



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

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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
- 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

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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. It should contain no more than 100 words and have the “subject” field read: “New Product Name and Description”.