



2017 AWFS®Fair Exhibitor Update #4

March 28, 2017

Only 112 days till we kick off the 2017 AWFS®Fair!
The floorplan is 95% 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.

EMAILS FROM SOLICITORS

Many of you are getting emails from a number of solicitors about the AWFS Fair. Some of them are true partners and many of them are not. Attached is a list of our official AWFS Vendors. Here are some of our vendors – the complete list is attached as a pdf.

CompuSystems, Freeman, OnPeak, Woodworking Network, Woodshop News, ExpoMarkit Media Group. Complete list of vendors is attached.

If you get an email from a company other than one of these vendors, they are not working with the AWFS®Fair and you can consider it SPAM.

FINAL BOOTH PAYMENT DUE APRIL 3

This is a reminder that after April 3, all exhibitors must be paid in full for their booth, sponsorships and signage. Please make sure that this is taken care as soon as possible. Questions, on your account balance? Contact Angela Hernandez at angela@awfs.org

Download our logo and promote the show!

Download our logo to put on your marketing materials, email signatures and the website! Logos are available online at the [Logo Library](#).

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- 15 days – your marketing manual has not mailed yet)

Online Exhibitor Service Kit

[Online Exhibitor Service Kit](#) is now online and open! If you are 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 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 are also located 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 highlight 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 we have added a Closets Pavilion to the 2017 AWFS Fair, partnering with Closets and Organized Storage Magazine! It will be located on the show floor with a dedicated entrance from the lobby.



Higher Education Learning 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.

Housing is OPEN!

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

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

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

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](#).

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

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

Angela Hernandez, Executive Assistant & Accounts Receivable

323.838-9440

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

Marketing Manual questions /AWFS Membership questions

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

323-215-0317

Jennifer@awfs.org

CWWK®, Education and Freshwood questions

Adria Torrez, Assistant Education Director

323-215-0311

Adria@awfs.org