

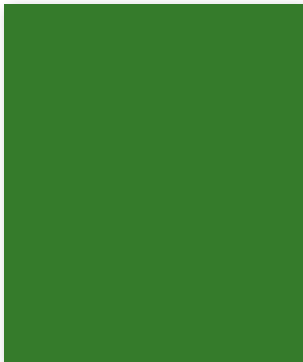


JULY 24-27, 2013

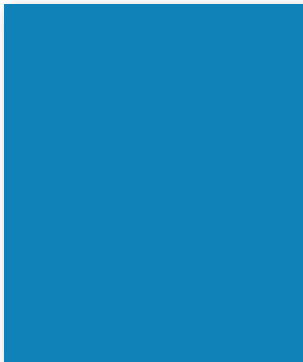
LAS VEGAS CONVENTION CENTER

LAS VEGAS, NEVADA

www.awfsfair.org



EXHIBITOR SPONSORSHIP OPPORTUNITIES 2013



**BUILD BRAND
AWARENESS**



**GENERATE
LEADS &
SALES**

**STAND OUT
FROM YOUR
COMPETITION**



Trade show sponsorships can be an extremely cost-effective way to get ahead of your competitors and other exhibitors. Put your company in front of thousands of attendees at the 2013 AWFS®Fair. Studies show that sponsorships have a large positive impact on the overall show success of an exhibiting company. This is why the same satisfied sponsors return show after show. What do they know that others don't? The CEIR reports that booth efficiency increases by a staggering 14% when sponsorship is included in the exhibit plan.

“It has been proven that on-site marketing more than doubles booth traffic.”

– (CEIR) Center for Exhibition Industry Research.



Make sure your company takes advantage of one or more of the high impact sponsorship opportunities available at the 2013 AWFS®Fair.



AWFS® strives to keep all sponsorships affordable. It isn't how much you spend, it's how you spend it. Make your money work for you with a smart and well executed sponsorship.

Whether it is a traditional sponsorship, a new and upcoming sponsorship or a unique sponsorship tailored to meet your company's needs – AWFS®Fair is here to make your show sponsorship a success for you.



These high impact sponsorship opportunities will sell out early so call your AWFS® Sales Team at 323-215-0302.

INCLUDED WITH ALL AWFS®FAIR OFFICIAL SPONSORSHIPS:

- Inclusion in pre-show sponsor “thank you” ad in AWFS® online news
- Link to your website from sponsor “thank you” page on AWFSFair.org
- Inclusion in sponsor “thank you” signs throughout the show
- Inclusion as an AWFS®Fair show sponsor in all printed materials.
- Post-show publicity in the AWFS®Fair online news sponsor “thank you” ad



HOSPITALITY

MEDIA CENTER SPONSORSHIP

EXCLUSIVE!

\$5,000

Experience one on one contact with media organizations as the official Media Center sponsor. Your brand will be what they see each day of the show while they attend press events, relax off the show floor and beyond.

Additional Benefits Included:

- Prominent signage at the entrance to the Media Center
- Your company's press release in a prime location in the media center

MEMBERS & DISTRIBUTORS LOUNGE

EXCLUSIVE!

\$5,000

With so many exhibitors to visit and many more new products to see, the AWFS® Fair Lounge, located off the show floor, is the perfect place for members and distributors to take a break. The lounge is the ideal place to conduct private meetings away from the noise and is completely “turn-key” – all you need to do is provide your literature! The lounge is carpeted, nicely furnished, and conveniently located.

Additional Benefits Included:

- Prominent signage at each of the service stations within the members lounge
- Distribution racks for your literature in the members lounge
- On-site signage recognition at the entrance to the lounge
- Signage in front of and inside the lounge

INTERNATIONAL BUSINESS CENTER

EXCLUSIVE!

\$3,500

If international business is key to your company's success, or if you want it to be, this is your opportunity to target international buyers who attend the AWFS®Fair looking to import American made products to their countries. The Center for International Commerce provides international visitors with services such as interpreters, fax machines, complimentary coffee and tea, meeting rooms, and a quiet place to conduct business.

Additional Benefits Included:

- Prominent signage in and around the Center for International Commerce
- A sponsorship recognition flyer distributed to visitors of the center with your company name logo and booth number
- Free list of all international buyers attending “AWFS®Vegas” 2013
- One broadcast email sent to all pre-registered international buyers making them aware of the CIC and your sponsorship



HOSPITALITY

REFRESHMENT CARTS

Call for pricing

Keep your customer & prospective customers at their peak when you sponsor this much-appreciated service. Reach thousands of attendees in the lobby areas and on the show floor. Cart options include coffee, ice cream, popcorn and various additional items available. You can provide your logo imprinted on cups & napkins, or t-shirts, etc. – we provide the signage & refreshments.

SEMINAR REFRESHMENTS

\$2,700 each

Thousands of buyers at the 2013 AWFS®Fair attend specifically for the top notch education program. Located in the high-traffic conference space, this sponsorship offers attendees refreshments as they move to and from educational sessions. Your company will be recognized for providing the refreshments. Signage featuring your company logo will ensure high visibility and help build brand awareness.

Additional Benefit Included:

- Thank you signage prominently displayed at the refreshment area

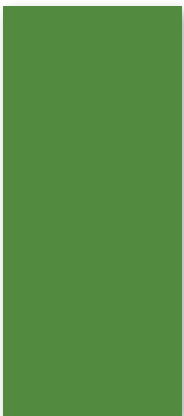
SMART REFRESHMENT SPONSORSHIPS

Call for pricing

Greet our earliest a.m. attendees with a morning perk and delicious breakfast treat! Perfect for any exhibitor hosting a SMART (Special Machinery And Relevant Technology) Seminar. Use this sponsorship to target your specific audience. Their gratitude for the goodies will keep your company in mind and attract them to your booth.

Additional Benefit Included:

- Thank you signage prominently displayed at the refreshment area



“We really enjoyed being highly visible at AWFS®Fair 2011. Sponsoring significant events such as this one helps keep the woodworking industry strong. It’s a great opportunity to be a part of something big, be able to communicate with attendees, and help build momentum for our company and the industry as a whole.”

Leslie Murphy
KCD Software

ON-SITE BRANDING

BADGE HOLDER INSERT SPONSORSHIP

EXCLUSIVE!

\$10,000

A fantastic way to gain exposure and drive traffic to your booth, placed behind each attendee badge, these inserts are a unique opportunity to promote your brand to every attendee. This exclusive sponsorship allows your company to be the only insert placed IN the badge holder every buyer receives when they first arrive at the Fair. (Sponsor must provide a minimum of 15,000 inserts to show management. Insert must be 3" high x 4" wide on card stock. Show management must approve artwork in advance. Deadlines do apply.)

Additional Benefit Included:

- 15,000 inserts (you provide) distributed to attendees

BADGE LANYARD SPONSORSHIP

EXCLUSIVE!

\$10,000

What single item does everybody use or see? It's the official badge lanyard. Make a statement and get your company name/logo at the forefront of everybody's mind by sponsoring this incredibly in-demand item.

Additional Benefits Included:

- 15,000 shoelace material lanyards imprinted with your company name and logo (you provide) on one side and the show logo on the other
- On-sight signage recognition in the registration area

E-MAIL STATIONS

EXCLUSIVE!

\$5,000

There's always a crowd! Help attendees stay connected at the show – at the AWFS®Fair Cyber Center -- checking emails, conducting business or surfing the Internet. As a sponsor, your company logo will be highlighted on each computer's screensaver – directing attendees to your booth; along with your company's website as the home page.

Additional Benefits Included:

- Your company logo and booth on these high impact displays



ON-SITE BRANDING

INFORMATION DESK SPONSORSHIP

EXCLUSIVE!

\$4,500

These high traffic highly visible stations are located throughout the show. When any attendee needs information about an exhibitor's booth location, seminar times, or an after show party, this is where they go. Be sure to have your company affiliated with this invaluable service!

Additional Benefit Included:

- Your company name, logo and booth number on the kick panel of the booth, in a giant 4 ft. x 6 ft. format

DIRECTORY OF EXHIBITS SPONSORSHIP

EXCLUSIVE!

\$4,000

Attendees use these 3 ft. x 6 ft. directional signage units that feature a huge layout of the entire show floor as well as an alphabetical listing of all companies in AWFS®Fair 2013. They can be found throughout the exhibit area.

Additional Benefits Included:

- Your company logo and booth number at the top of these high impact displays
- Your company's booth highlighted on these floor plans

AWFS®FAIR REGISTRATION SPONSORSHIP

Call for pricing

Sponsor the one area where all attendees will have to go when they get to the show! The Registration area becomes your opportunity to showcase your company's brand with all AWFS®Fair attendees. This sponsorship also includes custom-made pens with your show logo and phone number, distributed at registration, the association center, lounges, and other specialty areas throughout the entire show.

Additional Benefits Included:

- Artwork you provide displayed on two four-sided, fill-in counters in the Registration Area
- 5,000 Stick Pens imprinted with your company information

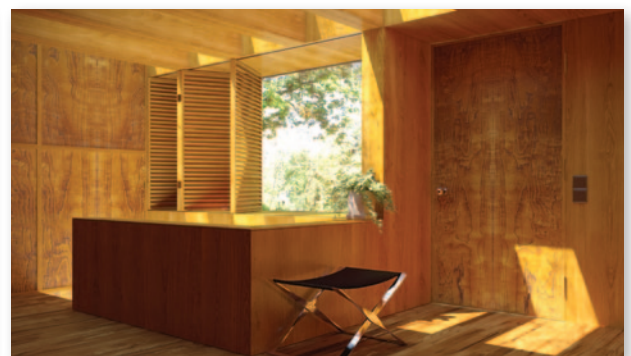
ATTENDEES BAG SPONSORSHIP

\$7,500

An attendee favorite, put your brand on the official show bags handed to all registrants as they enter the show. This high profile bag (you supply) will contain your brochure (you supply) and other important show information.

Additional Benefits Included:

- Distribution of 15,000 catalog bags (you provide)
- Opportunity to include your company's 8 1/2" x 11" brochure or flyer in the bags
- On-site signage recognition in the registration area



BANNERS/SIGNAGE

WINDOW CLINGS LOCATIONS AVAILABLE

Call for pricing

Window clings are a great new way to inform attendees where your booth is located and what you are promoting before they even get onto the exhibit floor. The highly visible, full color advertisement clings to the inside of the convention hall windows, so your message is visible from the inside.

Additional Benefits Included:

- Company logo printed on on-site signage

ON SITE BANNER LOCATIONS

Call for locations and pricing from \$1,500 - \$20,000

Branding in and outside of the Las Vegas Convention Center is great for optimal exposure. As attendees and exhibitors arrive, your branding will be front and center in premium locations such as the Grand Lobby, the Lobby Staircase, on the Exhibit Floor, Column Wraps, and Escalator Headers.

AISLE SIGN LOGOS

\$2,000

Everyone depends on the directional aisle signs at AWFS®Fair to navigate through the floor effectively. They are the most utilized directionals assisting thousands of industry attendees walking the floor, giving your brand high visibility throughout the show. You can acquire the exclusive rights to have your company's name, logo, and booth number on all three sides of a 3' x 5' section of a selected Aisle sign. Visibility outside your booth doesn't get any better than that! You must provide camera ready artwork- all production costs are included in the sponsorship.

BRANDING METER BOARD

\$950

Drive traffic to your booth by promoting your new products and brand message on the standout double sided meterboards panel (approximately 3 ft. wide x 8 ft. high) that are placed in various high traffic locations. Call for available locations.

TRIANGLE KIOSK

\$1,500 each

Three ways to promote your company, all at once! Placed in key locations throughout the show.



SHOW OPPORTUNITES

THE NEW PRODUCT SHOWCASE

\$150 member
\$175 non-members

The most coveted AWFS® awards presented to AWFS®Fair exhibitors with outstanding achievements in distinct areas of expertise. These awards are presented at the Fair, and the recipients gain favorable media coverage in post-show publications.

Please Note: If your “*New Product*” is also a qualified Green Product you can enter both categories for an additional \$50. (\$200 – members, \$225 – non-members)

THE GREEN PRODUCT SHOWCASE

\$150 member
\$175 non-members

Be recognized for going green! This showcase will recognize innovative achievements for environmentally conscientious products in the woodworking industry. All qualified entries will receive a listing in the green section of the AWFS®Fair Directory.

COLLEGE OF WOODWORKING KNOWLEDGE® (CWWK®) SEMINAR TRACK SPONSORSHIP 8 AVAILABLE

\$5,000 each

Put your company on the minds of thousands of CWWK® participants!

Track Options:

- Business Management • Handcrafted Furniture
- Cabinet/Millwork • Safety & Environment
- Software & Technology • Teacher Track
- Techniques & Applications
- Small Shops Ten and Under

Please Note: Sponsorship does not include seminar topic selection. Sponsors are welcome to submit proposals, but inclusion is not guaranteed.

WORLD SKILLS HEADLINE SPONSOR

EXCLUSIVE!

\$10,000



Be a part of the newest AWFS®Fair show event, featuring the talent of the national SkillsUSA award-winning cabinetmaking students as they vie for the chance to compete at WorldSkills 2015 in Brazil. The students compete Wednesday through Friday on the show floor and the winner is announced on Saturday morning.

Benefits:

- Exclusive merchandise and apparel rights for students during competition
- Participation in Awards ceremony on Saturday morning



The smartSHOP

The **smartSHOP** is a fully operational cabinet shop on the exhibit floor that will showcase “Simplicity in Automation for the Small Shop.” Industry professionals will interact with attendees while demonstrating the automation process - start to finish. Don't miss the opportunity to spotlight your equipment, tools, accessories or services to this exciting 2013 show feature! Contact Kim Roehricht (kim@awfs.org) to learn more.

The smartSHOP

“Understanding how the latest machine and tooling technology can benefit your business is the primary reason people attend trade shows. Features such as The smartSHOP, which showcase the economic advantages of available technology, help manufactures understand the potential impact of this technology on their business. From a vendor standpoint, participation in the Smart Shop is an excellent means of demonstrating your technology to the market. Leitz is very pleased to support The smartSHOP and other programs which help advance the industries we serve. “

Mark Alster

Regional Sales Manager

Leitz Tooling Systems, Inc.

WEB LOGOS AND BANNERS

This affordable opportunity offers excellent visibility with a custom web ad featured on the official web site of AWFS®Fair, www.AWFSFair.org. Your non-exclusive banner will have run of site, except the home page, and will link directly to your website. This is where your customers register, research the event and plan their participation in the show-make sure they see you here!

Horizontal Banner = 670 x 80 pixels

\$1,200/month or \$3,000 for 3 months

Square Ads = 150 x 150 pixels

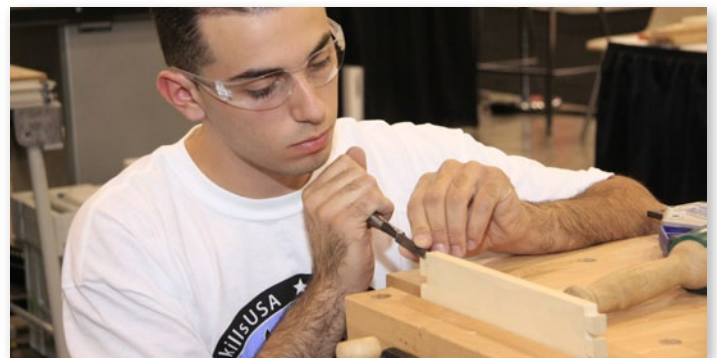
\$400/month

Product Showcase Image on the Home Page = 300 x 200 pixels

\$750

Hyperlinks

\$125



FRESHWOOD COMPETITION

The Fresh Wood student woodworking competition display is a must see at the AWFS®Fair. Located in Central Hall, the display adds to the excitement and activity of the trade show.

freshwood

BEST OF SHOW SPONSORSHIP

EXCLUSIVE!

\$1,000

Associate your company with the “cream of the crop” – the student project that an industry panel of judges found to be better than hundreds of others from across the country.

Additional Benefit Included:

- Participation in the Awards Reception at the trade show (*a company representative can present the award*)
- Photo Op of representative with student, teacher and emcee distributed to press
- Your company recognized on screen at the Awards Reception program
- Company recognition on the Best of Show Certificate given to the winning student
- Your company name and logo included in signage at the Fresh Wood competition display
- Your company recognized (with company name logo and booth number) on the official competition brochure distributed at the display area
- Company logo included on Fresh Wood promotional poster (note: sponsorship must be purchased by June 2012 to be eligible)
- Company recognition on Fresh Wood page of AWFSFair.org
- Post-show publicity in Fresh Wood press releases and the AWFS® *Supplier's Edge* e-newsletter
- Your company logo and mention included in the **fresh wood** book

PEOPLE'S CHOICE VOTING BALLOT BADGE INSERT SPONSORSHIP

\$5,000

It's one of the most coveted sponsorships! Get in the hands of all show attendees and exhibitors with the registration “badge buddy”. One side is the Voting Ballot for the crowd-pleasing People's Choice award for the Fresh Wood student woodworking competition while you also have access to the other side.

PEOPLE'S CHOICE AWARD SPONSORSHIP

\$1,000

Attendees vote for their favorite student piece in the Fresh Wood competition. This is the most “warm and fuzzy” prize as show-goers get in the action to determine the winner.

Additional Benefit Included:

- Your company logo and booth number printed on the People's Choice voting ballot, distributed to attendees with registration badges and available onsite at the display
- Participation in the Awards Reception at the trade show (*a company representative can present the award*)
- Photo Op of representative with student, teacher and emcee distributed to press
- Your company recognized on screen at the Awards Reception program
- Company recognition on the People's Choice Certificate given to the winner
- Your company name and logo included in signage at the Fresh Wood competition display
- Your company recognized (with company name logo and booth number) on the official competition brochure distributed at the display area
- Company logo included on Fresh Wood promotional poster (note: sponsorship must be purchased by June 2012 to be eligible)
- Company recognition on Fresh Wood page of AWFSFair.org
- Post-show publicity in Fresh Wood press releases and the AWFS® *Supplier's Edge* e-newsletter
- Your company logo and mention included in **fresh wood** book

BRAVO TO TEACHERS! SPONSORSHIP

In-Kind Donation

Students aren't the only ones that commit time and energy to the Fresh Wood competition. Reward the winning teachers for their dedication with a prize for their school's woodshop. This can be one large prize such as a piece of machinery given to one school through a drawing or lottery at the Awards Reception or it could be individual prizes such as tools for all teachers (approximately 30).

Benefits Include:

- Participation in the Awards Reception at the trade show
- Your company name and logo included in signage at the Fresh Wood competition display
- Your company recognized (with company name logo and booth number) on the official competition brochure distributed at the display area
- Post-show publicity in Fresh Wood press releases and the AWFS® *Supplier's Edge* e-newsletter

BRAVO TO STUDENTS! SPONSORSHIP

In-Kind Donation

Many of the students in the Fresh Wood competition are planning futures in the woodworking industry. This is a great opportunity to increase awareness for your company and its products among these future industry leaders (approximately 40).

Benefits Include:

- Participation in the Awards Reception at the trade show
- Your company name and logo included in signage at the Fresh Wood competition display
- Your company recognized (with company name logo and booth number) on the official competition brochure distributed at the display area
- Post-show publicity in Fresh Wood press releases and the AWFS® *Supplier's Edge* e-newsletter

FRESH WOOD BOOK SPONSORSHIP – EXHIBITOR

\$500

Does your company have an ongoing training program you would like educators and students to know about? Your company could be featured in the hardbound, color **fresh wood** publication. The book includes substantive articles on training programs, special projects and industry-education partnerships.

Benefits include:

- Article in **fresh wood v.6** about your company's training program (length of article to be determined by AWFS® staff and book layout)
- Reference to your company and program in **fresh wood v.6** marketing materials

FRESH WOOD BOOK SPONSORSHIP – STUDENT AND SCHOOL

\$50

Would you like to congratulate and show your support for a Fresh Wood finalist or winner? You can purchase a 1/8 page ad that will appear in the back of **fresh wood**.



All Sponsorships are subject to change or cancellation by AWFS®. Should a paid sponsorship be cancelled by AWFS®, the sponsor will receive a comparable sponsorship in its place or a full refund.



800.946.AWFS

www.awfsfair.org

email: AWFSSales@awfs.org



Enhance product awareness, drive more traffic to your booth, and increase lead revenue from the show with a sponsorship at the AWFS® Fair!

