



## 2017 AWFS®Fair Exhibitor Update #3

March 1, 2017

Only 139 days till we kick off the 2017 AWFS®Fair!  
The floorplan is over 92% sold!!!

This email is part of a series of “Exhibitor Updates” that will include information for exhibitors on important show information, links and deadlines. I recommend saving these so that you do not miss out on any information! They come directly from me and I try to keep the emails on point. Previous updates are on the website, at [October 2016](#) and [January 2017](#).

### Marketing Manual

Has mailed and is [available online](#). The trade show contact person on your booth contract has received a printed marketing manual. Please take a few moments to review it and see the many ways you can promote your booth at the show, and take advantage of all the programs the 2017 AWFS®Fair has to offer.

*(If you have contracted within the past 10 days – your marketing manual has not mailed yet)*

### Online Exhibitor Service Kit

[Online Exhibitor Service Kit](#) is now online and open! If you are paid up-to-date with your booth payments (75% of the total booth cost) then you should have received an email directly from Freeman to gain access.

### Online Exhibitor Registration

[Exhibitor Registration](#) If you are paid up-to-date with your booth payments (75% of the total booth cost) then you should have received an email directly from CompuSystems with access to register for your exhibitor badges.



### Visionary NEW Product Awards Information

The AWFS®Fair Visionary 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 2015 AWFS®Fair (July, 2015). All company’s whose entries are accepted will have their product featured in the Visionary New Product Showcase for the duration of the show. This showcase will be located on the show floor and in past shows, has proven to be one of the Fair’s most popular features.

Complete information and instructions are on page 38 of the 2017 AWFS®Fair Marketing Manual and information is also on the [website](#).



## Industry 4.0 program and Industry 4.0 product showcase entry – NEW!!!!

The 2017 AWFS®Fair will feature a new showcase

highlighting Industry 4.0 and the technology that will heavily influence the future of manufacturing including but not limited to: Artificial Intelligence; Augmented and Virtual Reality; Robotics; 3D Printing; Cloud Computing; Internet of Things (IOT) and Internet of Services (IOS).

In addition, Industry 4.0 educational sessions will be featured as part of the College of Woodworking Knowledge® (CWWK®) which will address specific 4.0 topics.

Complete information and instructions are on page 42 of the 2017 AWFS®Fair Marketing Manual and is also on the [website](#).

### Upgrade your online Digital Booth

Add Photos! Brand Listings! Product descriptions and photos by upgrading your listing. [Click here for the order form!](#)



### Plastics Program

2017 AWFS®Fair will once again be highlighting Plastics within the industry after a successful launch of the [Plastic Technology & Supplies Program](#) at the 2015 AWFS®Fair. By doing so, we will continue to widen exhibitor and attendee participation for the Fair. Please [click here to enroll](#) in this complimentary program. PDF is also attached.



### Closets Pavilion

We are excited to announce that have added a Closets Pavilion to the 2017 AWFS Fair! Partnering with Closets and Organized Storage Magazine! Located on the show floor with a dedicated entrance from the lobby.



### Higher Learning Education Pavilion

This dedicated area on the show floor will include not only educational programs, but also innovative training products and services geared towards schools such as the Woodwork Career Alliance (WCA) industry certification program.

### Supplier Exhibitors – added space

With the supplier halls being sold out – we have added a supplier section to the upper right hand side of the floorplan to accommodate the additional supplier companies.

### Housing is OPEN!

You can now book your rooms at the AWFS®Fair – here is the link:

<http://awfsfair.org/attendee-information/housing-travel/>

### **Upcoming Payment due dates.....**

Your booth should be paid 75% up-to-date at this time. Your final booth payment is due by April 3, 2017. You should be paid in full by that date. Failure to be current on your booth will impact your access to your online company profile, exhibitor registration and when available access to the online exhibitor service kit.

2017 AWFS® Member dues were due by February 3, 2017. If you have not paid your 2017 member dues, please do so immediately or your booth will be re-billed at the non-member rate.

### **Sponsorship and Signage Opportunities at the AWFS®Fair!**

The [Sponsorship Brochure](#) and [Hanging Banner](#) opportunities are now available! Items are limited and selling fast! If you wish to purchase, you must be a contracted exhibitor in good standing.

Check for availability and contact Amy Bartz, 323.215.0302 or [amy@awfs.org](mailto:amy@awfs.org)

### **Online Company Profile - Passwords and instructions**

For those companies who are up-to-date with their payments (75%) you should have received your Digital booth password and instructions from me by email earlier today. If you did not receive it – it means either you received it previously and changed your password or you are not paid up to date.

Again, here is the link to the [instructions](#).

### **Keynote Speaker**

We are super excited to leak that our 2017 Keynote Speaker will be John Ratzenberger! You know Cliff from Cheers? His voice is in every Pixar movie – think Ham from Toy Story! He will be speaking Thursday morning at the show. The press release will be coming out very soon with all the exciting details and how's he's impacting the industry!

### **Who do I contact with questions???**

Booth Sales/Advertising/Sponsorship/Proposals/ Signage and Banners/Floor plan questions

**Amy Bartz, AWFS®Fair Sales Director**

323.215.0302

[amy@awfs.org](mailto:amy@awfs.org)

Membership and Booth – Billing and Payment questions/Visionary Award information

**Angela Hernandez, Executive Assistant & Accounts Receivable**

323.838-9440

[angela@awfs.org](mailto:angela@awfs.org)

Booth regulations or requirements/Move in and move out questions/Operations questions

**Kim Roehricht, Assistant Executive Director & Operations Director**

323.215.0315

[kim@awfs.org](mailto:kim@awfs.org)

Marketing Manual Questions /AWFS Membership Questions

**Jennifer Evans, Marketing Manager, AWFS®Fair & Member Services, AWFS®**

323-215-0317

[Jennifer@awfs.org](mailto:Jennifer@awfs.org)

CWWK®, Education and Freshwood Questions

**Adria Torrez, Assistant Education Director**

323-215-0311

[Adria@awfs.org](mailto:Adria@awfs.org)