RECOGNITION AWARDS

EARN THE RECOGNITION THAT YOU DESERVE!

The AWFS®Fair Sequoia New Product Awards are special awards available to AWFS®Fair exhibitors that recognize outstanding achievements in distinct areas of expertise. These awards are presented at the Fair, and the recipients will gain favorable media coverage in post-show publications. Add to that the unlimited opportunities for self-promotion that winning a prestigious award offers, and its obvious that the potential benefits are well worth the effort of entering and competing for these awards.

AWFS®FAIR SEQUOIA NEW PRODUCT AWARDS AND SHOWCASE

The AWFS®Fair Sequoia New Product Awards are prestigious awards recognizing exhibitors for innovation for new-to-market products, which includes any product that has been introduced to the industry since the 2009 AWFS®Fair (August, 2009). All company’s whose entries are accepted will have their product featured in the New Product Showcase for the duration of the show. This showcase will be located in a very prominent location and in past shows, has proven to be one of the Fair’s most popular features.

In order to enter your new product in the AWFS®Fair Sequoia New Product Awards please fill in the AWFS®Fair Sequoia New Product Awards form and please be aware that you may enter your product for judging in more than one Focus Category.

THE “GREEN” PRODUCT SHOWCASE

In addition to the Sequoia New Product Showcase we are recognizing AWFS®qualified Green Products. Be recognized for going GREEN!

ALL ENTRIES TO THE SEQUOIA NEW PRODUCT AWARDS WILL BE HIGHLIGHTED BY:

- Online New Product showcase
- Pre show coverage in Wood & Wood Products product preview
- All new product companies will be listed on signage throughout the hall, and in the show daily
- Each company entering a new product will have a booth designation indicating a new product

WINNING COMPANIES WILL:

- Be posted on AWFSFair.org, on Facebook page and on Twitter directly from the show
- Included in a press release announcing the winners
- Provided a press release template & logo with media list to promote the win
SEQUOIA NEW PRODUCT AWARDS
SHOWCASE SUBMISSION INSTRUCTIONS

FOR EACH NEW PRODUCT CATEGORY YOU ARE ENTERING, YOU MAY SUBMIT UP TO FOUR TYPEWRITTEN PAGES COVERING THE CRITERIA LISTED BELOW. PLEASE INCLUDE THE NAME OF PRODUCT, COMPANY NAME AND BOOTH NUMBER ON EACH PAGE.

1. Synopsis or Overview (Provide a brief description of industry benefits)
2. Detailed Description of Product(s)/Service(s) (Please be specific)
3. Category Impact (Please provide statistics quantifying benefits)
4. Practicality (Include details such as cost factors, ease of use, quality of end product, etc.)
5. Uniqueness (What makes your product or process unique from the same type of product and/or process that is currently being used in the industry? What sets it apart?)
6. Description of Company (Size, other products, history, ownership, etc.)
7. The product must be in production by the entry deadline date. Please state production implementation date.

*Note: New Products may be entered into both the “Green” and any of the other categories by submitting a separate entry form and a product description.*

FOR ALL NEW PRODUCT ENTRIES
- Entries must be received no later than May 20, 2011
- Entries must be mailed to AWFS®, 500 Citadel Drive, Suite 200, Commerce, CA 90040
  *Attention:* Bruce Valentine or e-mailed to bruce@awfs.org
- If sending photos and/or samples (optional), please send eight (8) sets
- Entries are to be delivered to the Las Vegas Convention Center by July 18, 2011

ALL CATEGORIES
- Sequoia Award winners will be announced at the AWFS®Fair, on Friday, July 22, 2011.

*Product Order Form:* Please fill out all items on this form other than #7, Description. This 100 word description needs to be emailed per instructions on form.
SEQUOIA NEW PRODUCT AWARDS SHOWCASE ENTRY FORM

DEADLINE FOR ALL AWARDS IS MAY 20, 2011

CATEGORIES:

- PRODUCT INNOVATION
- PRODUCTIVITY
- GREEN/ENVIRONMENTAL
- ERGONOMICS/SAFETY

- This special display area will be created to highlight and preview new products offered by our exhibitors.
- Each entry receives a sign with product name, company, booth number and a brief description. All entries subject to show management approval.
- Use one entry form per new product. You may enter this product in multiple Award Categories if applicable. Fill out questions in Part 2 sufficiently for each Award Category and attach.
- Please submit the "Product Description" form along with this form.

Company: __________________________ Booth#: ________
Contact: __________________________
Address: __________________________
City: __________________ State: _______ Zip: ________
Country (other than USA) __________________________
Telephone: (________) FAX: (________)
Email Address: __________________________ Web site:
Entry Dimensions: ________ x ________ x ________
Length Height Depth

Use one entry form per new product. You may enter this product in multiple Award Categories if applicable. Fill out questions in Part 2 sufficiently for each Award Category and attach.

NAME OF PRODUCT:
AWARD CATEGORY - Check one:
☐ Product Innovation ☐ Green/Environmental
☐ Productivity ☐ Ergonomics/Safety

PRODUCT TYPE - Check one:
☐ Machinery under $50,000 ☐ Components
☐ Machinery over $50,000 ☐ Tooling
☐ Power Tools ☐ Software
☐ Hardware-Decorative ☐ Hardware-Functional
☐ Other:________________________ ☐ Raw Materials

No. of entries: ______ x Rate $________ = Total: $________

Entry Fees: $150 Members and $175 Non-Members per each Sequoia New Product Showcase.

Any entries submitted after the deadlines, if accepted, will be charged an additional $50 late fee and the entry sign will only contain the product name, company and booth number.

☐ Check enclosed (Payable to AWFS*) $________ Mail to: AWFS*, 500 Citadel Drive, Suite 200, Commerce, CA 90040
☐ Credit Card Payment (may be faxed to: 323-622-0321 or mailed). If faxing, be sure to call 323-838-9440 to confirm receipt.

Card Type: ☐ Visa ☐ Mastercard ☐ AmEx Credit Card Amount $________

Card Number __________________________ Exp. Date __________

Cardholders Name __________________________
Address __________________________
City: __________________ State: _______ Zip: ________
Cardholders Signature __________________________ Date: __________
Card Billing Address __________________________ City: ________ State: _______

Return to: AWFS*Fair, 500 Citadel Drive, Suite 200, Commerce, CA 90040
Phone: 800-946-(AWFS)2937 (in the U.S.); 323-838-9440 (outside of the U.S.) Fax: 323-622-0321

NEED HELP WITH THIS FORM? Call Bruce Valentine at 323-838-9440.

FOR AWFS* OFFICE USE ONLY Form Checked by: __________________________ Date: __________
PRODUCT DESCRIPTION FORM

PRODUCT INTRODUCTION DATE: (must be August, 2009 – present) ___________________________

NAME OF PRODUCT: _________________________________________________________________

SHOW CONTACT: (judges will contact to make appointments)

NAME: ____________________________________________________________

PHONE: ___________________________ E-MAIL: ___________________________

AWARDS CATEGORY - Check one:  
☐ Product Innovation  ☐ Green/Environmental  ☐ Machinery under $50,000  ☐ Components  
☐ Productivity  ☐ Ergonomics/Safety  ☐ Machinery over $50,000  ☐ Tooling  
☐ Ergonomics/Safety  ☐ Hardware-Decorative  ☐ Power Tools  ☐ Software  
☐ Other: __________________________  ☐ Hardware-Functional  
☐ Raw Materials

PRODUCT TYPE - Check one:  
☐ Machinery under $50,000  ☐ Components  
☐ Machinery over $50,000  ☐ Tooling  
☐ Power Tools  ☐ Software  
☐ Hardware-Decorative  ☐ Hardware-Functional  
☐ Other: __________________________

No. of entries: ______ x Rate $____ = Total: $________

Please note, all of the information you provide below will be printed on your sign.

1. COMPANY: ________________________________________________________________  
Your company name will be here

2. BOOTH: ________________________________________________________________  
Your booth number will be here

3. ADDRESS: ________________________________________________________________  
Your company address will be here

4. PHONE: ________________________________________________________________  
Your phone number will be here

5. FAX: ________________________________________________________________  
Your fax number will be here

6. E-MAIL: ________________________________________________________________  
Your e-mail will be here

7. DESCRIPTION: Please e-mail a brief description to bruce@awfs.org. It should contain no  
more than 100 words and have the “subject” field read: “New Product Name  
and Description”.

_________________________________________________________