



BUILD BRAND AWARENESS
GENERATE LEADS & SALES
STAND OUT FROM YOUR COMPETITION

EXHIBITOR SPONSORSHIP OPPORTUNITIES



2011



JULY 20-23, 2011
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org



Tradeshow sponsorships can be an extremely cost-effective way to get ahead of your competitors and other exhibitors. Put your company in front of the thousands of attendees at the 2011 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 2011 AWFS®Fair.



AWFS® strives to keep all sponsorships affordable. It isn't how much you spend, just how you spend it. Make your money work for you with a smart and well executed sponsorship. AWFS® has sponsorships available for as little as \$250.

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 a show sponsorship a success for you.

These high impact sponsorship opportunities will sell out early so call your AWFS® Sales Contact today:

- Vince Burson, companies A-K, 323-215-0316 or email: vince@awfs.org.
- Dan Donati, companies L-Z, 323-215-0302 or email: dan@awfs.org.



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 in the AWFS®Fair official show directory “thank you to our sponsors” ad
- Post-show publicity in the AWFS®Fair online news sponsor “thank you” ad
- Logo upgrade in the AWFS®Fair official show directory



MEDIA CENTER SPONSORSHIP

EXCLUSIVE!

\$5,000

Launching a new product? Want to get the attention of the press attending the show? This is how you do it. Every member of the press attending the show will know their office space, desks, telephones, fax machines, food and beverage were provided courtesy of your company!

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

Working a tradeshow is exhausting. Features meeting rooms, comfortable sofas, chairs, and convenient food service. This lounge will be located off the show floor to conduct private meetings away from the noise.

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" 2011
- One broadcast email sent to all pre-registered international buyers making them aware of the CIC and your sponsorship
- Post show publicity in the AWFS® member newsletter sponsor "thank you" ad after the show

MASSAGE STATIONS

EXCLUSIVE!

Call for pricing

This unique sponsorship includes your signage posted at all 3 of these relaxing massage stations located in high traffic areas. All attendees are welcome to stop by for a relaxing massage (for a fee) – that is – unless they stop by your booth first to receive a free complimentary coupon.

Additional Benefits Included:

- Your company logo and booth number at the top of these high impact displays
- 10 tickets for a complimentary massage to give to your VIP customers



REFRESHMENT CARTS

\$6,000 each

Perk up the buyers with a refreshing treat! Located in lobby areas and on the show floor. Options Include coffee carts, ice cream treats, popcorn carts and various additional types available. You can add napkins, cups & more!

Additional Benefit Included:

- Thank you signage prominently displayed at the refreshment area

AWFS®FAIR AWARDS RECEPTION SPONSORSHIP

4 AVAILABLE

\$5,000

The New Product Awards and Fresh Wood Awards have been combined into the feature event at the AWFS®Fair. All buyers and exhibitors are invited to attend this gala where the leading companies in the industry will be recognized. Do not miss out on this opportunity for your company to shine above all the rest!

Additional Benefits Included:

- A 4 ft. x 8 ft. banner hung in the ballroom
- Your company recognized on the official awards program given to all attending participants
- Formal recognition of your contribution during the reception
- Your company recognized on the AWFSFair.org awards reception page

SEMINAR REFRESHMENT SPONSORSHIPS

\$2,700 per day

Thousands of buyers at the 2011 AWFS®Fair attend specifically for the top notch education program. Attendees who are serious about their education are also serious about improving their bottom line. Use this sponsorship to target the most qualified buyers at the fair, and earn their business and loyalty.

Additional Benefit Included:

- Your company name and logo on signage for the seminar track at the show

SMART REFRESHMENT SPONSORSHIPS

\$1,700 each

Greet our earliest a.m. attendees with a morning perk and yummy 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, will attract them to your booth.

Additional Benefit Included:

- Thank you signage prominently displayed at the refreshment area

ON - SITE BRANDING

BADGE HOLDER INSERT SPONSORSHIP

EXCLUSIVE!

\$10,000

Hand every buyer your booth information first. 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 10,000 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:

- 10,000 inserts (you provide) distributed to attendees



BADGE LANYARD SPONSORSHIP

EXCLUSIVE!

\$10,000

How do you get buyers to showcase your company's name all over the show floor? Sponsor the Badge Lanyards that are distributed to attendees at registration and have every attendee associate your company with the 2011 "AWFS®Vegas" show! Don't delay.

Additional Benefits Included:

- 20,000 shoelace material lanyards imprinted with your company name and logo on one side and the show logo on the other (*you provide*)
- On-sight signage recognition in the registration area

E-MAIL STATIONS

EXCLUSIVE!

\$5,000

Located at the front of the hall, attendees will appreciate the ability to check their e-mails while at the show. Your logo, booth number and company message will be displayed on the start up screen.

Additional Benefits Included:

- Your company logo and booth number on the top of these high impact displays
- Your company's booth highlighted on the start up screen

INFORMATION DESK SPONSORSHIP

EXCLUSIVE!

\$4,500

Seven of 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!

\$3,500

There are seven of these 3 ft. x 6 ft. displays, that feature a huge layout of the entire show floor as well as an alphabetical listing of all companies in AWFS®Fair 2011. 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

PRODUCT LOCATOR STATIONS

EXCLUSIVE!

\$3,000

Six kiosks will be located in high traffic locations on the show floor, allowing attendees to find exhibitor booth location and product information at their finger tips.

Additional Benefits Included:

- Your company logo and booth number at the top of these high impact displays
- Your company's information highlighted on the start up screen of the kiosk



AWFS® FAIR REGISTRATION SPONSORSHIP

\$10,000

Registration is the first thing all attendees see. Take advantage of this unique opportunity to make a memorable first impression on them as they arrive at the 2011 AWFS®Fair. 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. Be sure your phone number is included for maximum POST-SHOW benefit!

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

20,000+ attendees flow through the Registration Area at the AWFS®Fair. This opportunity allows you to make sure each one of them sees your company brochure! 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. That's 20,000 walking ads for your company!

Additional Benefits Included:

- Distribution of 20,000 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

SHUTTLE BUS TERMINAL SPONSORSHIP

8 AVAILABLE

\$1,500

Be the first brand name attendees see when they get off the bus in the morning and the last one they see getting on the bus at night. Very large, high impact four-sided, one meter panels (approximately 3' wide x 6' high) located in front of each shuttle bus stop. Call for availability.

Additional Benefit Included:

- Your company logo and booth number at the top of these high impact displays

SHOW FLOOR MAP

EXCLUSIVE!

\$10,000

This pocket guide will be distributed to every attendee with their badge at registration, and will be available at the information desks. The guide provides attendees with a floor plan, education seminar schedule and show event schedules.

Back Panel	\$3,000
Center Spread	\$2,000
Inside Panels	\$2,000
Display Block	\$ 750

Additional Benefit Included:

- Your company logo and booth number on the back cover of the pocket guide



WINDOW CLINGS LOCATIONS AVAILABLE

\$2,000 - \$10,000

Various locations, great visibility and the first thing buyers see when they walk in the door.

Additional Benefits Included:

- On-site sponsor recognition

ON SITE BANNER LOCATIONS

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

Multiple locations are available in and outside of the Las Vegas Convention Center with premium locations such as the Grand Lobby, the Lobby Staircase, on the Exhibit Floor, Column Wraps, and Escalator Headers.

AISLE SIGN LOGOS

\$1,300

Above every aisle hangs a directional sign helping attendees find their way around the show floor. You can acquire the exclusive rights to have your company's name, logo, and booth number on all three sides of a selected sign. You must provide camera ready artwork but all production costs are included in the sponsorship.

Additional Benefit Included:

- Your company name logo and booth number attached to the selected aisle sign on all three sides in a 3' x 5' section of the selected Aisle sign

BRANDING METER BOARD

\$700

A very large and high impact one meter panel (approximately 3 ft. wide x 6 ft. high) located in high traffic areas. Call for available locations.

TRIANGLE KIOSK

\$1,200 each

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

“AWFS® has been an essential part of our business plan for many years. The show allows us to demonstrate our equipment and experience in the industry to a variety of people from around the world. In addition, it is a venue that lets us meet with our distributors to introduce them to new products, write orders, and talk about the future on the industry. I personally enjoy it because I can see what is new in the industry and get some great customer/potential customer interaction.”

Brian Donahue, President, *Safety Speed Cut*



THE GREEN PRODUCT SHOWCASE

\$200 members
\$225 non-members

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

THE SEQUOIA NEW PRODUCT SHOWCASE

\$150 members
\$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 **“Sequoia New Product”** is also a qualified **Green Product** you can enter both categories for an additional \$50. (\$200 – members, \$225 – non-members)

OFFICIAL AWFS®FAIR 2011 PRE-SHOW PLANNER

Call for rates and information

Create traffic for your booth BEFORE the show by advertising in the AWFS® Pre-Show Planner, produced by Wood IQ. Packed with floor plans, a preview of new products and show-related activities, it's the perfect buying resource for AWFS® attendees – and a tremendous way to create exposure for your company and products. The planner is mailed to 35,000 commercial woodworkers including AWFS® pre-registered attendees and WoodIQ subscribers. Call 262-682-0550 or e-mail sales@WoodIQ.com for pricing and details.

OFFICIAL AWFS®FAIR 2011 SHOW DAILY

Call for rates and information

Reinforce your message on-site with the AWFS® Show Daily, published Wednesday and Friday at the show by Wood IQ. Through distribution at show entrances, select AWFS® hotels and other points throughout the convention center, Show Daily reaches buyers at the most critical time: When they BUY! Call 262-682-0550 or e-mail sales@WoodIQ.com for more details.

SHOW DIRECTORY

Advertise in the 2011 AWFS®Fair Official Show Directory to give your company increased exposure to the more than 20,000 buyers. Buyers will refer back to the directory time and time again, using it as an invaluable reference tool.

Two Page Spread 4-Color	\$4,000
Tab Divider	\$2,750
Full Page 4-Color Process	\$2,300
Half Page 4-Color Process	\$1,925
Full Page Black & White	\$1,600
Half Page Black & White	\$1,225
Logos with Listing	\$ 250

- Contact your Sales Representative for additional pricing.



“The **smartShop** gave us a great opportunity to showcase an entirely new level of full featured CNC machines to high tech wood shops. It showcased the process of building high tech cabinets from start to finish. We wish to thank AWFS® for the display.”

David Steranko, *Anderson America*

“AWFS® has been a successful trade show for WEIMA America. As the only major tradeshow in the wood working industry in 2011, it provides an opportunity for us to introduce our new equipment. Being the only show of this size and type offered on the west coast it allows customers who may not have the time to travel to the east coast a chance to see our equipment in person prior to buying. We plan to remain an active participant in the AWFS® Show for years to come.”

Madison Burt, Vice President Sales, *WEIMA America, Inc.*

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 2011 show feature! Contact your AWFS® Vegas Sales Representative today for pricing.



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 be 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!

Header 728 x 90	\$1,200/month or \$3,000 for 3 months
Buttons: 125 x 125	\$400/month
Hyperlinks	\$125



FRESH WOOD COMPETITION SPONSORSHIP OPPORTUNITIES

The Fresh Wood student woodworking competition display is a must see at the AWFS® Fair. Located in the heart of North Hall the display will add in to the excitement and activity of the trade show.



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

8 AVAILABLE

\$5,000 each

Put your company on the minds of thousands educated attendees!
Track Options:

- Business Management
- Cabinet/Millwork
- Software & Technology
- Techniques & Applications
- Handcrafted Furniture
- Safety & Environment
- Teacher Track

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

LARRY HILCHIE SCHOOL GRANT AWARD SPONSORSHIP

Exclusive

\$1,500

This very special award honoring an industry veteran goes to the school of the Best of Show student winner. Funds support the development of the school's wood program. Associate your company with the "cream of the crop" school and 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 celebrity emcee distributed to press
- Your company recognized on the Awards Reception program
- Company recognition on the Larry Hilchie School Grant Award Certificate given to the winning teacher
- 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

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 celebrity emcee distributed to press
- Your company recognized on 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
- Post-show publicity in Fresh Wood press releases and the AWFS® Supplier's Edge e-newsletter



PEOPLE'S CHOICE AWARD SPONSORSHIP

Exclusive

\$500

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 and available on site at the display
- Your company name recognized on the People’s Choice Certificate given to the winner
- Formal company recognition during the awards ceremony (a company representative can present the award)
- Your company recognized on the official awards program given to all ceremony attendees
- 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 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 at the Awards Reception or it could be individual prizes such as tools for all teachers (approximately 20).

Benefits Include:

- Participation in the Awards Reception at the trade show
- Your company recognized on the official awards program given to all ceremony attendees
- 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 of your company and its products among these future industry leaders (approximately 50.)

Benefits Include:

- Post-show publicity in the AWFS® member newsletter sponsor “thank you” ad
- Participation in the Awards Reception at the trade show
- Your company recognized on the official awards program given to all ceremony attendees
- 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

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.





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

“Sponsoring the Fresh Wood Competition was a no-brainer for CustomMade. We believe in the need to grow the number of young woodworkers, and supporting this cause allowed us to help in a small way. We were very pleased with the coverage we received for this sponsorship, AWFS® did a great job making the sponsorship successful!”

Michael Salguero, CEO, *CustomMade.com*



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