



2017 AWFS®Fair Exhibitor Update #5

May 9, 2017

Only 70 days till we kick off the 2017 AWFS®Fair!
The floorplan is 96% sold!!!

ONLINE PROFILE/SHOW DIRECTORY INFO

Here is the link for the [instructions](#). If you do not have your password, please contact Kim@awfs.org. The information for the directory must be updated by the deadline to be included in the official printed directory. Information that will go into the printed show directory: show guide profile, categories and brands.

DEADLINE Extended: Friday, May 12

UPGRADE YOUR ONLINE PROFILE

Add photos, brand listings, product descriptions and photos by upgrading your listing. [Click here for the order form!](#)

EAC FORMS

This is a reminder that if you have hired an EAC (Exhibitor Appointed Contractor) that the forms and fees must be submitted and paid. Form is on the Exhibitor Service kit at

https://www.freemanco.com/forms/253065/eac_temporary_badge_request_form.pdf

FOOD & BEVERAGE FOR YOUR BOOTH

Center Plate is the new food and beverage vendor at the Las Vegas Convention Center. They have a new contact that is not in the exhibitor service kit.

Wendy Collins

(p) 702-943-6754

(e) wendy.collins@centerplate.com

FREE PROMOTION

Our promotional postcards are a great way to let customers know you'll be exhibiting at AWFS Fair. Customize the 6" x 10." postcard with your company name and booth number, display them in your shop, or they can be direct mailed out to your customer list. Quantity is limited to 1K per exhibitor. Please contact Jennifer at jennifer@awfs.org.



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 online at

https://www.freemanco.com/forms/253065/official_contractor_list.pdf

CompuSystems, Freeman, OnPeak, Woodworking Network, Woodshop News, ExpoMarkit Media Group. Complete list of vendors is online in the exhibitor service kit.

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 WAS 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



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](#).

DEADLINE: Friday, May 26



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](#).

DEADLINE: Friday, May 26



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.

DEADLINE Extended: Friday, May 26

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. **CWWK® College of Woodworking Knowledge is now open!** Register today! Nearly 60 courses available to choose from.



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.

Online Exhibitor Service Kit

[Online Exhibitor Service Kit](#) is now online. 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.

Link to [Exhibitor Deadlines](#)

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.

DOWNLOAD OUR LOGO – PROMOTE YOUR PRESENCE!

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)

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

Housing is OPEN!

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

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

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

Link to Online Service kit (Freeman): <https://www.freemanco.com/store/show/landing.jsp?showID=253065>

Contact information:

888-508-5054

customersupport@freemanco.com

Link to registration: https://www.compusystems.com/servlet/ar?evt_uid=513&site=EXH

Contact information:

877-303-0711

AWFS@compusystems.com