**

Real prospects from booth interactions and business matching sessions.

**Momentum Product Launch**

The right moment to introduce a new collection, material, or technology.

**Distribution Connections**

New partnership opportunities with distributors and suppliers.

**Project Inquiries**

Project needs from developers, contractors, and project owners.

**Exposure to Specifiers**

Your products seen by the architects and designers who decide specifications.

**Content & Documentation**

Marketing material from booth activations and event coverage.

**Market Intelligence**

Insight into trends, buyer preferences, and the competitor map from the field.

**Brand Positioning**

Association with a credible and continuously growing industry event.



**Every WOODFEST program is designed to lead to one thing: a business pipeline for your brand.**

## ◆ MAIN PROGRAMS

# Main Event Programs

Four core programs that bring traffic, connections, and business opportunities for exhibitors.



## Furniture, Interior & Material Exhibition

A showcase of products, materials, technology, and interior solutions for retail, B2B, and project markets.

### VALUE

Product exposure  
to the target  
market



## Buyer Gathering & Business Matching

Structured meetings between exhibitors and relevant buyers, distributors, and decision-makers.

### VALUE

Real leads &  
partnerships



## Talks & Product Presentation

Market insight together with associations and industry practitioners, plus product presentation slots for brands.

### VALUE

Positioning  
brand expertise



## Door Prizes & Visitor Activation

Engagement programs that drive attendance, movement between booths, and visit duration.

### VALUE

Busier booth  
traffic



## ♦ INDUSTRY ECOSYSTEM

# Industry Knowledge, Powered by Associations and Practitioners

Cross organization collaboration brings relevant content and a quality audience.

### INITIATED BY



**KAPIKA**  
PIKA Alumni Family

### COLLABORATION IN THE 2026 EDITION

**HDII**

HIMPUNAN  
DESAINER  
INTERIOR  
INDONESIA  
JATENG



IKATAN  
ARSITEK  
INDONESIA



**ASMINDO**

### ECOSYSTEM INVOLVED

**ASMINDO**

**HDII**

**IAI**

**PIKA Alumni**

**Industry Practitioners**

**Architects**

**Interior Designers**

**Manufacturers &  
Suppliers**

**Creative Community**



#### Event Credibility

Increases exhibitor and visitor trust in the quality of the event.



#### Visitor Quality

Attracts professionals relevant to your business and products.



#### Content Relevance

Talks and sharing sessions that address the latest industry issues.



#### Professional Network

Opens connections across professions, organizations, and regions.

\* Organization involvement, speakers, and session lineup can be seen at [kapikawoodfest.com/program](https://kapikawoodfest.com/program)



## ◆ VISITOR PROFILE

# Who Your Brand Will Meet

WOODFEST brings together the functions of purchasing, specification, design, production, and distribution.



Local &  
international  
buyers



Retailer &  
B2B purchaser



Furniture  
manufacturers



Material  
suppliers



Interior  
designers



Architects



Property  
developers



Contractors



Distributors



Export–import  
players



Academics &  
students



Creative  
community



One venue, the entire decision chain from those who buy and specify, to those who distribute your products.



## ◆ 2026 TARGETS

# Scaling Up from Proven Momentum

The 2026 growth targets are designed to increase traffic, product variety, and business opportunities.

**60+**

TARGET

**Exhibitors & Vendors**

Up from 30+ exhibitors in 2025.

**5,000+**

TARGET

**Visitors**

Up from ±2,500 visitors in 2025.

**10+**

TARGET

**National & Int'l Buyers**

Invited through the Buyer Gathering program.

**3**

TARGET

**Days of Exhibition**

Exhibition, networking, and collaboration programs.



**A bigger scale means higher traffic, more diverse buyers, and stronger brand exposure.**



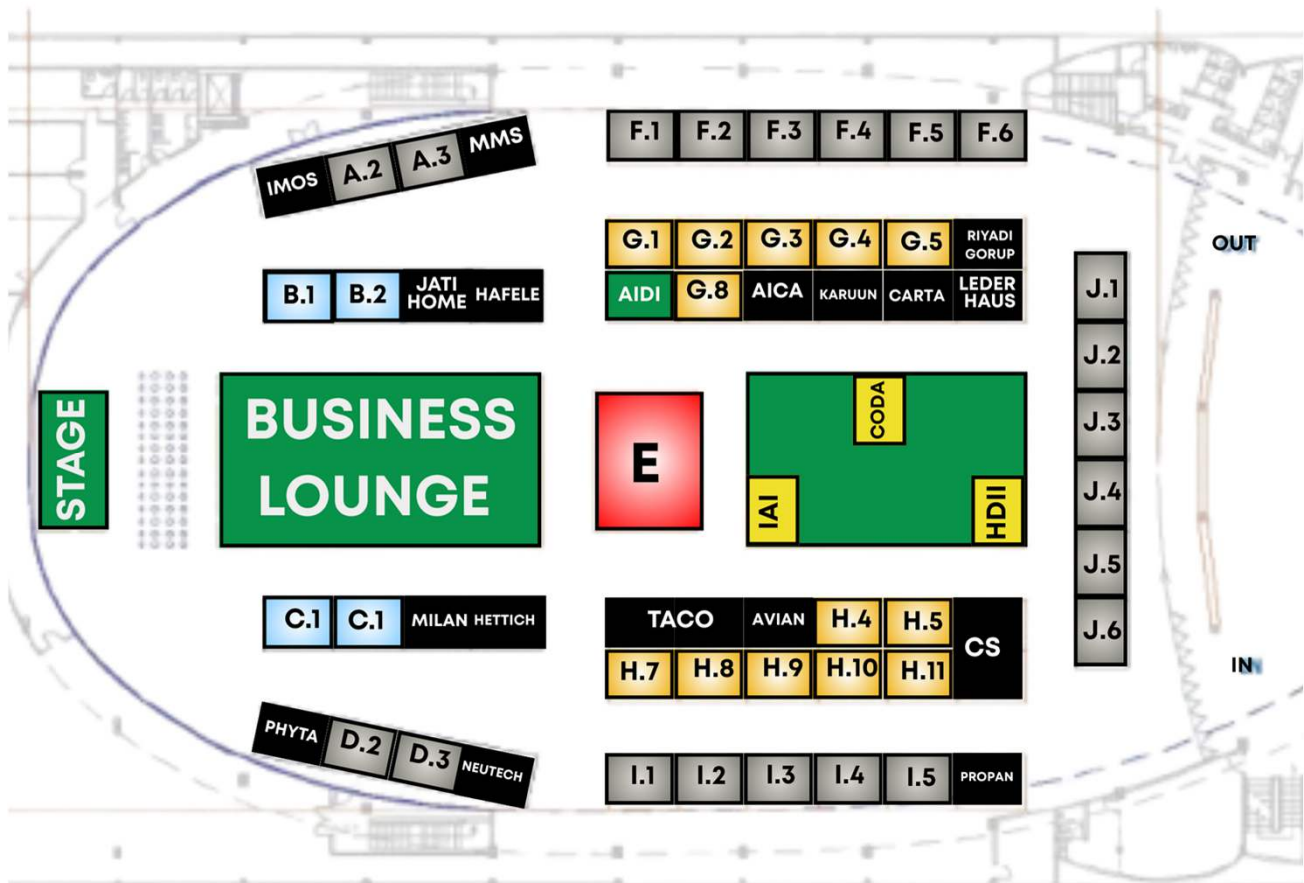
*The figures above are 2026 targets not results and are based on the momentum from WOODFEST 2025.*

## ◆ VENUE & BOOTH

# Strategic Venue, Prime Booth Locations

Marina Convention Center, Semarang 21–23 August 2026.

### BOOTH FLOOR PLAN — MARINA CONVENTION CENTER



IN — ENTRANCE

OUT — EXIT

BUSINESS LOUNGE

KAPIKA & SMK PIKA CENTER

BOOTH ZONE A-I & 3.1–3.6



Strategic booth locations give stronger visibility, higher visitor flow, and closeness to the main event activities.

**BOOK A BOOTH — SECURE YOUR SLOT**

Booking & info: [kapikawoodfest.com](https://kapikawoodfest.com)  
strategic slots are limited.

## ♦ EXHIBITOR & SPONSOR PACKAGES

# Choose the Exposure Level That Fits Your Goals

All packages are designed to deliver booth presence, brand visibility, and conversion opportunities.

### SILVER

## Rp41.25 million

**Early bird July** · save up to 30%

- ✓ Booth 3×4 m + 2 A power
- ✓ Basic brand visibility
- ✓ Ideal for an efficient presence

*Efficient entry presence*

### GOLD

### VALUE

## Rp46.75 million

**Early bird July** · save up to 30%

- ✓ Booth 3×4 m + wider exposure
- ✓ Additional social media visibility
- ✓ Suitable for lead generation

*Balanced exposure & value*

### DIAMOND

### BEST

## Rp56.1 million

**Early bird July** · save up to 30%

- ✓ Stronger brand visibility
- ✓ MC mention + product presentation
- ✓ For brands that want to stand out

*Stronger visibility & stage presence*

### PLATINUM

## Rp165 million

**Early bird July** · save up to 30%

- ✓ Special booth 6×8 m
- ✓ Area dominance & prime exposure
- ✓ Premium choice for big brands

*Premium, dominant event presence*



**EARLY BIRD JULY 2026 up to 30% discount for exhibitors who register this month.**

**Recommendation:** Gold & Diamond give the best balance between cost, exposure, and business opportunity.

The prices shown are normal prices; up to 30% discount applies to July 2026 registration — terms & conditions follow the committee's confirmation.

## ◆ BENEFIT COMPARISON

# Compare Packages at a Glance

The main benefits of each package in one table to make your decision easier.



**EARLY BIRD JULY** up to 30% off for registration this month · prices in the table are normal prices.

| BENEFIT                                                         | SILVER<br>Rp41.25 M | GOLD<br>Rp46.75 M | DIAMOND<br>Rp56.1 M | PLATINUM<br>Rp165 M |
|-----------------------------------------------------------------|---------------------|-------------------|---------------------|---------------------|
| Booth 3×4 m + 2 A power                                         | ✓                   | ✓                 | ✓                   | —                   |
| Special booth 6×8 m                                             | —                   | —                 | —                   | ✓                   |
| Brand visibility in the venue area                              | ✓                   | ✓                 | ✓                   | ✓                   |
| Social media exposure (IG feed & story)                         | —                   | ✓                 | ✓                   | ✓                   |
| MC mention during the event                                     | —                   | —                 | ✓                   | ✓                   |
| Product presentation (45 min)                                   | —                   | —                 | ✓                   | ✓                   |
| Venue branding: gate, banners,<br>Wall of Fame, goodie bag logo | ○                   | ○                 | ○                   | ✓                   |
| Area dominance & prime event<br>exposure                        | —                   | —                 | —                   | ✓                   |

✓ included in the package

○ allocation based on package — committee confirmation

— not included



### MC Mention

Brand mentions by the MC strengthen recall.



### Product Presentation 45'

Explain the product's value to a relevant audience.



### Merchandise

Brand appears at the venue and is taken home by visitors.

**Supported by a relevant ecosystem:** ASMINDO · HDII · IAI · PIKA Alumni · Industry Practitioners · Buyers · Creative Community





EXHIBITOR & SPONSORSHIP — KAPIKA WOODFEST 2026



# Secure Your Place at KAPIKA WOODFEST 2026

Showcase your products at the only and largest furniture, interior & architecture ecosystem exhibition in Central Java, and position your brand in front of the right industry players.

21–23 AUGUST 2026

MARINA CONVENTION CENTER · SEMARANG

BOOK A BOOTH NOW — SECURE A STRATEGIC LOCATION

or register online at [kapikawoodfest.com](https://kapikawoodfest.com)

## HOW TO BOOK

1

Contact the  
WOODFEST  
team

2

Choose  
package &  
booth location

3

Confirmation  
&  
agreement

4

Prepare your  
booth

## CONTACT & BOOKING



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Initiated by KAPIKA - PIKA Alumni Family · info & registration for exhibitors, buyers and visitors: [kapikawoodfest.com](https://kapikawoodfest.com)