

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 its 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.



SEQUOIA NEW PRODUCT AWARDS SHOWCASE ENTRY FORM

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DEADLINE FOR ALL AWARDS IS MAY 20, 2011

CATEGORIES: • PRODUCT INNOVATION • PRODUCTIVITY

- GREEN/ENVIRONMENTALERGONOMICS/SAFETY
- This special display area will be created to highlight and preview new products offered by our exhibitors.
- Each entry receives a sign with product name, company, booth number and a brief description. All entries subject to show management approval.
- Use one entry form per new product. You may enter this product in multiple Award Categories if applicable. Fill out questions in Part 2 sufficiently for each Award Category and attach.
- Please submit the "Product Description" form along with this form.

Company:	Booth#:
Contact:	
Address:	
City:	State: Zip:
Country (other than USA)	
Telephone: ()	FAX: <u>(</u>)
Email Address:	Web site:
Entry Dimensions: x x Depth	
	not fit in the display cases and will need to have a photo, model or sample sub- upon number of entries. Products accepted upon a first-come first-serve basis.)
NAME OF PRODUCT:	
AWARD CATEGORY - Check one:	PRODUCT TYPE - Check one:
☐ Product Innovation ☐ Green/Environmental	☐ Machinery under \$50,000 ☐ Components
☐ Productivity ☐ Ergonomics/Safety	☐ Machinery over \$50,000 ☐ Tooling
	☐ Power Tools☐ Hardware-Decorative☐ Hardware-Functional
	☐ Other: ☐ Raw Materials
No. of entries: x Rate \$ = Total: \$	Other I naw Materials
Entry Fees: \$150 Members and \$175 Non-Me	embers per each Sequoia New Product Showcase.
Any entries submitted after the deadlines, if accepted, w only contain the product name, company and booth nur	ill be charged an additional \$50 late fee and the entry sign will mber.
	o: AWFS®, 500 Citadel Drive, Suite 200, Commerce, CA 90040 mailed). If faxing, be sure to call 323-838-9440 to confirm receipt.
Card Type: ☐ Visa ☐ Mastercard ☐ AmEx Credit	Card Amount \$
Card Number	Exp. Date
Cardholders Name	
Address	
	Zip
_	Date
Card Billing Address	City: State:
Return to: AWFS®Fair, 500 Citadel Drive, Suite 200, Con Phone: 800-946-(AWFS)2937 (in the U.S.);	nmerce, CA 90040 323-838-9440 (outside of the U.S.) Fax: 323-622-0321
NEED HELP WITH THIS FORM? Call Bruce Valentine at 323-	<u>-838-9440.</u>
FOR AWFS® OFFICE USE ONLY Form Checked by:	Date:



PRODUCT DESCRIPTION FORM

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SHOW CONTACT: (jud	ges will contact to make appo		
		E-MAIL:	
AWARDS CATEGORY - Check one:		PRODUCT TYPE - Check one:	
☐ Product Innovation	☐ Green/Environmental	☐ Machinery under \$50,000	□ Components
☐ Productivity	☐ Ergonomics/Safety	☐ Machinery over \$50,000	☐ Tooling
	☐ Power Tools	☐ Software	
		☐ Hardware-Decorative	☐ Hardware-Functional
		☐ Other:	☐ Raw Materials
Please note, all of the		low will be printed on your sig	ŗn.
Please note, all of the	information you provide be	low will be printed on your sig	yn.
Please note, all of the		low will be printed on your sig	gn.
Please note, all of the 1. COMPANY:	information you provide be	elow will be printed on your sig	ŗn.
Please note, all of the 1. COMPANY:	information you provide be	low will be printed on your sig	gn.
Please note, all of the 1. COMPANY: 2. BOOTH:	information you provide be	elow will be printed on your sign or company name will be here for booth number will be here	gn.
Please note, all of the 1. COMPANY: 2. BOOTH: 3. ADDRESS:	You	elow will be printed on your sig	gn.
Please note, all of the 1. COMPANY: 2. BOOTH: 3. ADDRESS:	Your	elow will be printed on your sign or company name will be here for booth number will be here company address will be here	gn.
Please note, all of the 1. COMPANY: 2. BOOTH: 3. ADDRESS: 4. PHONE:	You You You	elow will be printed on your sign or company name will be here for booth number will be here	(n.
Please note, all of the 1. COMPANY: 2. BOOTH: 3. ADDRESS: 4. PHONE:	You You You	r company name will be here ur booth number will be here company address will be here	yn.
Please note, all of the 1. COMPANY: 2. BOOTH: 3. ADDRESS: 4. PHONE: 5. FAX:	You You You	elow will be printed on your sign or company name will be here for booth number will be here company address will be here	gn.

and Description".

more than 100 words and have the "subject" field read: "New Product Name