



Greetings!

I am happy to announce that the 2017 [AWFS®Fair](#), July 19-22, 2017 in Las Vegas, Nevada will feature the inaugural **“Higher Learning” Education Pavilion!** This *dedicated area* on the show floor will include not only educational programs, but also innovative training products and services geared towards schools such as the Woodwork Career Alliance (WCA) industry certification program. The Education Pavilion will be clearly marked with aisle and overhead signage, and all participants will be featured in a full page ad in the show directory.

Because support for schools, students and educators is a significant element of [AWFS'](#) mission, we want this to succeed! As such, we will promote this pavilion with press releases and through social media and e-mail campaigns. AWFS attracts hundreds of woodworking-focused students and teachers to the AWFS®Fair through the national Fresh Wood student woodworking competition and the educational seminars and other on-site activities that we offer specifically for woodworking educators. We hope this will be another way that we can help strengthen the industry education community!

Accordingly, **we are willing to offer each school participant (1) complimentary standard 10' x 10' booth within the pavilion.** This booth will include: pipe & drape, draped table with 2 chairs, black carpet, (1) trash can, (1) 5 amp outlet and a booth ID Sign on the back drape. Exhibitors are responsible for the expense of their own additional booth costs including but not limited to: material handling, electrical usage, inbound and outbound shipping, additional A/V, signage or furniture needs within the booth.

We know that you have a great woodworking-related program and we would love to help you introduce it to future students, high school teachers, and interested industry professionals. **Did you know that one of the biggest issues we hear from high school teachers is that they don't know of any post-secondary programs to recommend to their students?** Let's empower them with information to share with their students! I look forward to seeing you in Vegas!

Best Regards,

Adria Torrez

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INTERESTED IN PARTICIPATING in the Higher Learning Pavilion?

CONTACT JENNIFER EVANS TODAY TO SECURE YOUR SPOT!

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