Brand IT • Maximize IT • Promote IT
Sponsor IT

With over 15,000 participants, BECOME A SPONSOR to impact your brand. Increase your pre-event and on-site visibility, credibility, and brand awareness among key prospects. We can fully customize any package for exhibitors of all sizes and budgets. Opportunities are sold on a first come, first-served basis, so don’t wait – reserve today!

PRESS ROOM $5,000
Experience one-on-one contact with media organizers as the official Press Room Sponsor. Your brand will be what they see each day of the show while they attend press events, relax off the show floor and beyond. *Please note, there is no logo sponsorship on the outside of the pressroom.

Sponsorship Includes:
- Prominent signage at the entrance to the media center
- Special placement of your promotional materials for the press
- Opportunity to decorate media center with your sponsor company’s material

THE INTERNATIONAL LOUNGE $4,000
Promote your company and its products to the hundreds of international attendees who network, conduct business and relax in our International Lounge. Your company’s brand will be prominently featured throughout the space, providing a uniquely immersive experience for this important buyer audience.

Sponsorship Includes:
- Prominent signage in and around the Center for International Buyers
- A sponsorship recognition flyer distributed to visitors of the center with your company name/logo and booth number
- One Broadcast email sent to all pre-registered international buyers making them aware of the Lounge and your sponsorship

BADGE LANYARD SPONSORSHIP $5,000
What single item does everybody use or see? It’s the official badge lanyard. Make a statement and get your company name/logo at the forefront of everybody’s mind by sponsoring this incredibly in-demand item.

BADGE INSERT/BALLOT SPONSORSHIP $5,000
A fantastic way to gain exposure and drive traffic to your booth, placed behind each attendee badge, these inserts are a unique opportunity to promote your brand to every attendee. This exclusive sponsorship allows your company to be the only insert placed in the badge holder every buyer receives when they first arrive at the fair. Insert is 3” by 4” and sponsor will be able to place an ad on one side of the insert. The FreshWood ballot will be on the other side of the insert. Show management must approve artwork in advance. (deadlines do apply).

BADGE STOCK SPONSORSHIP $7,500
Have your company logo or advertisement printed on every badge.

TO PURCHASE: Fill out the order form on the last page and return with payment to awfssales@awfs.org Or Fax to 323.838.9443
ADDENDUM HEADER SPONSORSHIP $1,500
Get your company’s logo on the most up-to-date exhibitor listings. Company name, company logo, booth number and QR code at the top of the addendum header. Addendums will be available with the show directory at major onsite show locations.

THE ARCADE SPONSORSHIP $15,000
“The Arcade” and lounge is an area for industry professionals to take a break, have a seat and play a few games to unwind. Be a part of this exciting and fun sponsorship opportunity that attendees are sure to take advantage of.

ARCADE DELIVERABLES
- The Arcade will have a designated area on show floor in a high profile location
- The Arcade will have a variety of complimentary arcade games & comfortable seating areas
- Will be titled “The (your company name) Arcade”
- Sponsoring company will be able to decorate area as they wish upon AWFS® Management approval
- The Arcade will be open to all show delegates
- Hanging banner with Sponsor Logo & Show Feature Title
- Promoted as an official AWFS®Fair Show Feature and AWFS Fair Show Sponsorship
- Press release on new show area and sponsorship to be sent out by AWFS
*This is a no gambling zone

“THE STAGE”
- Hanging banner with Sponsor Logo & Show Feature Title
- Sponsorship mention on the stage schedule on the AWFS Fair website and in the show directory
- Sponsorship mention on the floorplan
- Sponsorship on all marketing mentioned in print, digital and onsite signage

CALL FOR PRICING

EXCLUSIVE! ATTENDEE REGISTRATION BAGS $5,000
Get ahead of the competition! AWFS®Fair will distribute your branded tote bags before attendees even get to the show floor. Your bags will be distributed at registration.

Note: this opportunity is for the distribution rights only. The design, production and delivery of the tote bags and contents will be the sponsor’s responsibility.

NEW!

CHARGING STATION $3,750 PER STATION
Looking for a great way to “connect” to your company with key decision makers? How about offering the opportunity to charge their mobile devices on the show floor? Charging station will be strategically placed on the show floor for maximum exposure and will be highlighted on the Official Show Map with a special callout to your company as the charging station sponsor.

Sponsorship Includes: Company logo and booth number on each charging station.
NEW!

PARK BENCH $1,500 per area
Invite attendees to “take a break” with these park benches around the show floor! Tired attendees will appreciate you as they take a minute to relax and rejuvenate at the show with this new, dynamic opportunity.

Only 10 Break Areas Available!
Includes:
• Break areas are located along main aisle running across the show floor
• Area will feature park benches, dedicated literature rack for sponsor use and dedicated sponsor signage
• Break areas will be highlighted on the show floor map
*Sponsor to maintain literature rack during all show days.

NEW!

INDUSTRY EDUCATION NETWORKING LUNCHEON $500 (Up to 4 partner sponsors) OR $2,500 EXCLUSIVE Sponsorship
Be involved in this hot new event at the AWFS® Fair that connects educators with interested industry partners. Attendees participate in “speed-networking” where they can share information about their programs/companies and opportunities to connect, followed by a buffet-style lunch.

Sponsor benefits include:
• Your logo on event signage
• Your logo on invitation e-mails, event registration page and social media promotion
• Opportunity to provide literature and promotional items to attendees
• Opportunity for up to 2 company representatives to attend event
• Opportunity to speak to attendees for up to 5 minutes during seated lunch (available only to exclusive sponsor)
FRESHWOOD – BEST IN SHOW SPONSORSHIP

The Fresh Wood Student Woodworking competition display is a “must-see” at the AWFS® Fair. 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.

Sponsor Benefits Included:

- Participation in the Awards Reception at the trade show (a company representative can present the award)
- Photo Op of the representative with the student, teacher and emcee distributed to the press
- Your company recognized on screen at the Awards Reception program
- Company recognition on the Best of Show Certificate given to the winning student
- Your company name and logo included in signage at the Fresh Wood competition display
- Your company recognized (with company name, logo and booth number) on the official competition brochure distributed at the display area
- Company Logo included on the Fresh Wood promotional poster (must be purchased by June 2016 to be eligible)
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS® Suppliers Edge e-newsletter

FRESHWOOD – PEOPLE’S CHOICE AWARD SPONSORSHIP

The Fresh Wood Student Woodworking competition display is a “must-see” at the AWFS® Fair. Attendees vote for their favorite student piece in the Fresh Wood competition. This is the most “warm and fuzzy” prize as the show-goers get in the action to determine the winner.

Sponsor Benefits Included:

- Your company logo and booth number printed on the People’s Choice voting ballot, distributed to attendees with registration badges and available onsite at the display
- Participation in the Awards Reception at the trade show (a company representative can present the award)
- Photo Op of the representative with the student, teacher and emcee distributed to the press.
- Your company recognized on screen at the Awards Reception program
- Company recognition on the People’s Choice Certificate given to the winning student
- Your company name and logo included on signage at the Fresh Wood competition display
- Your company recognized (with company name, logo and booth number) on the official competition brochure distributed at the display area
- Company Logo included on the Fresh Wood promotional poster (must be purchased by June 2016 to be eligible)
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS® Suppliers Edge e-newsletter
Shuttle Bus Advertising

NEW!

HEAD REST COVERS
Exclusive - $5,000
Brand your company on 300 headrest ads on shuttle buses. Two sided 6”x 9” color ads will display on the seats of the shuttle buses on the back and front of the headrest. (Front and back can be different artwork)

NEW!

SHUTTLE BUS VIDEOS
Exclusive - $4,000
Drive your brand home, or at least to and from the LVCC, with video monitors on shuttle buses. Your video message will have a captive audience as attendees travel to and from their hotel and the LVCC each day.

*Video will need to be provided in required formatting specifications inquire with AWFS® Staff for requirements.
**Additional service fees may be applied if video needs re-formatting.
Banners & Signage

15,000+ ATTENDEES
gather in the halls to enter the show floor.

Be visible to the industry’s decision-makers before they even step foot on the show floor. Lobby, registration and other public areas buzz with activity all day long—having a well-placed, high-impact banner ensures message exposure and additional booth traffic.

For information on hanging banner locations, sizes and prices (which include production and installation), please contact your AWFS® Fair Sales Representative, 323-215-0302 or awfssales@awfs.org

1. **DOUBLE SIDED METER BOARD**
   - Price: $1,200 Each
   - Description: Strategically placed, these free-standing meter boards will promote your company and drive traffic to your booth.
   - Size: 3’w X 8’h

2. **3-SIDED KIOSK**
   - Price: $1,750 Each (limited to 20 companies)
   - Description: These unique eye-level signs display your message in high traffic areas around the show floor and convention center, inspiring curiosity about your product.
   - Size: 3’w X 8’h

3. **AISLE SIGN SPONSORSHIP**
   - Price: $2,000 Each
   - Description: Buyers look to the overhead signs to navigate the exhibit floor. Deliver your message as they find their way to your booth.
   - Size: 3’w X 5’h
Digital Marketing Opportunities

Upgraded Online Company Listing
Be sure to stand out from your competitors and give attendees more detail about what your company offers. With an upgraded digital listing your company will get all of the basic items we give all exhibitors online plus a whole lot more. For $200-$400 you can showcase products online, post press releases and post a video webcast! A great investment for maximum web exposure.

*Online visitors to floor plan, spend on average 4 minutes 25 seconds viewing the floor plan.

STANDARD DIGITAL BOOTH PACKAGE
Every exhibitor receives with Booth Contract

- Business Card – Contact Information
- Company website link from exhibitor list
- Company Profile (200 words)
- ONE Press Release
- ONE Special Event Announcement
- 5 Brand Name Listings – NEW!
- NEW! 1 – Products/Service listing. 100 words per product/service description with Hi-Res Photo

GOLD DIGITAL BOOTH PACKAGE

- “Standard Digital Booth Package”
- Company Logo on Business Card 50kb
- Company Logo on Web Floor Plan 50kb
- YouTube embedded video on Business Card
- TWO Special Event
- Social Media Options: Facebook, Twitter, LinkedIn
- 10 Brand Name Listings - NEW!
- 5 – Products/Service listing. 100 words per product/service description with Hi-Res Photo. NEW!

PLATINUM DIGITAL BOOTH PACKAGE

- “Gold Digital Booth Package”
- Booth Photo Wallpaper (600kb)
- SIX Press Releases
- FOUR Special Event Announcements
- 15 Brand Name Listings – NEW!
- 5 – Products/Service listing. 100 words per product/service description with Hi-Res Photo. NEW!
MOBILE APP BANNER AD

$1,500 Each - 6 Available
$5,000 EXCLUSIVE

The AWFS®Fair APP for attendees to download, so that they can find exhibitors, education, events and more from any web-enabled device, anywhere, anytime. (Droid/Android/iPhone application)

Sponsorship includes:
- 640x120 banner ad rotates throughout the mobile application
- Ad will link to your company profile on app

NEW!

PUSH NOTIFICATION

$250 Each

Engage show attendees and drive on-site booth traffic with a custom push alert! Let attendees know about current promotions, product demos, drawings or just to stop by your booth. A great way to drive traffic to your booth!

Sponsorship includes:
- Up to 100 characters sent via push notification to the entire opt-in attendee database
- Exclusive: limit of 4 per day 1 week prior to and during AWFS Fair
LEADERBOARD BANNER AD  $2,000

Your company’s banner ad will be prominently displayed at the top of pages within various sections of the show website (check with sales rep for availability). A leaderboard banner measures 728-pixels-wide by 90-pixels-high (728×90). It is the first ad seen on a page. Your banner will link to your profile or a web page of your choice.

SPONSORED SLIDE ON HOMEPAGE

Put your company front and center on the homepage of the AWFS® Fair Website! Display your ad in the slider featured on top of the homepage that automatically rotates to highlight the show’s most important information.

Sponsorship includes:
• Sponsored ad will be linked to company website
• Creative 1600 x 900 pixels (Desktop)
• Ad will start when artwork is received and approved through the end of August 2017

NEW!

EXHIBITOR SPOTLIGHT EMAIL

Showcase your products or services to our entire pre-registered attendee database at the height of their show engagement with an opportunity in our Exhibitor Spotlight Email. (LIMITED – 20 Opportunities)

Sponsorship Includes:
• Email is sent to entire AWFS® Fair pre-registered attendee database.
• Email will feature your company name, booth number, product photo or company logo, and a 150 character product or company message.
• Emails are sent through the start of the show in July 2017.

Attendee E-Newsletter

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Attendee E-Newsletter
E-Registration

Get in front of buyers as they register for AWFS® Fair! Have your web banner appear on all pages of the attendee registration system and confirmation emails.

CONFIRMATION PAGE - EXCLUSIVE $3,500
Your web banner, company name and link to your website will appear on the Registration confirmation.

ATTENDEE REGISTRATION CONFIRMATION EMAIL – SMALL AD $2,000 Each
Sponsorship Includes:
• Artwork sized at: 125x70 pixels wide (sponsor provided)
• Company logo on each confirmation email sent to attendees who preregister online
• When tapped, ad takes user to a full landing page to sponsor’s desired URL

ATTENDEE REGISTRATION CONFIRMATION EMAIL – LARGE AD SOLD $4,000
— LARGE AD of the AWFS® Fair Attendee
You ad will appear on the Registration confirmation email sent to all AWFS Fair attendees after they complete the registration process.

COUNTDOWN CLOCK SPONSORSHIP $1,500 Exclusive
This highlighted box on the AWFS® Fair home page, counts down the days until the show. Sponsor it with your logo and booth number!
SPEND OVER $3,000.00 AND QUALIFY AS AN OFFICIAL 2017 AWFS® FAIR SPONSOR!

Show Sponsor Benefits Include:

- Recognition on sponsor “Thank You” signage at event
- Recognition in the Advance Attendee Brochure
- Recognition in the Show Directory (confirmation of sponsorship by June 1, 2017)
- Company name and link displayed on AWFS®Fair “Sponsor” Web page
- Post Show publicity in the AWFS®Suppliers Edge e-newsletter
- First right of refusal on purchased sponsorships for the 2019 AWFS®Fair
- Deadline for first right of refusal for 2019 AWFS®Fair will be 07/01/2018

*Client to provide logo to use on promotional materials.

SPONSORSHIPS ARE THE BEST WAY TO BOOST YOUR VISIBILITY.
RESERVE TODAY!

CUSTOMIZABLE SPONSORSHIPS
Contact for pricing. Want to create something uniquely you? The AWFS®Fair Sales Representative is here to help you build a custom participation plan that meets your needs, exceeds your goals and maximizes your ROI. Call us to brainstorm today.

Interested in these or other ways to make your brand stand out? Contact us at (323) 215-0302 or awfssales@awfsfair.org.