

2019 • SPONSORSHIP  
OPPORTUNITIES



**BEGIN HERE.**

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AWFS Fair has creative and dynamic opportunities to get your brand in front of attendees before, during and after the show.

JULY 17 - 20, 2019 | LAS VEGAS CONVENTION CENTER | LAS VEGAS, NV

# I N T R O

## YOUR AUDIENCE BEINGS HERE.

Whether you want to launch a new product, stand out from your competitors, increase brand awareness, or attract more qualified prospects to your booth, AWFS®Fair sponsorship opportunities amplify your exposure to more than 18,000 professionals in the woodworking industry. We offer face-to-face interaction that cannot be replicated in a digital setting.

Companies exhibit at AWFS®Fair to efficiently foster engagement and intelligence. Your opportunity to connect depends on drawing attendees to your booth. Sponsorships give you a voice beyond your booth.

**Don't wait for the right person to walk by, bring them in.**





# BRANDING

## PRESS ROOM SPONSORSHIP

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 press room. Press room will be off the show floor for 2019.

**Pricing: \$3,000 - EXCLUSIVE**

## BADGE LANYARD SPONSORSHIP

(sponsor provided)

Put your branding around the necks of your target audience by sponsoring the official show lanyard.

**Pricing: \$6,000 - SOLD - EXCLUSIVE**

## BADGE STOCK SPONSORSHIP

Badge advertising gives you exclusive, premium placement for your logo and branding. Your logo will be highlighted on the front of the badge and your ad will be printed on the back of more than 18,000 badges.

**Pricing: \$9,500- SOLD - EXCLUSIVE**

Wait list is available for all **SOLD** sponsorships and signage locations. Contact Sales for more details.



# BRANDING

## ADDENDUM HEADER SPONSORSHIP

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.

**Pricing: \$1,500 - EXCLUSIVE**

## CHARGING STATION

Attendees are constantly using their devices during the show and need a place to recharge. Create destinations for buyers by outfitting multiple charging stations throughout the Las Vegas Convention Center.

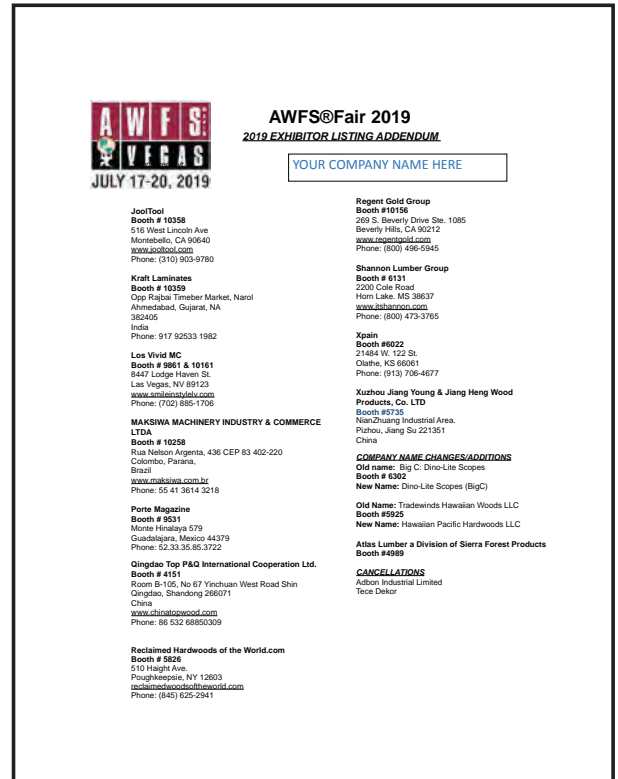
Sponsorship Includes: Company logo and booth number on each charging station.

**Pricing: \$4,500 - EXCLUSIVE**

## PARK BENCH

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.

**Pricing: \$1,500 - EXCLUSIVE**





# BRANDING

## ATTENDEE BAG SPONSORSHIP

(Sponsor Provided)

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.

**Pricing: \$6,000 - EXCLUSIVE**



## SHUTTLE BUS HEAD REST COVERS

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).

**Pricing: \$5,000 - EXCLUSIVE**



## SHUTTLE BUS VIDEO

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.

**Pricing: \$4,500 - EXCLUSIVE**



# REGISTRATION

## ATTENDEE CONFIRMATION EMAIL

Place a banner ad inside the confirmation email that is sent to every AWFS Fair attendee registrant prior to the show. Attendees are requested to bring a printed or digital copy of their email confirmation with them to expedite the badge pick up process. Your creative will land on the one email that is received by all attendees.

### Attendee Confirmation Email - Small Ads

Company logo 125x70 pixels wide on each confirmation email sent to attendees who pre-register online.

### Pricing:

Attendee Confirmation Web page **\$3,500- EXCLUSIVE**

Attendee Confirmation Email - Small Ads - **\$2,500 each (5 Available)**

Attendee Registration Confirmation Email – **\$5,000 - SOLD**

Attendee

From: AWFS@compusystems.com  
From label: AWFS Fair 2017  
Reply address: donotreply@compusystems.com  
Subject: AWFS Fair 2017 Registration Confirmation



SPONSOR LOGOS HERE



**YOU WILL NOT RECEIVE YOUR BADGE IN THE MAIL.**  
Print and bring this Page to an Express Registration counter Onsite to have your badge printed.  
Do not print from your email preview pane. Make sure this email has been opened completely so the barcode is visible before you print.  
CISCO REYES:  
Thank you for registering to attend the 2017 AWFS Fair at the Las Vegas Convention Center, July 19-22, 2017.



# DIGITAL MEDIA

## LOGO ON ONLINE FLOORPLAN

- Your company logo at the bottom of 2017 AWFS®Fair online master floor plan
- Logo will link to designated URL
- Hover tool will display a short message determined by client
- Logo is live from time of purchase through duration of show

**Pricing: \$1,000**



## MOBILE APP

Attendees use the Mobile App to identify and locate exhibitors on the show floor. Use this platform to elevate your brand message.



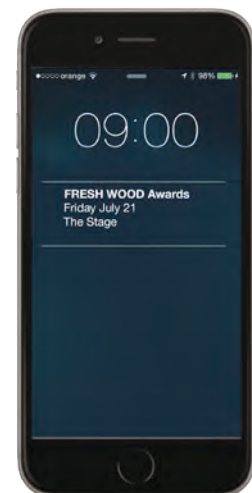
## MOBILE APP BANNER

Mobile App Banner Ad Banner ads rotate at the top of the app dashboard page, and click through to your landing page.

**Pricing: \$1,500 Each or \$6,000 EXCLUSIVE**

## MOBILE APP ALERT

Reach our most involved and active audience via app. push notifications. This opt-in service keeps our attendees socially involved, even when they don't have the mobile directory application open. Alert buyers to your show specials, new products and more! A great way to drive traffic to your booth!



**Pricing: \$400 Each (Limited to 5 per day)**





# DIGITAL MEDIA

## ENEWS

Attendee eNews is our digest of what's happening at the show and is one of our primary planning tools for AWFS Fair. Each edition of Attendee eNews delivers information, tools and media to enhance the show experience. From "How to Experience the Show," to "Can't Miss Events," Attendee eNews will deliver the information that matters most.

### Pricing:

A - Leaderboard \$2,000 each

B - Promo Spotlight Email \$500 Each

(limited to 20 spots and 50 characters)



# DIGITAL MEDIA

## DIGITAL BOOTH PACKAGES

### Standard Booth Package

**FREE**

Business Card - Contact Information  
ONE Press Release  
ONE Special Event Announcement  
Company Website link from exhibitor list  
ONE Product/Service listing (100 words per product/  
service description with photo)  
FIVE Brand Name Listings

### GOLD Digital Booth Package

**\$200**

“Standard Digital Booth Package” plus  
FOUR Press Releases  
Company Logo on Business Card 50kb  
TWO Special Event Announcements  
YouTube embedded video on Business Card  
10 Brand Name Listings  
Social Media Options: Facebook, Twitter, LinkedIn  
5- Product/Service listing (100 words per product/service  
description with photo)

### PLATINUM Digital Booth Package

**\$400**

“Gold Digital Booth Package” plus  
SIX Press Releases  
10- Product/Service listing (100 words per product/service  
description with photo)  
FOUR Special Event Announcements  
15 Brand Name Listings

### DIAMOND Digital Booth Package

**\$800**

#### (Package value \$1,150.00)

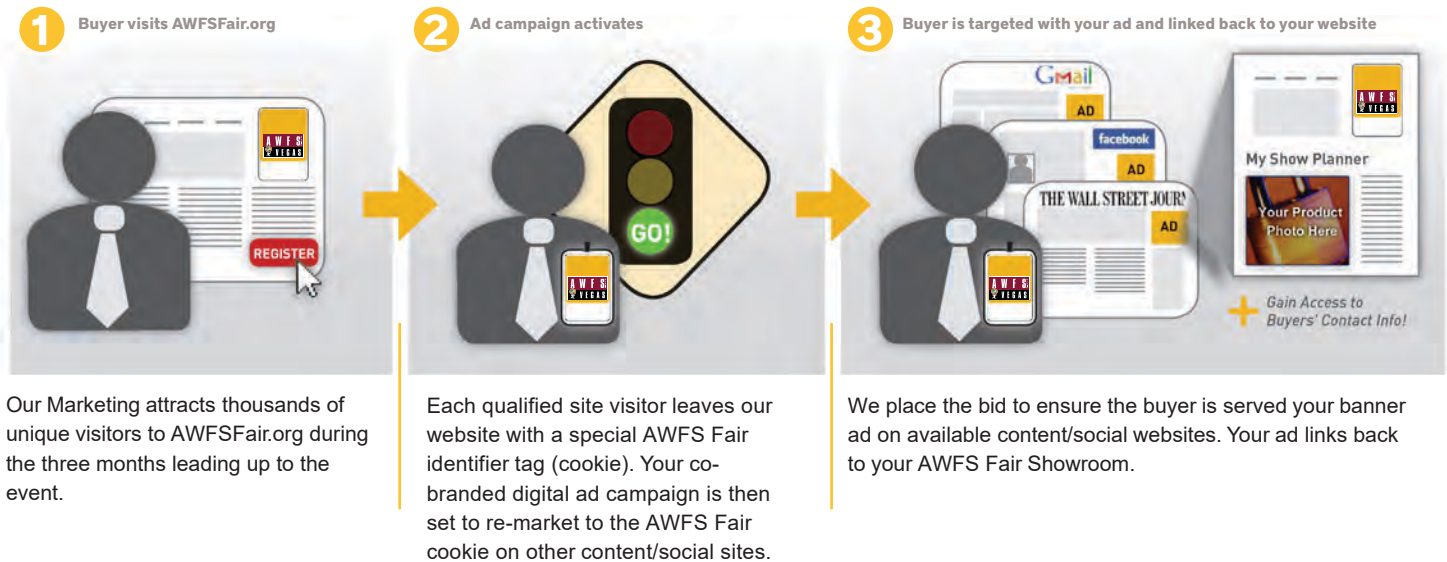
“Platinum Digital Booth Package” plus  
ONE Videocast URL Link  
ONE Podcast URL Link  
ONE Coupon Upload  
LOGO on the online floorplan sponsor bar. (Your company logo at  
the bottom of the 2019 AWFS®Fair online floor plan. Logo will link  
to designated URL. Hover tool will display a short message  
provided by the exhibitor)



# DIGITAL MEDIA

## REMARKETING

Using our sophisticated real-time bidding ad serving software, we can now target AWFS Fair visitors while they search the internet and interact on social media. Take this opportunity to increase your brand exposure and add additional influence to your online marketing campaign prior to the event. You provide the ad creative, we take care of the rest!



### Time of program: January 2019 – August 2019

- Package 1: 50,000 impressions \$2,000.00 each (5 Available)
- Package 2: 100,000 impressions \$4,000.00 each (5 Available)
- Package 3: 200,000 impressions \$6,000.00 (5 Available)

### Requirements:

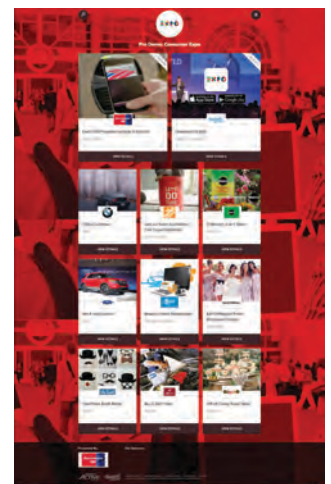
Sponsor should provide Banner Ads in 4 sizes: 300 x 250, 728 x 90, 160 x 600, and 1200 x 628, along with linking URL.

## VIRTUAL ATTENDEE BAG

The AWFS®Fair Virtual Event Bag exposes your brand to attendees before, during and after the event via the online platform. The Virtual Bag allows you to share information about your products and services, provide special offers, and customize the experience for attendees. The Virtual Bag will be promoted via the AWFS Fair via email attendee list, social media, and the mobile app. The best part is that all activity with your brands “store” is tracked; every visit, view, and engagement for each individual is compiled in a detailed report.

### Pricing:

- 3 Emails
  - Email 1 & 2 (entire attendee universe)
  - Email 3 (specifically to 2019 pre-registered attendees)
- 2 Ad Sizes
  - \$800.00 each, Large ad (limit 4 per email)
  - \$450.00 each, Small ad (limit 9 per email)





# DIGITAL MEDIA

## WEBSITE

### SPONSORED SLIDE HOMEPAGE

5 AVAILABLE – 1 sold/4 remain

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



**Pricing: \$5,000 - EACH SLIDE**

### COUNTDOWN CLOCK SPONSORSHIP

This highlighted box on the AWFS@Fair home page, counts down the days until the show. Sponsor it with your logo and booth number!

**Pricing: \$3,000 - EXCLUSIVE**



### LEADERBOARD AD

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 (728x90). It is the first ad seen on a page. Your banner will link to your profile or a web page of your choice.

**Pricing: \$2,000**



### WELCOME AD

Gain the attention of each person who comes to the AWFS@Fair website with a Welcome Ad! This large, dramatic high-impact banner allows your message to be seen by each unique visitor to the site. Ad will be served once per day to each visitor, only on computers (no mobile). Specs:

- Exclusive to one advertiser per time frame
- Links to your website
- 600 w x 500 h pixels
- Image Only (.gif or .jpeg)
- Available on desktop users only

**Pricing:**

**April/May \$3000**

**June/July \$6000**



# BANNERS + SIGNAGE

## 18,000+ 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. The opportunities may be limited, but the possibilities are endless.

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.



## WINDOW AND FLOOR CLINGS

Have your company logo, booth # and and/or customized graphics stand-out highly visible traffic areas with Carpet Stickers or Window Clings for all to see during the AWFS@Fair.

**Window Clings** - Your graphics will be double-sided so attendees will be reminded of your company as they are entering and exiting the convention center.

**Carpet Stickers** – Your graphics will be affixed to the floor in a high traffic area determined by the sponsor and show management

Artwork provide by sponsor, production provided by show management.

### Sponsor Levels:

Door Clings - Entrance Door

Call for pricing

Windows Window Clings

Call for pricing



# BANNERS + SIGNAGE

## METER BOARDS

Drive traffic and extend your branding beyond the booth with double-sided meter boards placed in the lobby or other high traffic areas of the show floor. These large, visually appealing billboards are both informative and impactful. Meterboards are an effective, affordable way to communicate with attendees. These signs are strategically placed in key areas to generate brand awareness and promote your products. Sponsorship includes opportunity cost only. Size: 3'w X 8'h.

**Pricing:** \$1,700 Each - Show Floor (16 Available)  
\$2,000 Each - Lobby Area (29 Available)

## 3-SIDED KIOSK

These unique eye-level signs display your message in high traffic areas around the lobby areas, inspiring curiosity about your product. Size: 3'w X 8'h.

**Pricing:** \$2,500 each (limited to 20 companies)

## AISLE SIGN SPONSORSHIP

Buyers look to the overhead signs to navigate the exhibit floor. Deliver your message as they find their way to your booth. Size: 3w' X 8'h.

**Pricing:** \$2,500 per sign





# EDUCATION

## FRESHWOOD – CATEGORY SPONSORSHIP

The Fresh Wood Student Woodworking competition display is a must see at the AWFS@Fair. Associate your company with one of the many category awards at the event.

The Fresh Wood categories:

- Chairs
- Tables
- Case Goods
- Design for Production
- Special Theme: Sports and Games
- Open

Additional Benefits Included:

- Your company recognized on screen at the Awards Reception program
- Company recognition on the 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 and logo and booth number) on the official competition brochure distributed at the display area
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS@Suppliers Edge e-newsletter

**\*Sponsorship subject to category availability. Sponsorships will be assigned based on a first come, first serve basis.**

**Pricing: \$1,000 (6 available)**



## 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.

**Pricing: \$3,000 - SOLD**

## 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.

**Pricing: \$3,000 - SOLD**

# EDUCATION



## BRAVO TO TEACHERS!

## In-Kind Donation

Students aren't the only ones that commit time and energy to the Fresh Wood student woodworking competition! Reward the winning teachers for their dedication with a prize for their school's woodshop. This can be one large prize such as a piece of machinery given to one school through a drawing or lottery at the Awards Reception or it could be individual prizes such as tools for all Fresh Wood teachers (approximately 30).

Benefits include:

- Participation in the Fresh Wood Awards Reception at the trade show
- 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 recognition on Fresh Wood page of AWFSFair.org
- Post-show publicity in Fresh Wood press releases and the AWFS® *Supplier's Edge* e-newsletter

## CWWK – SEMINAR TRACK

Thousands of buyers at the 2019 AWFS®Fair attend specifically for the top-notch education program. Your company will be recognized on signage featuring your company logo to ensure high visibility and help build brand awareness.

**Pricing: \$3,500 each (8 available)**





# SPEND OVER \$3,000 and qualify as an OFFICIAL 2019 AWFS® Fair SPONSOR!



## Show Sponsor Benefits Include:

- Link to your website from sponsor “thank you” page on AWFSFair.org
- Inclusion in sponsor “thank you” signs throughout the show
- Post-show publicity in the AWFS®Fair attendee promotion email
- Noted as a Show Sponsor on online floorplan and online business card
- First right of refusal on purchased sponsorships for the 2021 AWFS®Fair
- Deadline for first right of refusal for 2021 AWFS®Fair will be 06/01/2020.

\*Client to provide logo to use on promotional materials.

## TO PURCHASE:

Fill out the order form on the next page and return with payment to [awfssales@awfs.org](mailto:awfssales@awfs.org) or Fax to 323.838.9443