



2017 AWFS®Fair “FIRST TIME EXHIBITOR” Benefits Package

AWFS®Fair offers “First Time Exhibitor” benefits for companies who are participating for the first time as an exhibitor. This is to ensure that your first year as an AWFS®Fair exhibitor is the best experience possible.

Exclusive to FIRST Times

- ✓ **“First Time Exhibitor”** sign to be displayed in booth
- ✓ **“First Time Exhibitor” Product Showcase**
 - Complimentary, product showcase in a display case in the lobby area of the show to get maximum exposure in a high visibility location. (sizing and availability varies)
- ✓ **Discounted sponsorship & advertising opportunities**
 - Receive \$100.00 off a digital booth package and/or Signage at the fair!
- ✓ **Pre-Show email promo spotlighting “First Time Exhibitors”**
- ✓ **Distinction as a “First Time Exhibitor” next to your company’s name on**
 - AWFS®Fair Online Floor Plan/Exhibitor Directory
 - Official Show Directory
 - Mobile App
- ✓ **Show Directory**
 - Full page ad listing all “First Time Exhibitors” by company name.

Opportunities to all exhibitors

- ✓ **Opportunity to Schedule Press Conference at AWFS®Fair**
 - Schedule a press conference to help create buzz around a product launch or other newsworthy announcements.
- ✓ **Customer Invitation Program**
 - Free personalized invitations can be mailed to customers/prospects inviting them to AWFS Fair.
 - Customized e-mail invitation to your customers/prospects announcing your company’s participation.

RESERVE YOUR BOOTH

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**For Booth Contracts received after June 1, 2017
some of the “First Time Exhibitor” benefits listed above can’t be fulfilled, due to the proximity to the show.*