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# EXHIBITOR DEADLINE CHECKLIST

DEADLINE	FORMS	TAB LOCATION
<input type="checkbox"/> 4/06/11	Show Directory Listing Request Form . . . . .	Directory Listing
<input type="checkbox"/> 4/06/11	Show Directory Additional Listing . . . . .	Directory Listing
<input type="checkbox"/> 4/06/11	Show Directory Product Services Categories . . . . .	Directory Listing
<input type="checkbox"/> 4/06/11	Exhibitor Directory Listing . . . . .	Directory Listing
<input type="checkbox"/> 4/06/11	Internet Listing Information . . . . .	Internet Listing
<input type="checkbox"/> 4/08/11	International Buyer Program . . . . .	Directory Listing
<input type="checkbox"/> 4/30/11	Imprinted VIP, Valued Customer Invitations . . . . .	Advance Promotion
<input type="checkbox"/> 4/30/11	Sequoia Categories Awards Entry Form . . . . .	Exhibitor Awards & Showcases
<input type="checkbox"/> 6/24/11	Customer Invitations Postcards . . . . .	Advance Promotion
<input type="checkbox"/> 7/02/11	Company Media Contact Form . . . . .	Media Relations
<input type="checkbox"/> 7/06/11	Media Briefing/Event Schedule Form . . . . .	Media Relations
<input type="checkbox"/> 7/13/11	First Time Exhibitor Showcase Entry Product . . . . .	Exhibitor Awards & Showcases
<input type="checkbox"/> 7/14/11	Press Kit Delivery . . . . .	Media Relations



# FACT SHEET

<b>DATES</b>	<b>Exhibits:</b> Wednesday July 20 ~ Saturday July 23, 2011
<b>LOCATION</b>	Las Vegas Convention Center Las Vegas, Nevada
<b>SHOW HOURS</b>	Wednesday, Thursday, Friday, July 20, 21, & 22: 9:00 A.M. - 5:00 P.M. Saturday, July 23: 9:00 A.M. - 4:00 P.M.
<b>EXHIBITOR MOVE-IN</b>	Thursday, July 14 - Monday, July 18: 8:00 A.M. - 4:30 P.M. ( <b>Central Halls</b> ) Sunday, July 17: 1:00 P.M. - 4:30 P.M. ( <b>North Halls</b> ) Monday, July 18: 8:00 A.M. - 4:30 P.M. ( <b>North Halls</b> ) Tuesday, July 19: 8:00 A.M. - 8:00 P.M. ( <b>All Halls</b> )
<b>EXHIBITOR MOVE-OUT</b>	Saturday, July 23: 4:00 P.M. - 8:00 P.M. Sunday, July 24 - Tuesday, July 26: 8:00 A.M. - 4:30 P.M.
<b>ATTENDEES</b>	Manufacturers of furniture, cabinets, wood products and upholstered products as well as dealers and distributors of products and services for those industries.
<b>EXHIBITORS</b>	Suppliers of machinery, equipment, software, components, services and supplies for the woodworking and furnishings industry.
<b>OWNER &amp; PRODUCER</b>	<b>Association of Woodworking &amp; Furnishings Suppliers®</b> 500 Citadel Drive, Suite 200, Commerce, CA 90241 800.946.AWFS (US only), 323.838.9440 Fax: 323.622.0321 Email: fair@awfs.org  AWFS® is the largest association within the industry based in the U.S. with membership comprised of U.S. & international manufactures, distributors and suppliers of machinery, hardware, wood products, upholstery and bedding fabrics and materials to the manufacturers of home and commercial furnishings and cabinetry. From its headquarters in California, AWFS® works closely with other trade groups on issues of mutual concern.  <b>AWFS® current initiatives are:</b> <ul style="list-style-type: none"><li>• To continue to build quality and unique value for its trade show</li><li>• To support and strengthen education and training within the industry</li><li>• To strengthen the links and cooperative efforts between industry associations</li><li>• To continue to promote the accessibility of industry suppliers through its premier online directory, at awfsfair.org</li></ul>
<b>SHOW MANAGEMENT</b>	<b>Vice President, Tradeshow:</b> Marguerite Hoffman, CEM – marguerite@awfs.org <b>Fair Sales:</b> sales@awfs.org <b>Special Projects Manager:</b> Vince Burson – vince@awfs.org <b>Operations Director:</b> Kim Roehricht – kim@awfs.org <b>Education &amp; Conference Director:</b> Nancy Fister – nancy@awfs.org <b>Fresh Wood Membership Manager:</b> Adria Torrez – adria@awfs.org <b>AWFS® Executive Vice President:</b> Angelo Gangone, CEM – angelo@awfs.org

## MAKE THE MOST OF YOUR EXHIBIT AT THE “AWFS<sup>®</sup>FAIR”!

Here are some marketing basics to help get you organized and keep you on track.

### ✓ DEFINE GOALS

Define your goals and objectives in measurable terms. This is vital to developing an effective strategy.

### ✓ DEFINE THE TARGET AUDIENCE(S) YOU WANT TO REACH

You may want to reach several diverse audiences, all of whom have different needs. Make sure you understand the concerns, needs and desires of each audience.

### ✓ EXAMINE ALL THE VARIOUS PROMOTIONAL OPPORTUNITIES AVAILABLE TO YOU

Review the marketing check-list in this book.

- Website
- Pre-event advertising
- On-site advertising and events
- Press relations and publicity
- Direct mail
- Awards
- Special events

In addition, factor in your company's on-going marketing efforts to make full use of all your marketing dollars.

- Advertising
- Direct mail
- Publicity
- Social Media Websites
- Distributor relationships
- Current customer communications
- Potential customer communications
- Create a plan
- Review your budget

### ✓ FINALIZE YOUR PLAN FOR COST-EFFECTIVENESS AND SUCCESS

### ✓ EVALUATE

Define how you will evaluate the effectiveness of the overall plan (did you reach your goal?) and the effectiveness of each promotion.

# PROMOTION SUGGESTIONS

- 1 PRE-SHOW MAILERS** These can be electronic or printed flyers, packages, letters or invitations. This is the most common type of pre-show promotion and one that has proven itself over time.
- 2 ADS** Print ads in the show guide, show editions of publications and other industry magazines can announce new products/services that will be exhibited at the show. Color ads generally have a higher readership than black and white ads, but the ads with the greatest readership of all are those with the most creativity and originality. Include the “AWFS®Fair” logo and your booth number in your ad. (There is camera ready logo art provided in this kit, or you can go to [www.AWFSFair.org/logos](http://www.AWFSFair.org/logos) and download the logo to use in your advertising.)
- 3 TELEMARKETING** Telemarketing can be a professional boiler room operation, or your own staff making calls. Either should contact every name on your specific target list prior to a show. You may learn important buying intentions in advance from these well-placed calls.
- 4 SALES CALLS** As your field sales force makes its regular calls, have them promote your presence at the show and personally invite prospects to your booth. Have them hand out Attendee Registration materials with a “compliments of \_\_\_\_booth \_\_\_\_” stamp on it.
- 5 MEDIA RELEASES** 120 days prior to the show, create and distribute media releases about your new products/services. Announce the opportunity to meet top management and to set sales appointments at the show.
- 6 SOCIAL MEDIA WEBSITES** Promote your presence through social media channels that will get you links, attention and massive amount of traffic.
- 7 PROMOTIONAL ITEMS** Everyone likes promotional items: pens, pads, hats, stuffed animals - just about anything you can put a logo on can be used as a specialty item. Properly used, specialty items will be a reminder of your theme and an extension of your message.
- 8 WEBSITES** Show your customers that you’ll be exhibiting at the Fair by including a link on your website to the Fair website. On the AWFS®Fair website, your customers can learn about the show and register to attend on-line! Visitors to the AWFS®Fair website can locate their exhibitor listing and quickly click on your company name and will be provided with an overview of your products/services as well as a link to your website, so make sure you keep the information current!
- 9** Use the “AWFS®Fair” logo included in this Marketing Kit for your convenience. If you are running ads or developing special brochures or direct mail pieces for the show, using the logo will help in promoting your presence in the show.

# DIRECT MAIL TIPS

- 1 SEND VALUED CUSTOMER INVITATIONS TO CUSTOMERS YOU WANT TO SEE** AWFS® will foot the bill for up to 500 customized postcards. You get to add your logo, customize your message and be sure to include your booth number so your customers will know where to find you. *(Ordering information on page 12)*
- 2 DON'T UNDERESTIMATE THE IMPORTANCE OF THE LIST** Even the most brilliant pre-show mailer will flop if sent to the wrong list of people. The best source for names is often your own internal database. Another source for names might be a list of people who have responded to ads for your products within the last six months but haven't made a purchase yet.
- 3 MAKE SURE TO INCLUDE A CALL TO ACTION** Enclose a response card in your mailer. Instruct recipients to bring the card to your booth to receive a small gift. (Remember to print your booth number on the card in case they don't bring the whole mailer to the show.)
- 4 GET PERSONAL** The more personal a mailer, the greater response you'll receive. Use an individual's name on the envelope and enclosed letter if possible. Another technique is for salespeople to add a brief handwritten note on the bottom of the letter. This adds a personal touch to the communication process.
- 5 CREATE A SENSE OF URGENCY** A short teaser message on the outer envelopes can prompt the recipient to open the mailer right away, for example, "Urgent: Open by June 10". You may want to add a note at the close of the invitation that reads, "Hurry, Register and save!"
- 6 GIVE THEM A CHOICE** Some of the people you invite to your booth will be unable to attend the show, but they still may have a genuine interest in your products or services. Offer to send them a brochure or newsletter, or call them in person to tell them what they missed. Always include a postage-paid business-reply envelope so recipients can respond to your offer.
- 7 EMPHASIZE EXCLUSIVITY** If you're introducing a new product or service at the show, play this up in your mailer. Highlight the importance of the new offering and the fact that the reader has the exclusive opportunity to see it first.

# MAILING TIPS

- 1 PRESORT YOUR MAIL** By doing so you will receive pre-sort discounts based on volume and density per zip code. You may also improve discount rates by ensuring that your mail fits size, weight and formatting specifications for automated and bulk-rate handling. Please note that you must complete United States Postal Service paperwork for your discounts. Call your post office or mailing house to check on rates and requirements.
  - 2 CLEAN ALL THE NAMES ON YOUR LISTS, AND LEARN THE USPS ROPES** Follow postal guidelines for addressing envelopes, and be sure that your staff knows how to enter data in your system so that it is printed correctly on the mail piece. Make every effort to use ZIP + 4 codes. Savings vary, but if you eliminate 100 undeliverable addresses that were to receive a first-class mailing you just saved \$44.
  - 3 GET FULL VALUE FOR YOUR POSTAGE EXPENSES** First-class mail pieces rarely contain more than one item. You can add an insert that promotes your product lines, informs customers or boosts your public image at almost no cost to you. Your pre-show mailer, for example, could include an insert profiling a featured product and registration form that the recipient must drop at your booth - a sure way to generate business for you. Fill your envelopes to the limit but measure carefully. If you go 1/1000 over the weight barrier, you will be charged at the next higher rate.
  - 4 SAVE SPOILED METER POSTAGE** Keep the metered envelopes and postage strips. You have up to a year from the postage date to complete USPS form 3533 for a 90 percent refund.
- Please note that these tips are intended for larger mailings. However many of these tips can be used for smaller mailings as well. Call or visit your local USPS business center or mailing house for assistance with your mail piece design and other valuable, money saving information at no charge to you.*
- TIP:** *www.usps.com can be a great source for mailing & shipping details.*



# PROMOTIONAL MATERIAL

MARKETING MANUAL

Direct mail is the most important element you can use to attract buyers to your booth. According to a survey by Incomm Research, a top independent research firm, the pre-show promotions that work best, with the percentage of attendees who are influenced are:

Personal letters with complimentary passes to the trade show . . . . .	54%
E-mailed or faxed invitation or information about what will be shown . .	42%
Personal phone call . . . . .	37%
General direct mail . . . . .	16%

## VALUED CUSTOMER INVITATIONS

The most effective tools in your direct mail campaign are the Valued Customer Invitations. Sending these invitations to your best customers and/or most promising prospects will make them aware of your participation in the show and the fact that you would like to see them there.

- **Valued Customer Invitations** are available at no charge to you and they allow your prospects know where to find you.

**AWFS® will have your company name imprinted on the Valued Customer Invitations at no additional cost so that your customers will be sure to know who invited them, even if the invitation is separated from your other material. (Deadline: May 1, 2011) Follow the ordering information on page 12.**

Here are a few suggestions to distribute invitations:

1. Send invitations to customers and prospects with a cover letter highlighting why they should come to the AWFS®Fair, what they will see at your booth, and where you will be located.
2. Include a printed announcement of what you'll be demonstrating at the Fair.
3. If at all possible, deliver invitations in person.
4. Send invitations to your distributors, regional offices, and salespeople for further distribution.
5. Offer invitations during phone conversations, and insert them into mailings, invoices, and business correspondence.

## AWFS®FAIR BROCHURES

You may wish to target your best customers and prospects with more detailed information about the AWFS®Fair. Brochures are available (supplies are limited) for you to distribute to this special group. Send the brochure along with specific information about your booth, and follow up to make an appointment for them to see you at the show.







# PROMOTIONAL MATERIAL

MARKETING MANUAL

*(continued)*

## LOGOS AND STICKERS

Take full advantage of any other mailings and correspondence you have going out to your customers to increase traffic to your booth. Included in this manual is a sample sheet of logos for “AWFS®Fair”, with download instructions and peel-off show logo stickers order form. The show logo can also be downloaded from the AWFS®Fair website (<http://www.AWFSFair.org/logos/>). Instructions are included in this manual. Add the show logo or sticker to your pre-printed mailings, periodic correspondence, or specialized show information you send out. Use every opportunity to remind your customers and prospects to come to the show and visit your booth.

## ADVANCE REGISTRATION LISTS

The registration database of the pre-registered attendees is one of the most qualified lists you’ll ever use! Mail to this group about three or four weeks prior to the show to make sure that they are planning to see your exhibit when they get to the show. Remember, these are individuals who have already expressed their intent and made plans to attend the AWFS®Fair. What better way to build attendance to your booth than to invite those planning to attend the AWFS®Fair with information on what will be special about your exhibit that they must see! See the information and order form in this section of the Marketing Manual to make sure you can get your information to this select group.

## INTERNET MARKETING

There are many ways that the Internet can be used to further your marketing effort prior to the Fair. Your company website is a valuable tool for announcing that you will be exhibiting, and informing your customers of the benefits of attending. Simple things like placing the show logo and your booth number on your website, creating a hyperlink to the Fair’s website, or running the AWFS® banner are all easily accomplished at very little or no cost.

See the **INTERNET MARKETING** section of this Marketing Manual for more information on how you can use the Internet and your web site to make your exhibit more successful.



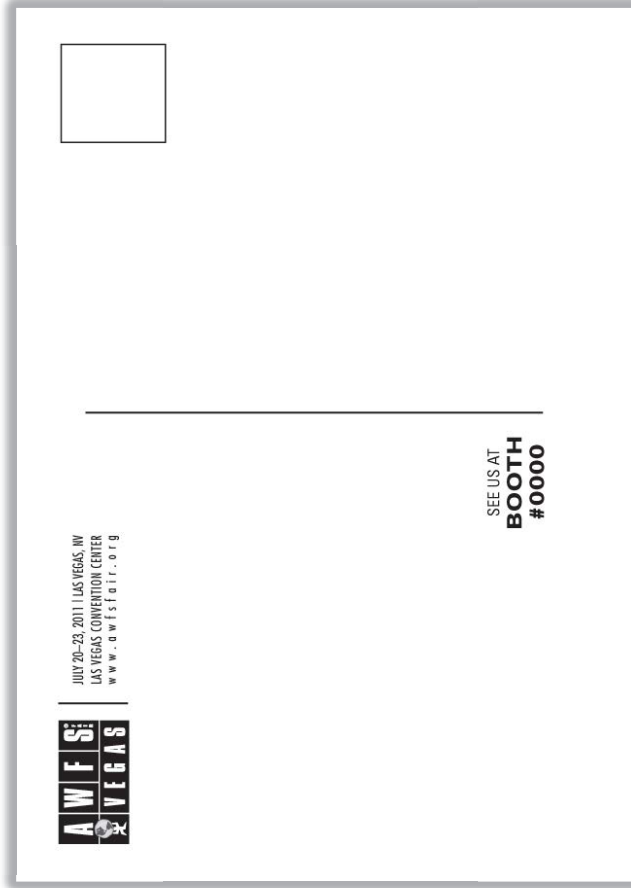


# CUSTOMER INVITATIONS POSTCARDS

MARKETING MANUAL

## Market to Your Customers on Our Dime!

Postcard Back Cover Template



AWFS® Vegas Postcard Cover

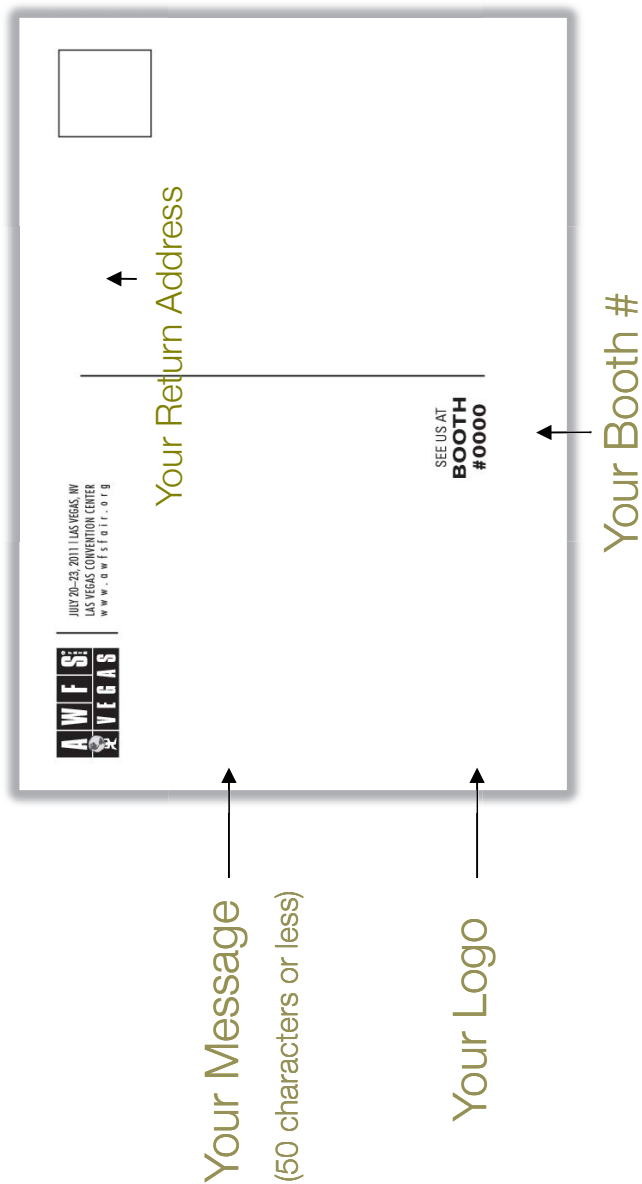


ADVANCE PROMOTION

# CUSTOMER INVITATIONS POSTCARDS ORDER INFO

**AWFS® will foot the bill for up to 500 customized postcards. Follow these 4 easy steps below:**

1. Contact **Armando Diaz**, Modern Postcard Corporate Account Manager, at 800-959-8365 ext 1586. Reference AWFS®Fair for the postcard template.
2. Customize the back panel to your specifications. Include your company's booth number, logo and any copy you wish to add. Be sure to check your booth number against the floor plan at: <http://awfsfair.org/exhibitor-information/floor-plan/>.
3. Provide your mailing address. Modern Postcard will ship your postcards directly to you at no charge. Postage and mailing lists are not included. Modern Postcard offers mailing services at an additional fee.
4. Mail your postcards to your customers letting them know you'll be at AWFS®Fair.





# AWFS® FAIR ATTENDEE REGISTRATION BROCHURE ORDER FORM

MARKETING MANUAL \_\_\_\_\_

**AVAILABLE MAY, 2011**

**FREE**

**ADVANCE PROMOTION**

Please send \_\_\_\_\_ AWFS® Fair Attendee brochures.

Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Ship-to address, if different from above:

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Your brochures will be shipped via UPS within 2 weeks of receipt of your order form.

*\* Please note that supplies are limited, and will be fulfilled while supplies last.*

**Return To:** AWFS® Fair, 500 Citadel Drive, Suite 200, Commerce, CA 90040  
Phone: 800-946-(AWFS)2937 (in the U.S.); 323-838-9440 (outside of the U.S.)  
Fax: 323-622-0321



# 2011 PRE-REGISTERED ATTENDEE LIST USAGE AGREEMENT

MARKETING MANUAL

## Contact qualified prospects already registered for the 2011 AWFS®Fair!

Mailing information from the 2011 AWFS®Fair advance registration database is available in an electronic format. **The list will only be delivered to your third party mailing house.**

The Advance Registration Database will be available approximately six weeks before the Fair.

### Complete the form below to make sure that you receive ordering information in June of 2011.

Company: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**REQUIRED FOR ALL LIST RENTALS** List rental in digital format will be sent to a bonded third party mailing house only. **If you don't have a third party mailing house, AWFS® can recommend one to you.** You must supply all of the following information for transmission of names. (List can be fulfilled without this information.)

**\*ALL FIELDS ARE REQUIRED.**

#### MAILING HOUSE INFORMATION:

Mailing House Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country / ZIP or Postal Code \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web Address: \_\_\_\_\_

*(continued on next page)*





# 2011 PRE-REGISTERED ATTENDEE LIST USAGE AGREEMENT

## IMPORTANT: TERMS AND CONDITIONS OF RENTAL

- a) The list rental is for one time only.
- b) List renter agrees that names and data contained in all lists are the exclusive property of AWFS®.
- c) Because this list and any associated data is valuable property and is highly confidential nature, the List Renter agrees not to permit any third party, agent, employee or contractor and their respective agents and employees to disclose, enhance, transfer, duplicate, reproduce or retain in any form or manner whatsoever all or any portion of the mailing list, regardless of the format of the list (labels, electronic, etc.)
- d) A sample mailing piece must be submitted to AWFS® for approval prior to the mailing date. The List Renter agrees that it will not substitute any other mailing piece without first submitting and receiving permission from AWFS®.
- e) The use of this list and associated data shall be limited solely and exclusively to the agreed upon offer as described in the sample mailing piece approved. The Renter in no way acquires ownership or rights to further use of these names or data.
- f) The list that has been rented may be monitored to prevent improper and unauthorized use of the list by one or more methods of computer control and/or planted names and addresses. The List Renter consents and agrees to this monitoring. Personal and/or telephone solicitation is prohibited.
- g) A List renter that reuses a list without authorization will be subjected to penalties, held liable for misuse of property and will lose its right to future rentals.
- h) The above conditions apply to every order placed.



## AUTHORIZATION

By signing this agreement, your company, and its representatives have read and agreed to the terms and conditions of the above AWFS® List Rental Agreement. All orders must be pre-paid before fulfillment. **Note:** Sample of mailed material must be approved by AWFS® before order fulfillment.

List Renter: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return to:** AWFS®Fair, 500 Citadel Drive, Suite 200, Commerce, CA 90040  
Phone: 800-946-(AWFS)2937 (in the U.S.); 323-838-9440 (outside of the U.S.)  
Fax: 323-622-0321



# LOGO STICKERS ORDER FORM

MARKETING MANUAL

**ORDER NOW!**

**DEADLINE DATE: MAY 1, 2011**



2011 EXHIBITOR



JULY 20-23, 2011  
LAS VEGAS, NEVADA

STICKER  
SAMPLES

**FREE**

ADVANCE PROMOTION

Please send us the following:

Logo Stickers quantity (number of rolls): \_\_\_\_\_

**Note:** Logo stickers are shipped in rolls of 250.

Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Ship-to address, if different from above:

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Items will be shipped within two week of receipt of your order form.

**Return to:** AWFS®Fair, 500 Citadel Drive, Suite 200, Commerce, CA 90040  
Phone: 800-946-(AWFS)2937 (in the U.S.); 323-838-9440 (outside of the U.S.)  
Fax: 323-622-0321



# LOGO/WEB BANNER DOWNLOAD INSTRUCTIONS

To download AWFS®Fair logo or Website banner from the Internet go to:

**[www.AWFSFair.org/logos](http://www.AWFSFair.org/logos)**

## AWFS®FAIR LOGO

The AWFS®Fair logos are available in several formats for use on your website or in printed materials.

**WEBSITES** - Use a GIF or JPEG version of the AWFS® logo and AWFS® Green logo on your intranet, extranet, or public website.

**PRINTED MATERIALS AND CD-ROM** - Use TIF version of the AWFS® logo in newsletters, advertisements or other collateral.

To download a GIF or JPEG version, simply right-click the appropriate image and choose SAVE AS... or SAVE IMAGE AS... to wherever you like on your hard drive.

To download the TIF version, click on either the Zip compressed file link or the EXE self-extracting compressed file link and choose SAVE AS... to your hard drive.

For your convenience, you may download all images at once by clicking on either the ZIP or EXE link.

## AWFS®FAIR WEBSITE BANNER & LINK

Add the AWFS®Fair banner (“See us at the “AWFS®Fair”, Las Vegas, NV, Wednesday - Saturday, July 20-23, 2011”) to your company website to remind customers to visit your booth.

To download the banner, right click on it and choose SAVE AS... or SAVE IMAGE AS... to wherever you like on your hard drive.

## EMAIL SIGNATURE

Include the “AWFS®Fair, July 20-23, 2011” and exhibiting “Company Booth #\_\_\_\_\_” in all your company emails.

**NOTE:** You may want to consult your web browser’s Help section for instructions on saving an image. Or contact your Web administrator to perform these tasks.

★ ALL LOGO SAMPLES FOUND ON FOLLOWING PAGE ★



# Promote Your Booth NOW!

You can download our logos to use in your advertisements and promotional materials. They will remind your audience to visit your booth at the AWFS®Fair. You can download both color and black & white versions at [www.awfsfair.org](http://www.awfsfair.org)



**2011 EXHIBITOR**



**2011 EXHIBITOR**



**July 20-23, 2011  
Las Vegas, Nevada**



**2011 EXHIBITOR**

**July 20-23, 2011  
Las Vegas, Nevada**



**July 20-23, 2011  
Las Vegas, Nevada**





# SHOW DIRECTORY LISTING INSTRUCTIONS

MARKETING MANUAL

**DEADLINE DATE: APRIL 19, 2011**

## LISTINGS

### COMPLIMENTARY LISTINGS

Every AWFS®Fair exhibitor is entitled to one or more free listings in the Show Directory, based on booth size and AWFS® membership status. There is no limit to the number of listings you may enter on your AWFS® exhibitor listing, but only a certain number of listings (based on your booth size) will be printed at no charge in the directory, and additional directory listings will be at the rate of \$175 each.

BOOTH SIZE	COMPLIMENTARY LISTINGS	
	Non-AWFS® Members	Members
Less than 400 sq. ft.	1	2
400 - 799 sq. ft.	3	6
800 - 1199 sq. ft.	5	8
1200 or more sq. ft.	7	10

### PAID LISTINGS

An unlimited number of additional listings may be purchased at \$175.00 each. The intent of additional listings is to allow exhibitors who represent various companies to add a listing for each of their principals that will be represented in the booth. The intent is not to list brand names.

### LOGOS

One company logo can be added to a listing for a charge of \$250.00. The logo will be printed in black directly above the listing. Use the Show Directory Additional Listing form on the next page to order your logos.





# EXHIBITORS ONLINE & DIRECTORY LISTING INSTRUCTIONS

MARKETING MANUAL

**THE SHOW DIRECTORY DATA WILL BE DOWNLOADED FROM THE AWFS® ONLINE DATABASE, USING THE SHORT DESCRIPTION, ON APRIL 19, 2011**

**There will be several email alerts prior to April 19th advising everyone of this approaching deadline and reminding them to recheck the data to make sure all information remains current.**

## EXHIBITOR LOGIN

Website Address: <http://www.expcadweb.com/awfs11/EC/forms/index.htm>

Go to “Digital Booth Editor Login”

The **EXHIBITOR LOGIN** form offers a list of exhibitors and a password field.

An exhibitor accesses their digital booth content using the password that assigned by AWFS.

1. Select your exhibitor name from the list.
2. Enter the password supplied by AWFS® in the appropriate field.
3. Click the login button.

## FIRST TIME LOGIN MUST CHANGE PASSWORD

For security, the first time you log into the digital booth editor you will be required to change your password. After creating a new password, you will also create a password hint to help you in the event of a forgotten password.

If you forget your password, you'll be presented with the question you selected. If answered correctly, your password hint should help you to recall the password.

## MAIN NAVIGATION

Upon logging into the Digital Booth Editor, you will see the main navigation console.

The exhibitor can access each of the sections available for collecting content.

- **VIEW BOOTH** allows the exhibitor to preview their digital booth as they enter content.
- **VISITOR REPORT** displays a report of traffic to the exhibitor's digital booth.

Above the navigation links are fields that identify the following information:

- The booth number(s) linked to this digital booth.
- The date that this digital booth was last updated.
- The digital booth level that is active for this exhibitor.

There is an **UPGRADE** link that allows you to request an upgrade to a higher-level digital booth.

There is a task checklist available that will help you keep track of progress made in supplying content for your web and directory listings.

## PROVIDING CONTACT INFORMATION

### Creating a “Business Card”

Basic corporate contact information is provided in the business card section of the Digital Booth Editor.

There are a number of fields that contain the corporate address, phone and email contact.

- It is possible to create links to related exhibitors or you other company names from your digital booth.

For instructions please contact us directly at 800-946-AWFS



# EXHIBITORS ONLINE & DIRECTORY LISTING INSTRUCTIONS

MARKETING MANUAL

(continued)

## Setting up Booth Contacts

Depending upon the DIGITAL BOOTH ATTRIBUTE ASSIGNMENTS form settings, up to four booth contacts are available for exhibitors to include in their digital booth. The BOOTH CONTACTS form allows exhibitors to include the following fields in their digital booth.

- Name
- Title
- Phone
- Fax
- Email

## Updating Administrative Contact

The ADMINISTRATIVE CONTACT form allows you to provide show management with the correct administrative contact information. The administrative contact information will not appear in the digital booth on the event Web site. This information will only be available to the show organizer and contractors.

## The Profile of your Company

The company profile section consists of a company description field and a company URL field. Your 200 word company profile can be updated in the DIGITAL BOOTH ATTRIBUTE DETAILS form.

## Selecting Categories

In the DIGITAL BOOTH EDITOR, you must select the product or service categories that apply to your company. These will also be used for the directory and on line product searches.

## Building a Media Center

All exhibitors can post one Press Release (.PDF only) and one Special Event Listing (See Below).

## Upgraded Digital Booth Packages

Upgraded Digital Booth Packages have a number of options. For Details, please contact AWFS at 800-323-AWFS or click the UPGRADE link and request an upgrade to a higher-level digital booth. With these upgrades exhibitors can upload the following types of media:

- Company logo for digital booth (100x100 pixel, 72 dpi, .GIF or .JPG)
- Company logo for floor plan (25x25 pixel, 72 dpi, .GIF or .JPG) +
- Booth Wallpaper Photo (600kb)
- Multiple Press Releases (.PDF only)
- Direct YouTube Embedded Video (1)

\*\*Exhibitors with more than one listing may only have the Primary Company Logo on the floor plan.

## Identifying Special Events

Another marketing opportunity for exhibitors is special event listing. If these properties are enabled in the DIGITAL BOOTH ATTRIBUTE ASSIGNMENTS, the SPECIAL EVENTS form allows exhibitors to promote any special events they may be running during the show.

- Name of the special event
- Description
- Date & time
- Location

## SUPPLYING SHOW GUIDE INFORMATION

The software facilitates the collection and management of show guide information. Show guide information is NOT displayed in the digital booth. You enable the show guide fields you want to collect and the exhibitor can populate them through the Digital Booth Editor SHOW GUIDE form.

**Remember, you maximize your on-line visibility by sending this form in quickly  
and Not Waiting for the April deadline!**



# ONLINE & DIRECTORY EXHIBITOR PACKAGES

MARKETING MANUAL

## DIGITAL BOOTH PACKAGES

### Standard Digital Booth Package: FREE

Available for all Exhibitors

- Business Card – Contact Information
- Company Web Site Link from Exhibitor List
- Company Profile (200 Words)
- Press Releases – 1 each on Business Card
- Special Event Announcement - 1 each on Business Card
- Printed Show Guide – Company Profile (200 Words)

#### Optional for purchase:

Company Logo Printed in the Directory - \$250.00

### Gold Digital Booth Package: \$500.00

- Business Card – Contact Information
- Company Web Site Link from Exhibitor List
- Company Profile (200 Words)
- Company Logo Printed in the Directory
- Company Logo on Business Card (50 Kb)
- Company Logo on Web Floor Plan (50 Kb)
- YouTube Embedded Video on Business Card
- Press Releases – 4 each on Business Card
- Special Event Announcement - 2 each on Business Card
- Printed Show Guide – Company Profile (200 Words)

### Silver Digital Booth Package: \$300.00

- Business Card – Contact Information
- Company Web Site Link from Exhibitor List
- Company Profile (200 Words)
- Company Logo Printed in the Directory
- Company Logo on Business Card (50 Kb)
- Company Logo on Web Floor Plan (50 Kb)
- Press Releases – 2 each on Business Card
- Special Event Announcement - 1 each on Business Card
- Printed Show Guide – Company Profile (200 Words)

### Platinum Digital Booth Package: \$700.00

- Business Card – Contact Information
- Company Web Site Link from Exhibitor List
- Company Profile (200 Words)
- Company Logo Printed in the Directory
- Company Logo on Business Card (50 Kb)
- Company Logo on Web Floor Plan (50 Kb)
- Booth Photo Wallpaper (600 Kb)
- YouTube Embedded Video on Business Card
- Press Releases – 6 each on Business Card
- Special Event Announcement - 4 each on Business Card
- Printed Show Guide – Company Profile (200 Words)

### PAYMENT FOR DIGITAL BOOTH PAKAGES

Standard Digital Booth Package - FREE	
Logo for purchase (\$250) .....	= _____
Silver Digital Booth Package (\$300) .....	= _____
Gold Digital Booth Package (\$500) .....	= _____
Platinum Digital Booth Package (\$700) .....	= _____
<b>TOTAL</b> .....	= _____

### PAYMENT METHOD (Full payment must accompany order)

VISA    MASTERCARD    AmEx

\_\_\_\_\_

Card Number

\_\_\_\_ | \_\_\_\_ |

Exp. Date

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Card Billing Address \_\_\_\_\_

Please type: (Street/Number/City/State/Zip) Address of the Credit Card Account Statement

### LISTING CONTACT

I authorize the use of the information I have included on this form to be used in the AWFS®Fair Show Directory, AWFS® Online Directory, and other information sources made available to attendees of the Fair. I understand that information for the Official Show Directory will be downloaded directly from the AWFS®Fair web site. I understand that no responsibility can be accepted by AWFS® for any errors, inaccuracies or omissions in my listing(s).

Submitted by: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return to:** AWFS®Fair, 500 Citadel Drive, Suite 200, Commerce, CA 90040  
 Phone: 800-946-(AWFS)2937 (in the U.S.); 323-838-9440 (outside of the U.S.)  
 Fax: 323-622-0321





# SHOW DIRECTORY ADDITIONAL LISTING

MARKETING MANUAL

**DEADLINE DATE: APRIL 19, 2011**

## PRINT OR TYPE ALL INFORMATION

Contracted Exhibiting Company: \_\_\_\_\_ Booth Number: \_\_\_\_\_

### LISTINGS

**Indicate ALL listings to appear with your booth number in the Show Directory.** (Your booth number will also appear with these listings in the *AWFS® Online Exhibitor Listing*)

Company Name (Add additional sheet, if necessary.)

1. Contracted Company Name (as above) \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### PAYMENT FOR ADDITIONAL LISTINGS

Booth size \_\_\_\_\_ (sq. ft.)

Membership:  Member  
 Non-member

Total number of listings for Show Directory . . . . . \_\_\_\_\_

Number of complimentary listings allowed . . . . (-) \_\_\_\_\_

Number of paid listings . . . . . (=) \_\_\_\_\_

Times (X) \$175.00 per listing . . . . . (=) \$ \_\_\_\_\_

Add logo to listings (\$250.00 each). . . . . (=) \$ \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

### PAYMENT METHOD (Full payment must accompany order)

VISA  MASTERCARD  AmEx  
 CHECK (Make checks payable to AWFS®)

\_\_\_\_\_

Card Number

\_\_\_\_|\_\_\_\_|

Exp. Date

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Card Billing Address \_\_\_\_\_

Please type: (Street/Number/City/State/Zip) Address of the Credit Card Account Statement

### LISTING CONTACT

I authorize the use of the information I have included on this form to be used in the AWFS®Fair Show Directory, AWFS® Online Directory, and other information sources made available to attendees of the Fair. I understand that information for the Official Show Directory will be downloaded directly from the AWFS®Fair web site. I understand that no responsibility can be accepted by AWFS® for any errors, inaccuracies or omissions in my listing(s).

Submitted by: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return to:** AWFS®Fair, 500 Citadel Drive, Suite 200, Commerce, CA 90040  
Phone: 800-946-(AWFS)2937 (in the U.S.); 323-838-9440 (outside of the U.S.)  
Fax: 323-622-0321





# INTERNET LISTING INFORMATION

MARKETING MANUAL

In today's world of electronic technology and digital communication, the successful companies are those that take advantage of the opportunities that current trends and technological changes present.

Make sure that you are taking advantage of the opportunities available to you through the Internet and your website. It's easier than you might think. There are many simple ways of making your website work for you to promote your presence at the AWFS®Fair.

## GET LISTED

Make sure your company is listed in as many appropriate places on the Internet as can be, and that there are links back to your site in as many places as possible. AWFS® Exhibitor Listing is one of the most important places to be listed, and it will link back to your site.

## USE BANNERS, LOGOS AND EXHIBIT INFO

Once viewers get to your website, you will want them to know that you are participating in the AWFS®Fair, and how they'll benefit by seeing your exhibit. Here are several easy ways:

- Consider putting a page on your site devoted to your AWFS®Fair exhibit - what you will be featuring at the Fair.
- You can easily download logos for the Fair that will instantly remind your customers and prospects that you'll be at the show.
- Run an AWFS®Fair web banner that will invite viewers to see you at the show.
- Place a link to the AWFS®Fair website to help encourage your viewers to come to the Fair.

See the PRE-SHOW PROMOTION section of this kit for more information.

## BE INTERACTIVE

There are many ways that you can encourage your web viewers to get involved in your site and get interested in your exhibit at the same time.

- Social Media websites
- Create an appointment scheduler section of your site to set meeting times at the show.
- Include a brief survey of what your customers or prospects would like to see at your exhibit, what questions they want answered.
- List the names of your staff that will be at the show, and encourage email communication with them.

There are many other ways to utilize such a powerful communications vehicle as the Internet. Be creative and find new ones as you try to make it work for you and your exhibiting effort.

*(continued)*



# INTERNET LISTING INFORMATION

(continued)

**DEADLINE DATE: APRIL 1, 2011**

## ***Don't underestimate the importance of your listings!***

As an exhibitor in the AWFS®Fair, you will receive a listing in the Official 2011 Show Directory, and also on the AWFS®Fair website. These listings not only provide prospects with the information they need to plan their visit to your booth, they will continue to return benefits to you long after the show.

The AWFS®Fair website will be accessed by attendees in advance of the show, enabling them to plan their visit prior to leaving home. And it is a 365/24/7 source of supplier information to them that they will refer to over and over before and after the show.

The Official 2011 Show Directory is used by attendees on site to guide them through the show, and is retained as a reference book throughout the year.

### **Enter your Show Directory listing via the Internet!**

Your listing in the Show Directory will be taken electronically from data that you enter in your Exhibitor Listing. This ensures the utmost accuracy of the information, and makes submitting your directory listing as easy as possible. All you have to do is enter a new listing (if one does not exist) or update your current listing and then tell us which listing or listings to print in the directory with your booth number.

### **Show Management can assist with your listing**

If you are unable to access the Internet to enter your listing on AWFS®, Show Management can enter the listing for you and then print it in the Show Directory. See the instructions on the following pages, but be sure to complete all of the required paperwork. Call AWFS®, at 323-838-9440 if you need assistance with your Show Directory listing.





# RECOGNITION AWARDS

MARKETING MANUAL

## EARN THE RECOGNITION THAT YOU DESERVE!

The AWFS®Fair Sequoia New Product Awards are special awards available to AWFS®Fair exhibitors that recognize outstanding achievements in distinct areas of expertise. These awards are presented at the Fair, and the recipients will gain favorable media coverage in post-show publications. Add to that the unlimited opportunities for self-promotion that winning a prestigious award offers, and it's obvious that the potential benefits are well worth the effort of entering and competing for these awards.

### AWFS®FAIR SEQUOIA NEW PRODUCT AWARDS AND SHOWCASE

The AWFS®Fair Sequoia 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 2009 AWFS®Fair (August, 2009). All company's whose entries are accepted will have their product featured in the **New Product Showcase** for the duration of the show. This showcase will be located in a very prominent location and in past shows, has proven to be one of the Fair's most popular features.

In order to enter your new product in the **AWFS®Fair Sequoia New Product Awards** please fill in the **AWFS®Fair Sequoia New Product Awards** form and please be aware that you may enter your product for judging in more than one **Focus Category**.

### THE "GREEN" PRODUCT SHOWCASE

In addition to the Sequoia New Product Showcase we are recognizing AWFS® qualified Green Products. Be recognized for going GREEN!



### ALL ENTRIES TO THE SEQUOIA NEW PRODUCT AWARDS WILL BE HIGHLIGHTED BY:

- Online New Product showcase
- Pre show coverage in Wood & Wood Products product preview
- All new product companies will be listed on signage throughout the hall, and in the show daily
- Each company entering a new product will have a booth designation indicating a new product

### WINNING COMPANIES WILL:

- Be posted on AWFSFair.org, on Facebook page and on Twitter directly from the show
- Included in a press release announcing the winners
- Provided a press release template & logo with media list to promote the win



# SEQUOIA NEW PRODUCT AWARDS SHOWCASE SUBMISSION INSTRUCTIONS

MARKETING MANUAL

**FOR EACH NEW PRODUCT CATEGORY YOU ARE ENTERING, YOU MAY SUBMIT UP TO FOUR TYPEWRITTEN PAGES COVERING THE CRITERIA LISTED BELOW. PLEASE INCLUDE THE NAME OF PRODUCT, COMPANY NAME AND BOOTH NUMBER ON EACH PAGE.**

1. Synopsis or Overview (Provide a brief description of industry benefits)
2. Detailed Description of Product(s)/Service(s) (Please be specific)
3. Category Impact (Please provide statistics quantifying benefits)
4. Practicality (Include details such as cost factors, ease of use, quality of end product, etc.)
5. Uniqueness (What makes your product or process unique from the same type of product and/or process that is currently being used in the industry? What sets it apart?)
6. Description of Company (Size, other products, history, ownership, etc.)
7. The product must be in production by the entry deadline date. Please state production implementation date.
8. Product Introduction date.

**Note: New Products may be entered into both the “Green” and any of the other categories by submitting a separate entry form and a product description.**

## FOR ALL NEW PRODUCT ENTRIES

- Entries must be received no later than May 20, 2011
- Entries must be mailed to AWFS®, 500 Citadel Drive, Suite 200, Commerce, CA 90040  
*Attention:* Bruce Valentine or e-mailed to [bruce@awfs.org](mailto:bruce@awfs.org)
- If sending photos and/or samples (optional), please send eight (8) sets
- Entries are to be delivered to the Las Vegas Convention Center by July 18, 2011

## ALL CATEGORIES

- Sequoia Award winners will be announced at the AWFS®Fair, on Friday, July 22, 2011.

**Product Order Form:** Please fill out all items on this form other than #7, Description. This 100 word description needs to be emailed per instructions on form.





# PRODUCT DESCRIPTION FORM

MARKETING MANUAL

**PRODUCT INTRODUCTION DATE:** (must be August, 2009 – present) \_\_\_\_\_

**NAME OF PRODUCT:** \_\_\_\_\_

**SHOW CONTACT:** (judges will contact to make appointments)

**NAME:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**AWARDS CATEGORY - Check one:**

- Product Innovation
- Green/Environmental
- Productivity
- Ergonomics/Safety

**PRODUCT TYPE - Check one:**

- Machinery under \$50,000
- Machinery over \$50,000
- Power Tools
- Hardware-Decorative
- Other: \_\_\_\_\_
- Components
- Tooling
- Software
- Hardware-Functional
- Raw Materials

**No. of entries:** \_\_\_\_\_ **x Rate \$** \_\_\_\_\_ **= Total: \$** \_\_\_\_\_

Please note, all of the information you provide below will be printed on your sign.

**1. COMPANY:** \_\_\_\_\_  
*Your company name will be here*

**2. BOOTH:** \_\_\_\_\_  
*Your booth number will be here*

**3. ADDRESS:** \_\_\_\_\_  
*Your company address will be here*

**4. PHONE:** \_\_\_\_\_  
*Your phone number will be here*

**5. FAX:** \_\_\_\_\_  
*Your fax number will be here*

**6. E-MAIL:** \_\_\_\_\_  
*Your e-mail will be here*

**7. DESCRIPTION:** Please e-mail a brief description to [bruce@awfs.org](mailto:bruce@awfs.org). It should contain no more than 100 words and have the “subject” field read: “New Product Name and Description”.



# FIRST TIME EXHIBITOR SHOWCASE ENTRY FORM

MARKETING MANUAL



**GET MAXIMUM EXPOSURE BY HAVING YOUR PRODUCT DISPLAYED IN A HIGH VISIBILITY LOCATION!**

All first time exhibitors are welcome to participate. **There is no charge for participation.** Your product sample must be delivered on-site by July 18, 2011. Products larger than 4' in length and 60" in height and/or 20" in depth will not fit in the display cases and will need to have a photo, model or sample submitted in place of the product. Space restrictions might change dependent upon the number of entries.

Entries will receive a welcome sign that include the new exhibitor's booth # and a brief description of their product(s) and/or service(s). Please reserve early since space is limited. Products are subject to show management approval and accepted on a first-come, first-serve basis.

Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Site: \_\_\_\_\_ Email: \_\_\_\_\_

**Please email a brief description of the product(s) and/or service(s) manufactured and/or distributed by your company to [bruce@awfs.org](mailto:bruce@awfs.org). The "subject" field should read: "First Time Exhibitor Showcase Description".**

### Our company will be submitting (Check One):

- Product
- Model
- Sample
- Photo

Product Entry Dimensions: \_\_\_\_\_ X \_\_\_\_\_ X \_\_\_\_\_  
Length Height Depth

Participation is **FREE** to all first time AWFS®Fair exhibitors. However any costs related to, or incurred in getting your product to and from the showcase are the responsibility of the exhibitor.

**Return to:** AWFS®Fair Management, 500 Citadel Drive, Suite 200, Commerce, CA 90040  
Phone: 800-946-(AWFS)2937 (in the U.S.); 323-838-9440 (outside of the U.S.)  
Fax: 323-622-0321

**The smartSHOP** is a fully operational cabinet shop on the exhibit floor that will showcase “Simplicity in Automation for the Small Shop.” If you’ve ever been intimidated by the vast field of woodworking machinery visible on a trade show floor, the smartSHOP brings automation down to scale for the modest size shops. This is a great opportunity for you to see how it takes less time to do more, and do it with ease and sophistication.

It will be hosted by industry expert, Gero Sassenberg who will be on hand to answer questions as a fully automated shop demonstrates the machinery and processes of cabinet construction from data input software to cabinet assembly.

During regular show hours, Gero Sassenberg and other professionals will interact with attendees while demonstrating the automation process—start to finish. The smartSHOP will produce product for a local charity, and free, “mini-smart demos” will be sprinkled throughout the day for attendees dropping by.

If you are interested in spotlighting your equipment, tools, accessories or services to this exciting 2011 show feature contact your AWFS®Fair sales representative today! Participation is limited!



Kim Roehricht, 323-215-0315 or email: [kim@awfs.org](mailto:kim@awfs.org)



# MEDIA RELATIONS

MARKETING MANUAL

Besides advertising and direct mail, one of the most effective ways to reach qualified prospects and attract them to your booth is through the trade media. The AWFS® Media Relations team will be promoting the AWFS®Fair to publications, websites and blogs as well as our Twitter account @awfs.fair. There are several ways that you can take advantage of the media contacts to gain exposure for your company.

## PRE-SHOW PUBLICITY

Prior to the show, use Press Kits and News Releases to capture the attention and interest of members of the media who will be reporting on the show, and who can give you some pre-show publicity. New product announcements, mergers and acquisitions and descriptions of the technology that you will be displaying are a few of the types of newsworthy information that the media usually report.

### ● NEWS RELEASES

In general, a good news release is a concise, complete description of an upcoming event, new products and services, or other news or feature tips. Releases are written in the same style as a newspaper story: a headline; a lead paragraph summarizing the news; the body, which provides the details and background information; and a final paragraph called the corporate summary, which gives the reader a brief description of your company. In this kit, you will find a sample release as an example to follow. Be sure to include any information about live demonstrations at the Fair, or an interesting way your product is being used to provide a newsworthy element. You can also tease new products on our Twitter account @awfs.fair

#### **Target Your Audience:**

Send news releases to industry publications, many of whom will be represented at the 2011 AWFS®Fair. Lists of these publications are provided in this kit. Target your audience according to the editorial coverage of each publication. If it's not a familiar publication, call and ask for a sample copy and inquire about the kind of information they will print. You can also review their web site if they have one. Don't bother sending information to a publication that does not cover your target market.

#### **Send An Invitation:**

Write a short email to editors inviting them to visit your booth during the AWFS®Fair, and give them specific reasons why they should visit. Send this letter with your news release.

#### **Note:**

Before mailing anything, find out the best method to send your pitch and news release. Today, many editors prefer to receive information/correspondence through electronic mail (e-mail) these days. Digital photos are especially helpful and often get used before slides or prints.



# MEDIA RELATIONS

## ● PRESS KITS

A Press Kit is a series of materials that are more in-depth than a news release and are packaged together for the convenience of the journalist. Because they are so loaded with information, press kits can be expensive to mail, so you may want to offer your materials on a CD or memory stick. Editors actually prefer that, because it allows them to pick up and use your copy without retyping. More tips are included in this kit on a following page titled “Preparing a Press Kit.”

## ON-SITE OPPORTUNITIES

### ● PRESS ROOM

It's a good idea to have at least 40-50 press kits or CD's with all of your text and photos delivered to the Press Room at the Fair. This is the first place members of the media will stop before going out on the exhibit floor to cover the show. By providing the Press Room with press kits and recent releases, you will increase the opportunity for exposure in the international, national and/or local media. Information for delivering kits to the Press Room is included in this section.

The Press Room will be located near show entrance and will have quiet semi-private areas available if you need to talk with members of the press. Please contact the Press Room on-site to schedule use of the area.

### ● MEDIA BRIEFINGS

Consider scheduling a media briefing to announce changes in management, ownership, mergers, buyouts, etc. New product announcements or major changes in an existing product are good topics for a briefing, but be careful not to promote a small upgrade in your product as a major change.

It is important to complete the “Media Briefing/Event Scheduling Form” to register your briefing or event. **THIS IS TRUE EVEN IF YOUR EVENT IS OFF-SITE, OR IS BY INVITATION ONLY.** A master list of all media events will be on display at the AWFS® Press Room. Even if your event is by invitation only, it is important to register it. Unless otherwise requested, all registered events will be publicized to the media, and editors and reporters often check in at the Press Room to make sure they have the time and/or correct location for a given event.

**DEADLINE FOR REGISTERING YOUR MEDIA BRIEFING or EVENT: Friday, July 15, 2011**





# MEDIA RELATIONS

MARKETING MANUAL

*(continued)*

## **MEDIA REFERENCE MATERIAL**

Members of the media can pick up two new reference items in the Press Room on site at the Fair: a list of Expert Sources and a list of New Products. AWFS® Media Relations staff will be compiling these lists to assist the media in their coverage of the Fair and to provide support to exhibitors to receive as much recognition and publicity as possible.

### **● EXPERT SOURCE DIRECTORY**

List your company's experts in this important directory. The Expert Source Directory will be used to assist editors/reporters who are looking for a person with expertise on particular subject areas. This directory also serves as a great source for story ideas.

Listing someone who is an expert in your company may earn you a phone call from an editor. This could result in more exposure for your company. Please keep in mind that this directory should showcase only your "star" experts, who can be called on for background information or explanation. Editors generally are interested in "how-to" information or "problem-solving" angles. This is not the forum for sales pitches.

Make sure you complete the "Expert Source Directory Submission Form" in this kit to include the expert(s) in your company in the directory.

**DEADLINE FOR EXPERT SOURCE DIRECTORY SUBMISSION: Friday, July 15, 2011.**

### **● NEW PRODUCT DIRECTORY**

AWFS® will provide the media with a directory of new products featured in the New Product Showcase. This reference guide will be used by editors looking for new trends, booths to visit, articles to write, etc. Make sure your company is included!

**DEADLINE FOR SUBMISSION OF NEW PRODUCTS: Friday, July 15, 2011.**

## **FOLLOW-UP**

Building relationships with the press is an ongoing process. It is always good to follow up with editors after sending your email/letter and news release or meeting them at the Fair. You need to make sure that they received the information and see if they need anything else.



# MEDIA BRIEFING/EVENT SCHEDULING FORM

MARKETING MANUAL

**Deadline for Submission: July 8, 2011**

All media briefings and events must be registered with the AWFS® Media Relations staff, including those held in a booth or outside of the Las Vegas Convention Center. Registered briefings will be listed on the Official Media Event Calendar (posted in the Press Room), and distributed to all editors in attendance.

Name of Company: \_\_\_\_\_ Booth: \_\_\_\_\_

Press Contact in Booth: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

- TYPE OF EVENT:**     Large Media Briefing     Media Reception     Single Media Interview  
 Other (Please list): \_\_\_\_\_

Topic/Title/Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Day of Event: \_\_\_\_\_ Time of Event: \_\_\_\_\_

- LOCATION:**  Exhibitor's booth. Number \_\_\_\_\_ (if different than listed above)  
 The Media Briefing Room  
 The Press Room (Interview only)  
 Other Location: \_\_\_\_\_  
 To be announced. Please contact us.

- EVENT IS:**  Open to all members of the Media  
 By invitation only

**Return this form to:**    Elise Carstensen  
c/o AWFS® Media Relations  
The Bohle Company  
1625 Stanford Street  
Santa Monica, CA 90404  
Phone: 310-785-0515 ext. 202 • Fax: 310-785-5266  
elisec@bohle.com





# PREPARING A NEWS RELEASE

MARKETING MANUAL

**When writing a news release, it is helpful to follow these guidelines to ensure that your piece is published:**

- Make sure that the lines of type are double-spaced. Type the release using upper and lower case letters.
- Decide which publications should receive your release, then contact them to find out what their dead lines are (see following pages for the AWFS®Fair supporting trade publications' names and addresses).
- Include the following information in your piece:
  - Your company name and the individual/group submitting the release;
  - The purpose of the release (new company, expansion, merger, new product, financial happening etc.);
  - If you are reporting an upcoming event/product release, be sure to include the date.
- State the contact at your organization for this media release (at the top of the page, include the contact's name and phone number).
- Make sure that the release follows the form of a news article. Its purpose is to inform the reader, beginning with the most pertinent information first, targeted and brief.
- When discussing features, use bullets instead of paragraphs for a fast read.
- If you include a photo with your release, make sure that everyone in the photo is identified, left to right. Print names on the back of the photo.
- Do not try to sell anything in your media release. It is for information/newsworthy purposes only.



# SAMPLE NEW RELEASE FORMAT FOR EXHIBITORS

***Print on company letterhead, send to the media at least two months before the Fair.***

**FOR IMMEDIATE RELEASE**

*(Date)*

**CONTACT:** *(Name of contact person, phone number, email. Also include Fair Contact info: phone number, booth number)*

***(name of exhibitor) TO FEATURE (describe product)  
at the AWFS®Fair***

**Wednesday-Saturday, July 20-23, 2011 at the Las Vegas Convention Center**

*City/State/Country of Origin. - (Exhibitor Name) will be showcasing (product description) at the AWFS®Vegas, slated for July 20-23, 2011 at the Las Vegas Convention Center in Las Vegas, Nevada.*

*Paragraph(s) or bullets on special attributes of product showcased at the Fair. Keep descriptions factual.*

*Attribute any opinion statements in quotes. Discuss who the product will be used by (customer). If it is an improvement, provide brief history of the item and how/why this latest rendition is a significant improvement. If you are demonstrating a product, give particulars of when, where, booth number, etc.*

*Paragraph(s) about your company (brief descriptions about what your company does, what you sell/supply, to whom, etc. )*

The Association of Woodworking & Furnishings Suppliers® (AWFS®) first created the Fair in 1957 as a way to help its members increase sales. Today, the biennale AWES®Fair is one of the largest events in the industry, featuring over 250,000 sq. ft. of exhibits and over 500 exhibitors from around the world along with numerous educational seminars. For more information about 2011 “AWFS®Vegas”, go to [www.AWFSFair.org](http://www.AWFSFair.org) or call (800) 946-AWFS(2937).

*“Quote from spokesperson for company about what you expect from the show”.*

For further information on *(Company Name)* and *(Product)*, call *(Company Number/ Cell phone at the Fair)*, or log on to *(Company website if available)*.





# PREPARING A PRESS KIT

MARKETING MANUAL

Promote your presence at the Fair by preparing a professional press kit on your company and products. We recommend you provide AWFS® with up to 50 press kits that we can put on display in the Press Room for easy retrieval and review by members of the media. It is also helpful to send editors a press kit along with your news release that could be used as background information prior to the Fair.

If you do not have a press kit and would like to put one together, here are some brief instructions: Assemble news releases and fact sheets on your company and your products/services along with brochures, photos, and business cards in a presentation or pocket portfolio folder. Place your company name and logo/symbol/motto on the front jacket of the folder. If you do not have a company news release, you can substitute it with informational fact sheets on your company and/or products.

On each news release and fact sheet, be sure to include a contact name and phone number for the media to call for more information.

## **DELIVERY INSTRUCTIONS:**

Deliver your press kits to the Press Room at the Fair Tuesday, July 19, 2011 between 1-4 pm, or during show days, 9 am - 6 pm. Please bring no more than 50 press kits. Be sure to check in the Press Room during the Fair, to deliver more press kits if needed.

For more information, contact Elise Carstensen, AWFS® Media Relations at 310-785-0515 ext. 202.



# COMPANY MEDIA CONTACT FORM

MARKETING MANUAL

**Deadline for Submission: July 1, 2011**

**List experts at your company, who are willing to supply background explanation on their subject area to members of the press.**

Name of Company: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Press Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

Please list the name(s) of experts along with the topic(s) on which the person(s) can speak with authority. Please be as specific as possible on the topic(s), but please do not list your product lines/services.

Name(s)	Topics
_____	_____
_____	_____
_____	_____
_____	_____

Submitted by:

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Return this form to:** Elise Carstensen  
 c/o AWFS® Media Relations  
 The Bohle Company  
 1625 Stanford Street  
 Santa Monica, CA 90404  
 Phone: 310-785-0515 ext. 202 • Fax: 310-785-5266  
 elisec@bohle.com





# MEET THE PRESS

MARKETING MANUAL

AWFS®Fair works hard to get the most exposure and media coverage we can for our show exhibitors. We are securing press coverage from both national and international media outlets and are looking forward to receiving great press this year! Below are a few tips on how to deal most effectively with the industry press in order to obtain maximum exposure and secure news coverage for your company while exhibiting at “2011 AWFS®Fair”.

## **BE PROACTIVE AND PLAN AHEAD**

Everyone wants attention from the press, but most are not proactive about getting it. Let them know about you before they get to the show. To gain news coverage or news briefs in post-show issues of the industry publications, we suggest arranging press interviews in your booth for general information purposes, follow up to a recently announced product, or for a “hot product” demonstration. Call ahead and set an appointment!

## **PRESS LISTS**

The AWFS®Fair press list will be available to all exhibitors three weeks prior to and after the show. You may request the press list by contacting:

Elise Carstensen  
c/o AWFS® Media Relations  
The Bohle Company  
1625 Stanford Street  
Santa Monica, CA 90404  
Phone: 310-785-0515 ext. 202 • Fax: 310-785-5266  
elisec@bohle.com