



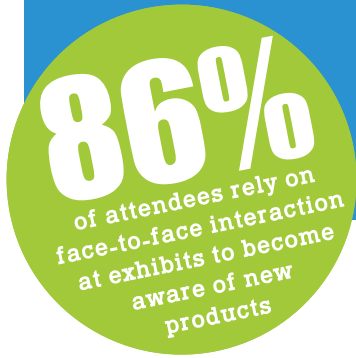
2 0 1 9 EXHIBITOR MARKETING
O P P O R T U N I T I E S



BEGIN HERE.



JULY 17-20, 2019
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA



Thank you for exhibiting at AWFS®Fair 2019!

We're committed to helping you make your AWFS®Fair experience as profitable and productive to your business as possible – that's why we've created this Marketing Manual with valuable information and a selection of materials to boost your ROI and success. The Manual is loaded with everything you need to promote both AWFS Fair and your presence at the show. We appreciate your support and look forward to an exceptional event in Las Vegas this July.

Here's an outline to help you take advantage of the promotions available to you.

AT A MINIMUM, DO THESE THINGS. THEY'RE INCLUDED AT NO ADDITIONAL COST WITH YOUR BOOTH:

- Submit your [free listing](#) for the print and the online directories.
- If you are a first time First Time Exhibitor, [submit your product](#) into our First Time Exhibitors New Product Showcase.
- Use [complimentary customized invitations](#) to invite prospective customers to the show.
- Promote your AWFS Fair booth on your website and electronic promotions. [Free banner ads](#), [customized landing pages and logos](#) can be downloaded to make this easy.

NEXT, INCORPORATE SOME OF THESE IDEAS INTO YOUR PLAN:

- Elevate your exposure by taking advantage of our [advertising options](#) which deliver high value and marketing impact.
- Have a new product to promote? Enter your new product into our [Visionary Awards New Product Showcase](#).
- [Upgrade your free listing](#) in the online directory to a Gold, Platinum or Diamond package to provide more comprehensive information and company branding.
- [Become a sponsor](#) to give your company a more prominent role at AWFS Fair.
- Place your print advertisement in one or more of the industry publications to gain greater market coverage and alert readers of your participation at AWFS Fair.
- Send news releases to trade media and develop a digital press kit for the Media Center. [Schedule a Press Conference](#) at the event, if you have new products or technology to debut.
- Utilize [social media](#) to promote your participation at AWFS Fair.

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SHOW SCHEDULE

EXHIBITOR SERVICE KIT

DATES	Wednesday, July 17 ~ Saturday, July 20, 2019	
LOCATION	Las Vegas Convention Center Las Vegas, Nevada Central Halls	
DEALER/DISTRIBUTOR DAY	Tuesday, July 16	9:00 A.M. - 5:00 P.M.*
	*Distributor Hours. Only attendees with Distributor badges will be able to access the show floor.	
SHOW HOURS EXHIBITS OPEN	Wednesday, July 17	9:00 A.M. - 5:00 P.M.
	Thursday, July 18	9:00 A.M. - 5:00 P.M.
	Friday, July 19	9:00 A.M. - 5:00 P.M.
	Saturday, July 20	9:00 A.M. - 2:00 P.M.
EXHIBITOR MOVE-IN*	Thursday, July 11	7:00 A.M. - 4:30 P.M.
	Friday, July 12	7:00 A.M. - 4:30 P.M.
	Saturday, July 13	7:00 A.M. - 4:30 P.M.
	Sunday, July 14	7:00 A.M. - 4:30 P.M.
	Monday, July 15	7:00 A.M. - 4:30 P.M.
	Tuesday, July 16	7:00 A.M. - 8:00 P.M.
EXHIBITOR MOVE-OUT*	Saturday, July 20	2:00 P.M. - 8:00 P.M.
	Sunday, July 21	8:00 A.M. - 4:30 P.M.
	Monday, July 22	8:00 A.M. - 4:30 P.M.
	Tuesday, July 23	8:00 A.M. - 2:30 P.M.
EXHIBITORS ONLY REGISTRATION	Saturday, July 13	1:00 P.M. - 4:30 P.M.
	Sunday, July 14	8:00 A.M. - 4:30 P.M.
	Monday, July 15	8:00 A.M. - 4:30 P.M.
ATTENDEE & EXHIBITORS REGISTRATION	Tuesday, July 16	8:00 A.M. - 6:00 P.M.
	Wednesday, July 17	8:00 A.M. - 4:30 P.M.
	Thursday, July 18	8:00 A.M. - 4:30 P.M.
	Friday, July 19	8:00 A.M. - 4:30 P.M.
	Saturday, July 20	8:00 A.M. - 1:30 P.M.

NOTE: The conference registration desk will be open 30 minutes prior to the start of all CWWK™ and S.M.A.R.T. sessions to accommodate these special registrations.

NOTE: Please refer to Target Move-In Map/Floorplan for all assigned times.

SHOW MANAGEMENT

Sales Director:	Amy Bartz
Marketing Director:	Jennifer Evans
Trade Show Director:	Kim Roehricht
Education & Conference Director:	Adria Salvatore
Assistant Education Director:	Adam Kessler
AWFS' Executive Vice President:	Angelo Gangone
Executive Assistant, Accts Receivable:	Angela Hernandez

EXHIBITOR MARKETING SCHEDULE & WORKSHEET



DEADLINE DATE	TASK	DONE
ASAP	Complete Your Print & Online Directory Listing via Exhibitor Dashboard (Required) <ul style="list-style-type: none"> • Select Product Categories • Submit New Products and Photos • Submit Press Releases • Upload Video and Show Specials (enhanced listings only) 	
Ongoing	Follow AWFS®Fair on Twitter, Facebook and Instagram, LinkedIn	
Ongoing	Plan Pre-show advertising using AWFS Fair 2019 Logo	
ASAP	Choose a Sponsorship Opportunity	
ASAP	Place AWFS Fair banner ad on company Website and post on your calendar of events.	
ASAP	Get the Promotion Widget code via Exhibitor Dashboard to promote your booth	
January - June	Order and distribute customized email invitations to customers and prospects	
January - July	E-mail customized landing page to customers and prospects	
May 2	Complete Your Online Exhibitor Directory Listing for the Show Directory	
May 15	Sponsorship Order Deadline	
May 24	First Time Exhibitor Showcase Entry Form Due	
	Visionary New Product Categories Awards Entry Form Due	
	Industry 4.0 Product Showcase Entry Form Due	
June 10	Show Directory Advertising Closes with WWN (see page 37 for details)	
July 8	Exhibitor Press Conference Request Form	
	Request a List of Registered Media	
July 16	Visionary New Product Awards Entries - must be hand delivered to the main lobby. First Time Exhibitor New Product Entry Industry 4.0 Entry All entries must be hand delivered to the main lobby	

SMILE AND HAVE A GREAT SHOW!

Customized Invitations

Deadline: June 1



	<small>JULY 17-20, 2019 LAS VEGAS CONVENTION CENTER LAS VEGAS, NEVADA www.awfsfair.org</small>		<input type="checkbox"/>
<p>Your Message (50 words or less)</p>		Your Return Address	
<p>Your Logo</p>			
		<p>SEE US AT BOOTH #0000</p> 	
		<p>Your Booth #</p>	

Order up to 500 postcards for free. The AWFS®Fair 2019 postcard is designed as a self-mailer to send to your customers and prospects, inviting them to your exhibit at the show. These passes are ideal if you want to personalize your mailing with a cover letter, flyer or promotional item. You can also send AWFS®Fair 2019 mailers with invoices, estimates, literature or regular correspondence.

Follow these four easy steps below:

1. Contact Armando Diaz, Modern Postcard Corporate Account Manager, at 800-959-8365 ext. 1586. Reference AWFS®Fair for the postcard template.
2. Customize the back panel to your specifications. Include your company's booth number, logo and copy you wish to add. Be sure to check your booth number against the floor plan at: <http://awfsfair.org/exhibitor-information/floor-plan/>.
3. Provide your mailing address. Modern Postcard will ship your postcards directly to you at no charge. Postage and mailing lists are not included. Modern Postcard offers mailing services at an additional fee.
4. Mail your postcards to your customers letting them know you'll be at AWFS®Fair.

AWFS Fair reserves the right to discontinue any exhibitor marketing programs without prior notice.

Promote Your Booth with the *Exhibitor Registration Widget*

FREE TO EXHIBITORS

CompuSystems, the official registration and lead retrieval provider for the **2019 AWFS®Fair**, is pleased to offer exhibitors a free and easy way to promote your booth and the show from your company's own website, by means of the Exhibitor Registration Widget. This widget is a small snippet of code that exhibitors can download from the show's ConnectME registration dashboard and place on your corporate website. The widget matches the look and feel of the show's website and dynamically displays the exhibitor's company name and booth number, and also allows a visitor single-click access to the event's registration page.



Once placed on your website, you will also be able to see how many people clicked on the widget - as well as how many registrations resulted from those clicks, via your ConnectME exhibitor registration dashboard. You will also have access to the list of registrants who registered via your widget, which includes, phone, email and date registered.

Features

- Downloadable from exhibitor's ConnectME registration dashboard
- Displays exhibiting company's name and booth number
- Single click access to the show's registration page
- User statistics viewable via the Exhibitor's ConnectME registration dashboard
- Exhibitor access to a list of registrants who registered via their widget

3 simple steps

1. **Access the exhibitor registration website and log-in to your ConnectME Dashboard.**
2. **Access the Registration Widget by selecting the icon under Booth Promotion in your exhibitor dashboard.**
3. **Add 'Widget Code' to the web page of your corporate website where you want it displayed.**

For more information, call Exhibitor Services Support at **+1 708.786.5565**

REGISTER YOUR STAFF

All exhibit booth personnel must register for a Fair badge in order to enter exhibits.

If you are paid up-to-date with your booth payments, then you should have received an email directly from CompuSystems. The email is being sent directly to the Trade Show Contact on the Exhibitor Space Rental Agreement. This email link and password will only be emailed to the Trade Show Contact.

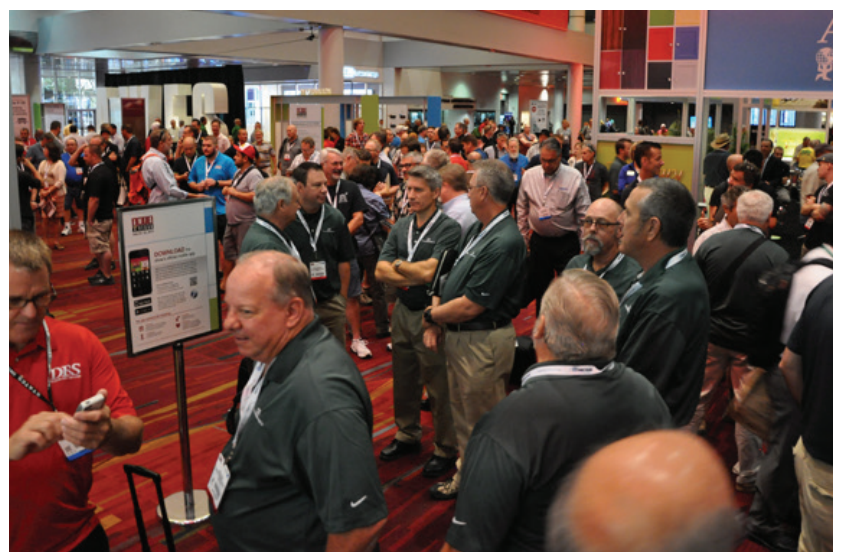
The booth reservation process does not register individuals for badges.

Each exhibiting company is allotted a certain number of complimentary Exhibitor personnel badges, based on the following formula: 8 badges for the first 100 sq. ft., plus 2 badges for each additional 100 sq. ft.

For example:

100 sq. ft.....	8 badges
200 sq. ft.....	10 badges
300 sq. ft	12 badges
400 sq. ft.....	14 badges
800 sq. ft	22 badges
1000 sq. ft	26 badges
2000 sq. ft	46 badges
4000 sq. ft	86 badges
5000 sq. ft	106 badges

Additional exhibitor personnel badges beyond the complimentary allotment will be produced at \$5.00 each.



EXHIBITOR LANDING PAGE & CUSTOM EMAIL

AWFS Fair wants to help you increase your booth traffic at the event. They are free to 2019 exhibitors! Spread the word to your network about participating in AWFS Fair and drive more customers to your space on the show floor. The best part is that you get to keep all of the leads that register using your custom landing page link! If you have not received your unique URL, please contact Jennifer Evans: jennifer@awfs.org, 323-215-0317. Below is an example of what your unique, co-branded landing page and custom email will look like!

Your Landing Page

Your landing page is customized to feature your company and its presence at AWFS Fair.



BEGINS HERE **AWFS VEGAS**
JULY 17-20, 2019
LAS VEGAS, NEVADA
www.awfsfair.org

211 DAYS 04 HOURS 25 MINUTES 47 SECONDS

We're Exhibiting at AWFS Fair 2019!

Stop by booth #1234 to visit us. We'd love to see you!

This is where your company description goes. You can write up to 150 words about what you want your prospects to know.

YOUR LOGO HERE

REGISTER NOW

Your Custom Email

Personalized Email Invitation Program
Your custom email is accessible through your Feathr dashboard.



AWFS VEGAS July 17-20, 2019
Las Vegas Convention Center
Las Vegas, Nevada, USA

INNOVATION BEGINS HERE

YOUR LOGO HERE

JOIN US AT AWFS@FAIR!

We're exhibiting in booth #1234 and we'd love to see you!





REGISTER NOW

Copyright AWFS® Fair

USE THE POWER OF SOCIAL MEDIA

Social Media has the power to connect you with targeted audiences. Twitter®, Instagram, Facebook®, YouTube®, LinkedIn® and others can help keep your audience informed with up-to-the-minute details about your participation at AWFS®Fair.

WHAT SOCIAL MEDIA SITES SHOULD I USE?

-  Post updates about your company, new products, special offers and more. Use #awfsfair or retweet @awfsfair.
-  Announce your plans to exhibit at AWFS Fair. Engage with attendees before, during and after the event.
-  Use video to connect with your customers.
-  Develop relationships with customers and prospects.

WHAT SHOULD I POST TO SOCIAL MEDIA SITES?

Twitter (140 Characters or less)

We'll be at @awfsfair July 17 – July 20. Be sure to stop by booth (insert your booth #) to see our products in action! #awfsfair.

INNOVATION. TECHNOLOGY. LEARNING. BEING HERE @ #AWFSFair

We're gearing up for #AWFSFair in Las Vegas. Visit us July 17-20 at booth (#) www.awfsfair.org.

Find out all about [INSERT NAME OF YOUR PRODUCT OR SERVICE] at #AWFSFair

Join us at #AWFSFair, in Las Vegas, as we unveil our latest product at booth (#)www.awfsfair.org



LinkedIn

Personal LinkedIn:

My company, (NAME), will be participating in AWFS Fair this year! Come see our new [PRODUCT LAUNCH INFO], [INSERT BOOTH#], at AWFS Fair 2019: www.awfsfair.org.

Company LinkedIn:

We will be at AWFS Fair this year! Las Vegas Convention Center in Las Vegas, Nevada, July 17 – July 20. Stop by our booth (insert number) to see new products, technologies and find solutions to help with your challenges. Can't wait to see you there!



Instagram

Use Instagram to catch the attention of the AWFS Fair Community by showcasing your photos and using Instagram Stories.

Follow and tag @AWFSFair and use the hashtags #awfsfair, #awfsfair19, #beginshere. By incorporating the official hashtags, your photos will appear when attendees, media, and other exhibitors search for AWFS Fair



Facebook

We're excited to be a part of @AWFSFair this year and we would love to see you there. Don't forget to plan to visit our booth (insert your booth #) while you're at the show! We will have special products, new innovative ideas and solutions you need. @AWFSFair is at the Las Vegas Convention Center in Las Vegas, Nevada, July 17 – July 20! See you there.

Join us at @AWFSFair, July 17– July 20, 2019, in Las Vegas, this year's largest woodworking show in North America. [INSERT COMPANY NAME] will be showcasing our latest product(s) at #AWFSFair. Meet us at booth [INSERT BOOTH#]. www.awfsfair.org.

Just confirmed our booth XXXX at @AWFSFair. See you in #Vegas this July 17-20! awfsfair.org.

<Unveiling/showcasing product/service> at @AWFSFair in Las Vegas— stop by and say hi! www.awfsfair.org #awfsfair

Please note: Facebook requires manual tag entry, so you will need to type in @AWFSFair in order to tag the event in your post.



YouTube

Shoot a short video of the new products you'll be featuring at AWFS Fair and post it. Be sure to include your booth number, name, and a brief description of the product in the description section. Then post the video link to Facebook and Twitter using #AWFSFair so you are seen by attendees.



Be sure to follow AWFS Fair on our social media platforms for regular updates about AWFS Fair 2019 and other upcoming opportunities.





Reserve your space in the only official and authorized

AWFS Fair Show Directory

Space Deadline: June 10 | Materials Deadline: June 17

Distributed to all AWFS Fair attendees at registration and in specially-marked kiosks, the show directory is the on-site resource for everything about the event. Show attendees will bring this high-quality, heavy-stock publication back to their shops as a year-round resource.



- All the information a show-goer needs to know about AWFS Fair
- Full exhibitor list and booth numbers in alpha order
- Full exhibitor list by product category
- Show floor plan
- Full College of Woodworking Knowledge session schedule and locations

\$1980 net, full-page, color

Full page specs:

Bleed: 8.625 x 11.125 inches

Live Area: 7.875 x 10.375 inches

Trim: 8.375 x 10.875 inches

To reserve, contact your Woodworking Network Market Manager
or Ellen.Roundtree@woodworkingnetwork.com | 847-828-6998

Sample eNewsletter

One

WSN eXCHANGE AWFS VEGAS

BLOG

Stop!
It has been said that the most difficult thing is knowing when to stop. [MORE](#)

IN THE FIELD

XYZ will feature Optimus
Woodcraft has started offering half pints of Black Dog Salvage Furniture Paint to promote color mixing and use on small projects. [MORE](#)

Three

Two

DeWalt unveils new FlexVolt saw
Woodcraft has started offering half pints of Black Dog Salvage Furniture Paint to promote color mixing and use on small projects. [MORE](#)

New software interface from C.R. Onsrud
SuperMax Tools announced it has been acquired by Laguna Tools of Irvine, Calif., a manufacturer of CNC machinery, band saws, table saws, edgebanders, and other woodworking equipment. [MORE](#)

Elias Woodwork adds colors to DVL line
SuperMax Tools announced it has been acquired by Laguna Tools of Irvine, Calif., a manufacturer of CNC machinery, band saws, table saws, edgebanders, and other woodworking equipment. [MORE](#)

Cefla set to unveil new products
Lockdowel Inc. will celebrate the opening of its new 9,000-sq.-ft. facility in Fremont, Calif., with an open house and barbeque on Sept. 29. [MORE](#)

Four

DeWalt unveils new FlexVolt saw
Woodcraft has started offering half pints of Black Dog Salvage Furniture Paint to promote color mixing and use on small projects. [MORE](#)

Five

INDUSTRY SPOTLIGHT

Accuride provides that 'Finishing Touch'
There are few features as important to woodworkers as great design and versatility. Accuride movement solutions provide that optimal combination. Their slides have allowed woodworkers to bring movement to the most unique and creative designs with ... [MORE](#)

Better sanding ... better finish!
For more than half a century, Uneeda Enterprises Inc. has been helping woodworkers achieve the industry's most advanced sanding results. The company was founded in the Bronx in 1967 and is still headquartered in New York, with additional locations now in North Carolina and Utah... [MORE](#)

Z Clips & custom architectural metal products
Monarch is the leading international manufacturer and distributor/supplier of Monarch Z Clips and fine custom architectural metal products. Over 30 years of experience goes into every product that we manufacture, including custom bracketry, aluminum angle, extruded shapes, furniture assembly kits and metal inlays in any metal or finish ... [MORE](#)

Six

Seven

Connect with Woodshop News

MAGAZINES | PRIVACY POLICY | CONTACT US
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10 Bokum Road
Essex, CT 06426-1185

eXchange 2019

eXchange eNews will be the only weekly frequency program sent to the largest audience of those most likely to attend the AWFS 2019 show. Why? Because it starts with the AWFS's database and grows as show registration increases. We will also augment its audience with *Woodshop News* readers—but its core comes from the AWFS's past and future attendees.

14 weekly eNewsletters

Commencing April 11th weekly - through to the AWFS Fair

Estimated Distribution: 42,000+ per week/release
(14 x 42,000 = 588,000 total impressions)

Sponsorship programs will lock-in your position for the entire 14-week (or alternating 7X) run of eNewsletters. A matching secondary ad position will also display on the article landing pages, where the full article content resides.

We all know that most eNewsletters never get a 100% read-through, but when you are there weekly, you will gain the reader's attention, increasing your brand recognition and booth traffic.

**DEEPEST REACH • HIGHEST FREQUENCY
ULTIMATE RESULTS**
- Sponsorship Program -

Ad#1	Top Banner	(14x@ \$6,500 / 7x @ \$3,400)
Ad#2	Banner	(14x@ \$5,900 / 7x @ \$3,050)
Ad#3	Skyscraper	(14x@ \$5,700 / 7x @ \$2,950)
Ad#4	Skyscraper	(14x@ \$5,700 / 7x @ \$2,950)
Ad#5	Banner	(14x@ \$5,300 / 7x @ \$2,750)
Ad#6	Tower	(14x@ \$5,300 / 7x @ \$2,750)
Ad#7	Banner	(14x@ \$5,000 / 7x @ \$2,600)

Industry Spotlight: \$300 net per placement

- 300 characters w/ spaces, 1 URL, email & phone #

Top Banner
728 x 90 px

AD SPECIFICATIONS

Acceptable Files: JPEG & GIF.
Files not to exceed 40k or 15 seconds of animation.

**SUBMIT PRESS
RELEASES TO:**

Editorial@woodshopnews.com
(include your Booth Number)

SALES CONTACTS:

800-444-7686, Rory Beglin x242
rory@woodshopnews.com

Skyscraper
125 x 250 px

Tower
125 x 375 px

PRINT AND ONLINE DIRECTORY

Exhibitor Profile

Deadline: May 2

AWFS®Fair exhibitors will receive a FREE digital booth, accessible through our online interactive floor plan. Update your digital booth profile online to ensure that accurate information is printed in the AWFS Fair 2019 Show Directory.

Verify, update, or add all of the following information that will be used in the printed Show Directory: Exhibitor/ Company Name (must contact Show Management to alter)

- Booth Number (must contact Show Management to alter)
- Company Address
- Company Phone
- Company Fax
- Company Email
- Company Website URL
- Company Contact Name (one individual only)
- Company Profile (limit – 200 word description)
- Brands List and Product Categories Selection (will be listed in the Show Directory indexes)

IMPORTANT SHOW GUIDE DEADLINE

Listings must be reviewed and updated by May 2nd for changes to appear in the printed Show Directory.

UPGRADE YOUR ONLINE LISTING

Make it easy to be found. All exhibitors receive the free listing above. Increase your exposure by upgrading to the Gold, Platinum or Diamond level. This enhanced listing allows you to increase the online information available to attendees, while reinforcing your brand (see page 41 for form).

Information in Printed Show Guide; Information in Digital Booth Profile

While email addresses, phone numbers, fax numbers, and company contacts are collected online for use in the printed Show Directory, they appear in the online digital booth profile closer to the show date. We withhold this information in the online profile close to the show in an effort to minimize third-party solicitations to exhibitors.

Brands/Additional Listings

We are offering 5 free “Brand Listings” to each exhibitor. These Brand listings are updated in your online company profile, the brands are visible in your online floorplan “business card” and the brands are searchable online. The brands will also be printed in the official show directory with booth number. You can upgrade to a Gold Digital booth package to increase to 10 brand listings, or the Platinum Digital Booth Package to increase to 15 Brand listings.

In years past we have offered “additional listings” to allow an exhibitor to add a brand to their profile, this option is replacing the additional listings.

DIGITAL BOOTH PACKAGES

ONLINE LISTING PACKAGES	STANDARD	GOLD	PLATINUM	DIAMOND
Company Profile Update your booth profile with all relevant information and description.	Max 200 Words	Max 200 Words	Max 200 Words	Max 200 Words
Product Categories Select product subcategories that prospects are likely to search in order to find you. Your company will appear in the Product Index of the printed Show Guide within the product categories chosen.	Unlimited	Unlimited	Unlimited	Unlimited
New Products Feature specific product lines that will be introduced at AWFS Fair 2019. Include descriptions and photos.	1 - Product/Service Listing. 100 Words per Product/Service with High-Res photo	5 - Product/Service Listing. 100 Words per Product/Service with High-Res photo	10- Product/Service Listing. 100 Words per Product/Service with High-Res photo	10- Product/Service Listing. 100 Words per Product/Service with High-Res photo
Press Releases Highlight what's happening at your company. Tell your story with printable, downloadable press releases.	1 Release	4 Releases	6 Releases	6 Releases
Company Logo - on the business card Add your company logo for greater recognition.	No	No	Yes	Yes
Social Media Icons Enable attendees to find and follow you on Twitter, LinkedIn and Facebook.	No	Yes	Yes	Yes
Videos Let potential buyers see and hear your story; provide clear demonstrations to prove your product's success. YouTube embedded video only.	No	Yes	Yes	Yes
Brand Name Listing Create a custom list of company brands. (searchable online and in printed directory)	5	10	15	15
Videocast URL Link Highlight your video podcast to potential attendees.	No	No	No	1
Podcast URL Link Opportunity to have attendees hear about you before they hit the show floor.	No	No	No	1
Coupon Upload Promote your deals — discounts, giveaways, drawings, etc. — to keep your booth buzzing through the event.	No	No	No	Yes
Special Events If you are running any special events during the show, you can announce them in your digital booth. Enter the details for your special event(s). If you do not have any special events to announce, just leave these fields blank.	1 Event	2 Events	4 Events	4 Events
Floorplan Sponsor Bar Logo 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)	No	No	No	Yes
PRICE PER PACKAGE	included	\$200	\$400	\$800



2019 AWFS®Fair

"DIGITAL BOOTH PACKAGE" Order Form

Every Exhibitor will receive

200 Word Online Company Profile & 75 Word Printed Directory Profile

<input type="checkbox"/>	STANDARD Digital Booth Package	Included w/booth
	Business Card - Contact Information	ONE Press Release
	Company website link from exhibitor list	ONE Special Event Announcement
	1 - Product/Service listing (100 words per product/service description with photo)	5 Brand Name Listings
<input type="checkbox"/>	GOLD Digital Booth Package	\$200.00
	"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)	
<input type="checkbox"/>	PLATINUM Digital Booth Package	\$400.00
	"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
<input type="checkbox"/>	DIAMOND Digital Booth Package (Package value \$1,150.00)	\$800.00
	"Platinum Digital Booth Package" plus	ONE Videocast URL Link
	ONE Coupon Upload	ONE Podcast URL Link
	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)	

**It is the exhibitors responsibility to make sure that all of the information is updated and correct in the online system for the AWFS®Fair 2019*

TOTAL \$ _____

COMPANY NAME	CONTACT NAME	TITLE
ADDRESS	CITY/STATE/ZIP	
EMAIL	PHONE	FAX

<input type="checkbox"/> SEND INVOICE	<input type="checkbox"/> CREDIT CARD	SIGNATURE	DATE
---------------------------------------	--------------------------------------	------------------	-------------

The undersigned, on behalf of the company named above ("We") does hereby apply for the reservation of the exhibit space in the 2019 AWFS®Fair July 17-20, 2019. We have read and agree to abide by the "Terms & Conditions", which are made a part of this Agreement by reference and fully incorporated herein. We understand that this Agreement shall be legally binding between AWFS and the Exhibitor upon acceptance in writing by a duly appointed representative of AWFS. We understand that any changes to this Agreement must be made in writing. When executed by both parties this Agreement, this shall constitute a binding Agreement between the parties.

Email Contract to: AWFSSales@awfs.org or fax to 323.838.9443



2019 AWFS®Fair
Digital Booth Packages & Online Company Profile Listing Instructions
& Online e-pay! NEW!!!!

Print the instructions out and use it as a checklist

Every exhibitor will receive the “STANDARD” package automatically

You can upgrade to Gold, Platinum or Diamond by completing the Digital Package Order Form. You can do this in the site or fill out the separate order form.

Exhibitor links:

Here is the link - if you have NOT registered your password.

<https://www.expocadweb.com/awfs19/EC/forms/users/RequestRegistration.aspx?>

Here is the link if you have registered your password.

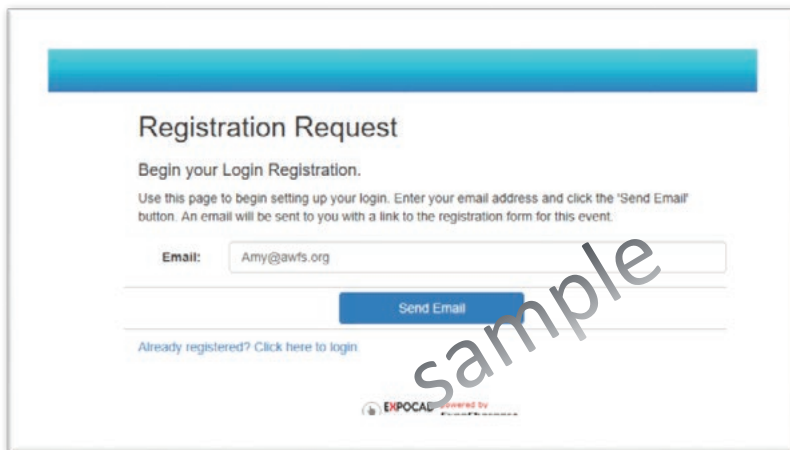
<https://www.expocadweb.com/awfs19/ec/forms/users/Login.aspx>

1. The Main Trade Show Contact for each exhibitor will receive an email that will look like this:

- Click the link to get started.
- Only exhibitors who are current with their booth payments will receive an email.
- If you did not receive an email, please contact Kim@awfs.org or Amy@awfs.org

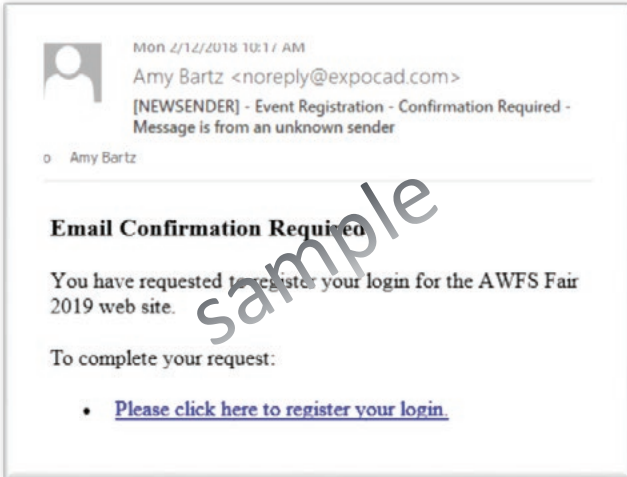


2. It will open this window. Make sure your email is there and click the send email button

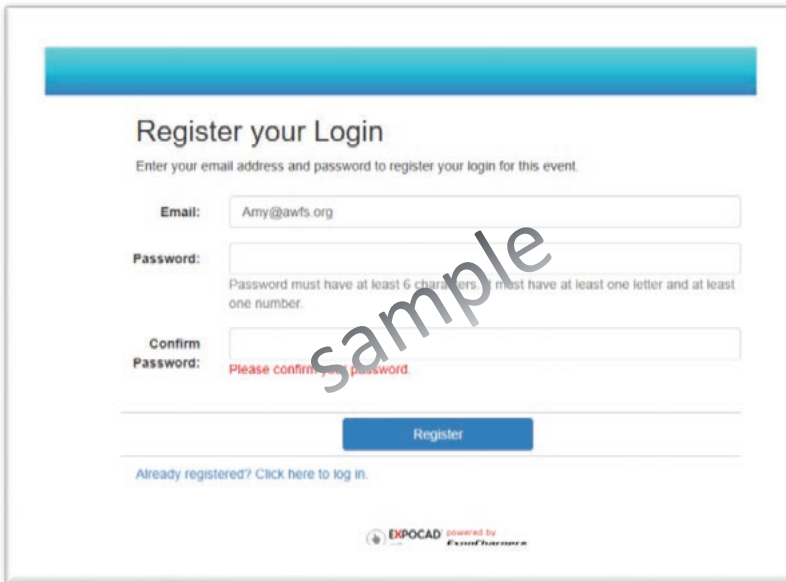


3. You will then receive a 2nd email confirmation.

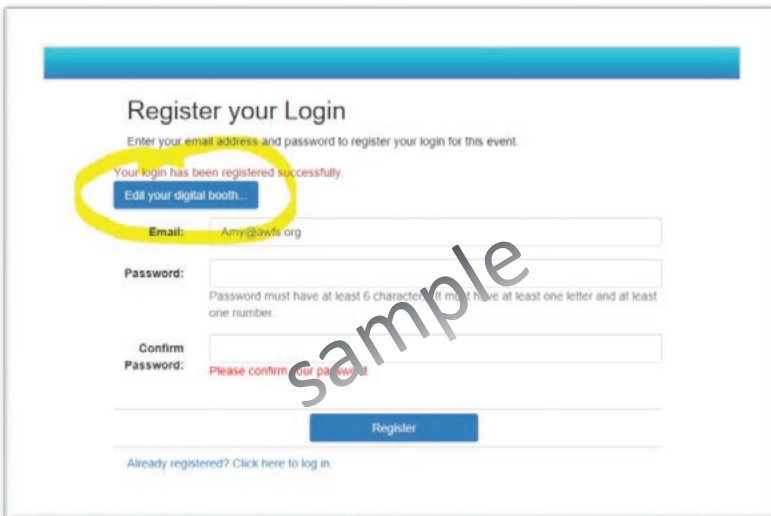
- Click to register the login



4. Register your login and create your own password, then click the register button.



5. The digital booth window should automatically open – if you see this window. Click the Edit your digital booth button.



MAIN NAVIGATION PAGE

Upon logging into the Digital Booth Editor, you will see the main navigation console. (Picture below)
AWFS Fair 2019 7/17/2019 - 7/20/2019

The screenshot shows the main navigation console for the Digital Booth Editor. At the top, there is a navigation bar with 'Home' and 'Digital Booth'. Below this, a section titled '2021 AWFS Fair Sales Office' displays booth information: 'Last Modified: n/a', 'Booth Number: C201', and 'Package: AWFS Fair Upgrade!'. A navigation menu includes 'Exhibition Contract' and 'Account Balance/Payments'. A status bar indicates the user is logged in as an Event Administrator. The main content area is divided into two columns: 'VIEW BOOTH' and 'VISITOR REPORT'. The 'VIEW BOOTH' column contains links for Administrative Contact, Business Card, Company Profile, Multi-Media Center, Product Showcase, and Special Events. The 'VISITOR REPORT' column contains links for Brands, Categories, Company Contacts, Press Releases, Show Guide, and File Uploads. A link at the bottom of the main content area says 'Download/Upload your digital booth data...'. Three callout boxes provide additional information: one for 'ACCOUNT BALANCE/PAYMENTS' (viewing account balance and paying invoices online), one for 'Exhibition Contract' (adding a digital booth package), and one for the 'VISITOR REPORT' (viewing visitor statistics).

The top of the page will list your main booth information

- The booth number(s) linked to this digital booth.
- The date that this digital booth was last updated.
- The digital booth level that is active for this exhibitor.

Each exhibitor receives the Standard Package with limited access to the features. You may request an upgrade to a higher-level digital booth, The Gold package is \$200.00 and the Platinum package is \$400.00 and the Diamond Package is \$800.00.

Contact awfssales@awfs.org or you may fill out the Digital Booth Package order form and submit.

Exhibitors can access each of the sections available for collecting content. There are two columns of information.

1. **VIEW BOOTH** allows the exhibitor to preview their digital booth as they enter content.
2. **VISITOR REPORT** displays a report of traffic to the exhibitor's digital booth.

ONLINE DIGITAL BOOTH AND DIRECTORY CHECKLIST

Please make sure you complete each section of the Digital Booth Editor Login for the website, pre-show planner and printed directory.

ADMIN CONTACT

Please DO NOT CHANGE OR UPDATE, if there is a contact change please email awfssales@awfs.org and inform us in writing who the new trade show contact is.

CREATE - Business Card

Basic corporate contact information is provided in the business card section of the Digital Booth Editor. There are a number of fields that contain the corporate address, phone and email contact. LinkedIn, Facebook and Twitter company links are only available in the Gold, Platinum and Diamond packages. Please make sure you save your work, by selecting the SAVE button at bottom of page.

COMPANY PROFILE

The company profile section consists of a 200 word company description field and a company URL field. Select, COMPANY PROFILE on the landing page of the Digital Booth Editor Log-in and follow the steps. This is the profile that will only be seen in the online floorplan.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

MULTI-MEDIA CENTER

You must upgrade your booth to get access. You need to purchase a digital booth package in order to have this feature unlocked. Please contact the AWFSSales@awfs.org.

- Company logo on business card – available in Gold, Platinum or Diamond packages
- Company Logo on Floorplan – NOT AVAILABLE
- Booth wallpaper – NOT AVAILABLE
- Fill booth with photo – NOT AVAILABLE
- Coupon – NEW for 2019 – only available in Diamond package
- YouTube embedded video - available in Gold, Platinum or Diamond packages
- Video Webcast URL Link – NEW for 2019 – only available in Diamond package
- Podcast URL Link -- NEW for 2019 – only available in Diamond package

Please make sure you save your work, by selecting the SAVE button at bottom of page.

PRODUCT SHOWCASE with Photo!

Here is your opportunity to show off your products to attendees. The product information you enter here will appear in your digital booth under the "Product Showcase" link. Use the up and down arrows to change the order that the products will be displayed in. You will be able to enter the Name of product, tagline, description of product, and upload a photo! Products are searchable in the online floorplan!

- Standard Package – 1 product listing
- Gold Package - 5 product listings
- Platinum and Diamond Packages - 10 product listings

Please make sure you save your work after each product showcase, by selecting the SAVE button at bottom of page.

SPECIAL EVENTS

All exhibitors can post one Special Event Listing in their profile.

- Standard Package – 1 special event listing
- Gold Package – 2 special event listings
- Platinum and Diamond Packages – 4 special event listings

Please make sure you save your work after each special event, by selecting the SAVE button at bottom of page.

BRANDS LIST

It is simple and easy, just type in the Brand and hit the button! Brands are searchable upon the exhibitor list.

- Standard Package – 5 product/brand listings
- Gold Package – 10 product/brand listings
- Platinum and Diamond Packages – 15 product/brand listings

CATEGORIES

Select the product or service categories that apply to your company. These will also be used for the directory and on line product searches. You can select as many categories that are applicable to your business.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

COMPANY CONTACTS

The BOOTH CONTACTS form allows exhibitors to include up to four contacts in their digital booth. This information is only visible in the online company profile. (Fields available: Name, Title, Phone, Mobile, Fax, Email)

Please make sure you save your work after each contact, by selecting the SAVE button at bottom of page.

PRESS RELEASES

Post a press release regarding your company or show specials!

- Standard Package – 1 press release
- Gold Package – 4 press releases
- Platinum and Diamond Packages - 6 press releases

Please make sure you save your work after each press release, by selecting the SAVE button at bottom of page.

SHOW GUIDE - OFFICIAL SHOW DIRECTORY COMPANY LISTING

Digital Booth Editor SHOW GUIDE form, please select and update. This is different from the company profile you filled out for the online version. 75 word description and this description will not be seen online, this profile will only be used for the Official Show Directory.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

To log out, go to the username button in the top right corner and select log out.

UPGRADE YOUR LISTING!

To upgrade your booth package email awfssales@awfs.org for a contract or download the contract from the website www.awfsfair.org



Deadline: May 24

EARN THE RECOGNITION THAT YOU DESERVE!

AWFS® FAIR VISIONARY NEW PRODUCT AWARDS AND SHOWCASE

The AWFS® Fair Visionary 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 2017 AWFS® Fair (July, 2017). All company's whose entries are accepted will have their product featured in the Visionary New Product Showcase for the duration of the show. This showcase will be located in the main lobby in front of Central Hall and in past shows, has proven to be one of the Fair's most popular features.



HOW TO ENTER

Deadline is May 24, 2019.

1. Complete the AWFS® Fair Visionary New Product Awards application online at visionaryaward.artcall.org.
2. You may enter your product for judging in more than one Main Category. In addition, you will also be able to submit photos, brochures and other product information along with your answers to the New Product questions.

FINALISTS FOR THE VISIONARY NEW PRODUCT AWARDS WILL BE HIGHLIGHTED BY:

- A booth designation as a New Product Finalist at the show.

WINNING COMPANIES WILL:

- Be posted on AWFSFair.org, on Facebook, Instagram 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.

FOR ALL VISIONARY NEW PRODUCT ENTRIES

- Entries must be received no later than May 24, 2019.
- All entries will be guaranteed a space in the visionary showcase.
- Entry payment must be emailed to Angela Hernandez at angela@awfs.org before New Product Award applications will be accepted. This form may be found in on page 23.
- Entry products are to be hand delivered to the Las Vegas Convention Center no later than July 16, 2019 by 3:00 p.m. in the main lobby adjacent to the AWFS booth. Please do not send product to the AWFS Fair office in advance.

Visionary Award winners will be announced on July 19, 2019 at 9:00 a.m. Location will be announced closer to the show.



FIRST TIME EXHIBITORS SHOWCASE – FREE ENTRY

There is no charge for First Time Exhibitors to enter the First Time Exhibitor Showcase unless you want your product to be judged in the Visionary Awards.

If you do want the product to be judged, the Visionary New Product Awards Showcase entry form, found on page 23 must be submitted, along with payment and an online submission must be made at visionaryaward.artcall.org.

Please note: When submitting your entry, for the Visionary New Product Award, DO NOT select First Time Exhibitor as a Main Category but rather choose a category that you would like your product to be considered for.

If you simply want your product to be included in the First Time Exhibitors Showcase and not become an award contestant, you may submit your entry free of charge into the First Time Exhibitor Showcase, by selecting First Time Exhibitor under the Main Category Menu and answer any of the questions you may believe are applicable under the Visionary New Product Awards online application.

Any questions should be directed to Angela Hernandez at Angela@awfs.org or at (800) 946-2937.





NEW PRODUCT AWARDS SHOWCASE ENTRY FORM

DEADLINE FOR ENTRY FORM IS MAY 24, 2019

- 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.
- Complete the submission process by visiting visionaryaward.artcall.org for complete details and follow the instructions to submit your product for judging in the Visionary New Product Awards.

Products larger than 4' in length, 60" in height and/or 20" in depth will not fit in the display cases and will need to have a photo, model or sample submitted in place of the product. (Space restriction may change dependent upon number of entries. Products accepted upon a first-come first-serve basis.)

NAME OF PRODUCT: _____

SUB-CATEGORY - Check one:

- Product Innovation
- Productivity
- Green/Environmental
- Ergonomics/Safety

CATEGORY - Check one:

- Components
- Software
- Raw Materials
- Plastics Machinery/Supplies
- Tooling

- Machinery under \$50,000
- Machinery over \$50,000
- Industry 4.0
- Power Tools
- Hardware
- Other: _____

No. of entries: _____ **x Rate \$** _____ **= Total: \$** _____

Entry Fees: \$175 Members and \$200 Non-Members per each Visionary New Product Entry.

Any entries submitted after the deadlines, if accepted, will be charged an additional \$50 late fee and the entry sign will only contain the product name, company and booth number.

- Check enclosed (Payable to AWFS) \$ _____ Mail to: AWFS®, 2400 E Katella Ave, Suite 340, Anaheim, CA 92806
- Credit Card Payment (may be faxed to: 323-838-9443 or mailed). If faxing, be sure to call 323-838-0305 to confirm receipt.

Card Type: Visa Mastercard AmEx Credit Card Amount \$ _____

Card Number

_____|_____|_____|_____|

Exp. Date

Cardholders Name _____

Address _____

City _____ State _____ Zip _____

Cardholders Signature _____ Date _____

Card Billing Address _____ City: _____ State: _____

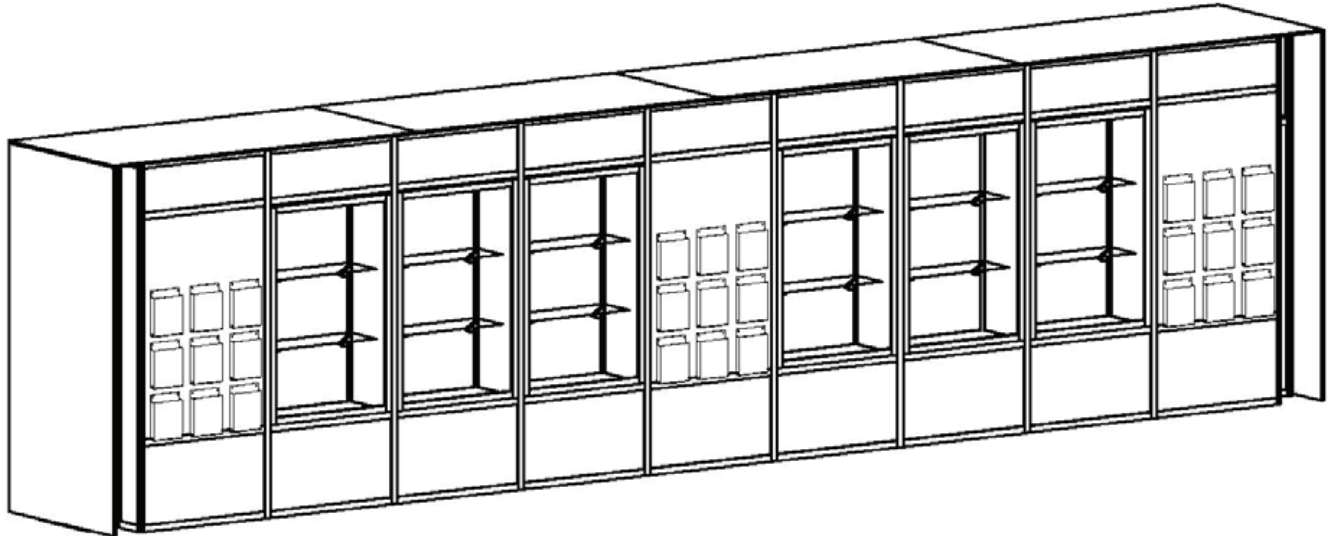
Cardholders Email: _____

Return to: AWFS®Fair, 2400 E Katella Ave, Suite 340, Anaheim, CA 92806
Phone: 800-946-(AWFS)2937 (in the U.S.); Fax: 323.838.9443

FOR AWFS® OFFICE USE ONLY Form Checked by: _____ Date: _____

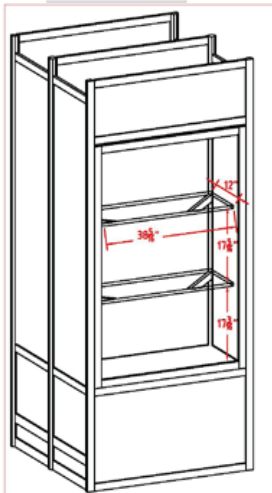
Please do not send product to the AWFS Fair office in advance.

All product entries to be at the Las Vegas Convention Center for check-in on July 16, 2019 at the Visionary Showcase Booth in the main lobby.

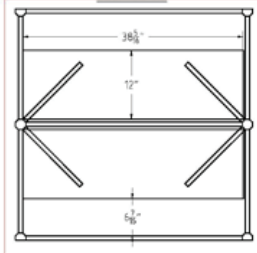


Single Cabinet (CENTER) Internal dimensions

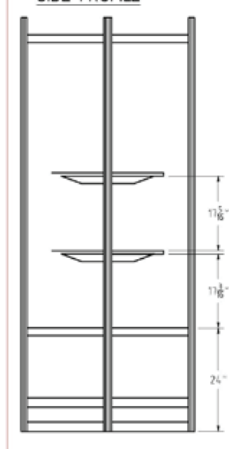
PERSPECTIVE VIEW



TOP VIEW

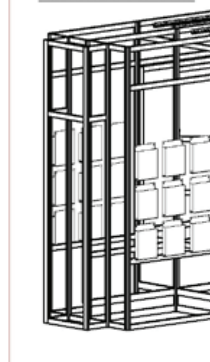


SIDE PROFILE

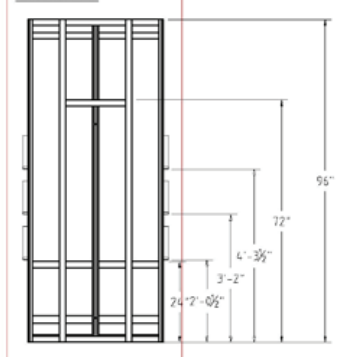


End Cabinet dimensions (Built at show site)

PERSPECTIVE VIEW



SIDE VIEW



Base to bottom of first row: 2' 1/2"

Base to bottom of second row: 3' 2"

Base to bottom of first row: 4' 3 1/2"

Base to top: 96"

Shelves: 38⁵/₁₆" wide x 12" deep

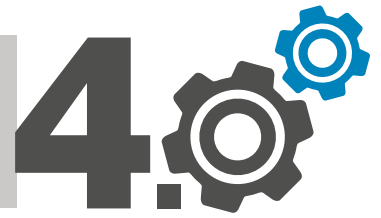
Base: 24" high

From base to bottom shelf: 17³/₁₆"

From first shelf to second shelf: 17⁵/₁₆"

Please contact Angela Hernandez at angela@awfs.org with any questions.

INDUSTRY



Product and Technology Showcase
Deadline: May 24

The 2019 AWFS[®]Fair will once again, feature a showcase highlighting Industry 4.0 and the technology that will heavily influence the future of manufacturing including but not limited to: Artificial Intelligence; Augmented and Virtual Reality; Robotics; 3D Printing; Cloud Computing; Internet of Things (IOT) and Internet of Services (IOS).

In addition, Industry 4.0 educational sessions will be featured as part of the College of Woodworking Knowledge[®] (CWWK[®]) which will address specific 4.0 topics.

If your company has products or services that are Industry 4.0 compatible, you will want to feature them in the showcase. The 4.0 showcase will be located near the Visionary Award showcases in the main lobby and exhibitors participating in the Industry 4.0 showcase will also be highlighted in the following:

AWFS[®]Fair website

AWFS[®]Fair Official Show Directory

Designated markers for Industry 4.0 products

The Industry 4.0 showcases are free to all exhibitors and are separate than the Visionary Awards. Industry 4.0 product participation must be submitted for approval by show management and applications must be submitted online at awfsfair.org/industry4-0 by May 24th, 2019.

All exhibitors wishing to enter their Industry 4.0 product to be judged in the Visionary New Product Awards Showcase must submit their entries to visionaryaward.artcall.org by May 24th, 2019. Exhibitors may enter both the Visionary New Product Awards and Industry 4.0 showcases, but must submit applications for both.

*Contact Angelo Gangone with any questions at angelo@awfs.org or 323.838.9440 ext. 304.

Get Free Advertising THROUGH THE PRESS

Trade shows provide the perfect opportunity to increase your company's exposure to the trade press. Journalists are constantly looking for news stories and your company can be one of them. Take advantage of this communication channel by distributing press materials about your company and products before, during, and after AWFS®Fair.

There are many ways you can reach the media:

- Send press releases to the media 2-3 months before AWFS Fair — especially publications planning a special AWFS Fair issue.
- Schedule one-on-one interviews with key trade media and your top executives.
- Schedule a press conference during the event.
- Develop a press information kit for the Press Room which includes news releases and background information on your company and products, photos, digital photo and release files, multimedia CD's, etc. Exhibitors can deliver kits to the Media Center the day prior to show opening. For Media Center questions, please contact jennifer@awfs.org.

Show Directory or Show Daily Advertising - Don't forget to include the Show Daily or Show Directory published by Woodworking Network in your PR plan (see page 29 for details).

Pre-Show and Post-Show Press Conferences

If you have a new product development or a newsworthy announcement regarding your company, schedule a press conference through AWFS Fair and invite the trade press to attend. Schedule on-site meetings for the purpose of demonstrating new products and pitching article ideas. AWFS Fair will provide, by request, a list of pre-registered editors and can assist you in scheduling your press conference. If you do want to host a press conference, please fill out the **Media Briefing/Event Scheduling Form** (page 44).

You need clearance to hold a press conference before or after regular hours of trade show operation. Please notify the show management (Operations Director, Kim Roehricht at kim@awfs.org or 323.215.0315) to make special arrangements for early or late access.

PRESS LIST

The AWFS Fair Press list will be available to all exhibitors three weeks prior to and after the show. You may request the press list by contacting: Jennifer Evans, jennifer@awfs.org or 323.215.0317.

FOOD AND BEVERAGE FOR PRESS CONFERENCES

All food and beverage items must be purchased through show management. Please contact Kim Roehricht, Operations Director at 323.215.0315 or kim@awfs.org for more information.

For questions about the media, please contact Jennifer Evans, Director of Marketing, AWFS Fair at 323.215.0317, or email at jennifer@awfs.org.

Media Briefing/Event Scheduling Form

DEADLINE FOR SUBMISSION: JULY 8, 2019

All media briefings and events must be registered with the AWFS® Media Relations staff, including those held in a booth or outside of the Las Vegas Convention Center. Registered briefings will be listed on the Official Media Event Calendar (posted in the Press Room), and distributed to all editors in attendance.

Name of Company: _____ Booth: _____

Press Contact in Booth: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Telephone: _____ Fax: _____

E-mail: _____ Web site: _____

TYPE OF EVENT: Large Media Briefing Media Reception Single Media Interview
 Other (Please list): _____

Topic/Title/Description: _____

Day of Event: _____ Time of Event: _____

LOCATION: Exhibitor's booth. Number _____ (if different than listed above)
 The Press Room (Interview only)
 Other Location: _____
 To be announced. Please contact us.

EVENT IS: Open to all members of the Media
 By invitation only

Return this form to: Jennifer Evans
AWFS® Fair Media Relations
2400 Katella Ave, Suite 340
Anaheim, CA 92806
Phone: 800-946-(AWFS) 2937
jennifer@awfs.org

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



AWFS®Fair 2019
2019 EXHIBITOR LISTING ADDENDUM

YOUR COMPANY NAME HERE

JooToot
Booth # 10358
516 West Lincoln Ave
Monterey, CA 95040
www.jootoot.com
Phone: (310) 903-8780

Kraft Laminates
Booth # 10389
Opp Rajpal Timber Market, Narol
Ahmedabad, Gujarat, NA
380005
India
Phone: 917 92533 1982

Los Vivid MC
Booth # 10161 & 10161
8447 Lodge Haven St
Las Vegas, NV 89123
www.losvivid.com
Phone: (702) 885-1706

MAKSIWA MACHINERY INDUSTRY & COMMERCE
LTD.
Booth # 10258
Roa Nelson Argentina, 436 CEP 83 402-220
Columbo, Parana
Brazil
www.makswa.com.br
Phone: 55 41 3614 3218

Porte Magazine
Booth # 9531
Morne Himalaya 579
Guadalajara, Mexico 44379
Phone: 52 33 35 85 3722

Qingdao Top P&Q International Cooperation Ltd.
Booth # 4151
Room B-105, No 67 Yinchuan West Road Shin
Qingdao, Shandong 266071
China
www.chinatopwood.com
Phone: 86 532 68850309

Reclaimed Hardwoods of the World.com
Booth # 5026
510 Haight Ave.
Poughkeepsie, NY 12603
reclaimedhardwoodsoftheworld.com
Phone: (845) 625-2941

Regent Gold Group
Booth #10156
209 S. Beverly Drive, Ste. 1085
Beverly Hills, CA 90212
www.regentgold.com
Phone: (800) 496-5945

Shannon Lumber Group
Booth # 8131
2200 Cole Road
Horn Lake, MS 38637
www.shannon.com
Phone: (800) 413-3165

Xpoin
Booth #6022
21484 W. 122 St.
Olathe, KS 66061
Phone: (913) 706-4677

Xuzhou Jiang Young & Jiang Heng Wood Products, Co LTD
Booth #5735
NianZhuang Industrial Area
Fuzhou, Jiang Su 221351
China

COMPANY NAME CHANGES/ADDITIONS
Old Name: Big C- Dino-Lite Scopes
Booth # 6392
New Name: Dino-Lite Scopes (BigC)

Old Name: Tradewinds Hawaiian Woods LLC
Booth #5925
New Name: Hawaiian Pacific Hardwoods LLC

Atlas Lumber a Division of Sierra Forest Products
Booth #4989

CANCELLATIONS
Aubon Industrial Limited
Tece Debor



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 - SOLD - 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 ad 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 2019 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 AD

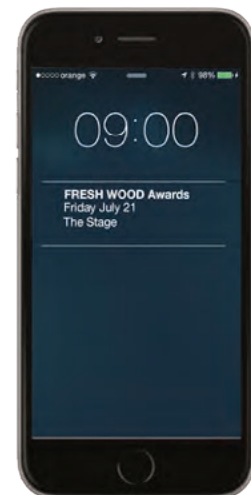
Banner ads rotate at the top of the app dashboard page, and click-through to your landing page.

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)



A



B

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)

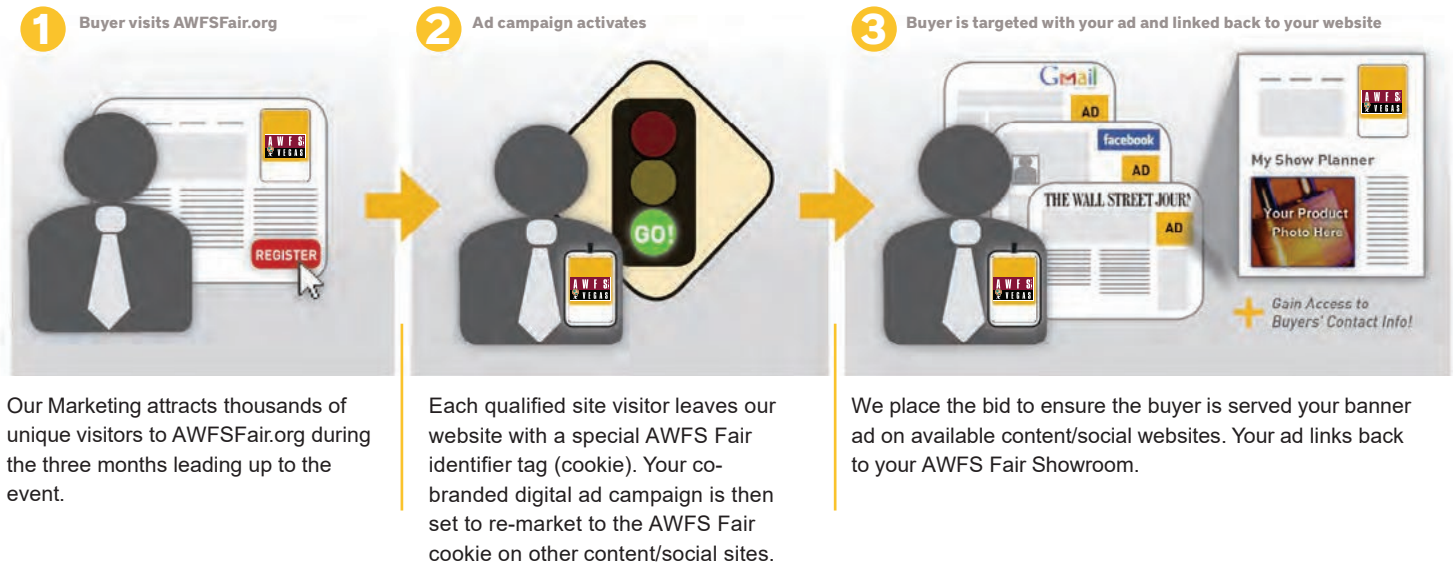
“Platinum Digital Booth Package” plus
ONE Videocast URL Link
ONE Podcast URL Link
ONE Coupon Upload
LOGO on the online floorplan sponsor bar. (Your company logo at
the bottom of the 2019 AWFS@Fair online floor plan. Logo will
link to designated URL. Hover tool will display a short message
provided by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

Sponsor Levels:

Window Clings - Entrance Door:	Call for pricing
Carpet Stickers:	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 Include:

- Your company recognized on screen at the Awards Reception
- 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
- Company recognition on Fresh Wood page of AWFSFair.org
- Post-show publicity in Fresh Wood press releases and the AWFS® *Suppliers' 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 or Fax to 323.838.9443



2019 AWFS® Fair

"SHOW SPONSORSHIPS AND DIGITAL SPONSORSHIPS"

ORDER FORM

All sponsorships are based on availability

				QTY	TOTAL
<input type="checkbox"/>	Press Room	<i>Exclusive</i>	\$3,000.00		\$
<input type="checkbox"/>	Badge Lanyard (sponsor provided)	<i>Exclusive</i>	\$6,000.00	SOLD	SOLD
<input type="checkbox"/>	AWFS®Fair Badge Stock Sponsorship	<i>Exclusive</i>	\$9,500.00	SOLD	SOLD
<input type="checkbox"/>	Addendum Header Logo Sponsorship	<i>Exclusive</i>	\$1,500.00		\$
<input type="checkbox"/>	Charging Station Sponsorship	2 Available	\$4,500.00 each		
<input type="checkbox"/>	Attendee Bag (sponsor provided)	<i>Exclusive</i>	\$6,000.00		
<input type="checkbox"/>	"Take a Break" Park Bench Sponsorship		\$1,500.00 each		\$
<input type="checkbox"/>	Shuttle Bus Sponsorships				
<input type="checkbox"/>	Shuttle Bus Head Rest Covers	<i>Exclusive</i>	\$5,000.00	SOLD	SOLD
<input type="checkbox"/>	Shuttle Bus Videos	<i>Exclusive</i>	\$4,500.00		
<input type="checkbox"/>	Meter Boards (2 sided approx 3' by 8')				
<input type="checkbox"/>	MB Lobby Area (29 avail)		\$2,000.00 each		\$
<input type="checkbox"/>	MB Show Floor (16 avail)		\$1,700.00 each		\$
<input type="checkbox"/>	Kiosks Lobby Areas (3 sided approx 3' by 8') (18 avail)		\$2,500.00 each		\$
<input type="checkbox"/>	Aisle Sign Sponsorship		\$2,500.00 each		\$
<input type="checkbox"/>	Window and Floor Clings			Call for Pricing	
<input type="checkbox"/>	Master Floor Plan Sponsor Bar Logos		\$1,000.00 each		\$
<input type="checkbox"/>	Official Show APP Ad - 640x120 ad				
<input type="checkbox"/>	Official Show APP Ad - 640x120 ad	6 available	\$1,500.00 each		\$
<input type="checkbox"/>	Show App Push Alerts - Limit to 5 per day		\$400.00 each		\$
<input type="checkbox"/>	AWFS®Fair.org Leaderboard ad 728x90 (will run till 9/18)		\$2,000.00 each		\$
<input type="checkbox"/>	AWFS®Fair.org Welcome Ad on home page 600x500				\$
<input type="checkbox"/>	April/May 2019	<i>Exclusive</i>	\$3,000.00		\$
<input type="checkbox"/>	June/July 2019	<i>Exclusive</i>	\$6,000.00		\$
<input type="checkbox"/>	Attendee enews				\$
<input type="checkbox"/>	Leaderboard		\$2,000.00 each		\$
<input type="checkbox"/>	Promo Spotlight emails		\$500.00 each		\$
<input type="checkbox"/>	AWFS®Fair Home page Slider Ad 1,600 X 900 pixel		\$5,000.00 each		\$

<input type="checkbox"/>	ATTENDEE REGISTRATION Online & Email Ad Options					
<input type="checkbox"/>	Confirmation Web Page 600x120	<i>Exclusive</i>	\$3,500.00		\$	
<input type="checkbox"/>	Confirmation Email - Large Ad 825x70	<i>Exclusive</i>	\$5,000.00	SOLD	SOLD	
<input type="checkbox"/>	Confirmation Email - Small ad 125x70	<i>6 available</i>	\$2,500.00 each		\$	
<input type="checkbox"/>	Countdown Clock Sponsorship (awfsfair.org)	<i>Exclusive</i>	\$3,000.00		\$	
<input type="checkbox"/>	ONLINE ATTENDEE TARGETED ADVERTISING PROGRAM					
<input type="checkbox"/>	Package 1 - 50,000 impressions	<i>5 available</i>	\$2,000.00 each		\$	
<input type="checkbox"/>	Package 2 - 100,000 impressions	<i>5 available</i>	\$4,000.00 each		\$	
<input type="checkbox"/>	Package 3 - 200,000 impressions	<i>5 available</i>	\$6,000.00 each		\$	
<input type="checkbox"/>	VIRTUAL ATTENDEE BAG				\$	
		<i>circle which email</i>				
<input type="checkbox"/>	Small Ad (limit 9 per email)	email	1 2 3	\$450.00 each		\$
<input type="checkbox"/>	Large Ad (limit 4 per email)	email	1 2 3	\$900.00 each		\$
<input type="checkbox"/>	Fresh Wood; Best in Show Sponsorship	<i>Exclusive</i>	\$3,000.00	SOLD	SOLD	
<input type="checkbox"/>	Fresh Wood; People's Choice Award	<i>Exclusive</i>	\$3,000.00	SOLD	SOLD	
<input type="checkbox"/>	Fresh Wood; Category Sponsorship	<i>6 available</i>	\$1,000.00 each		\$	
<input type="checkbox"/>	CWWK Seminar Track Sponsorship	<i>8 available</i>	\$3,500.00 each		\$	
<input type="checkbox"/>	Bravo To Teachers Sponsorships				In Kind Donation	

GRAND TOTAL: \$

*** Spend over \$3,000.00 and be an Official Show Sponsor**

Official Show Sponsors need to send in their logo to AWFSsales@awfs.org for use on Promotional Materials

COMPANY NAME	CONTACT NAME	TITLE
ADDRESS	CITY/STATE/ZIP	
EMAIL	PHONE	FAX

<input type="checkbox"/> SEND INVOICE	<input type="checkbox"/> CREDIT CARD	SIGNATURE	DATE
---------------------------------------	--------------------------------------	------------------	-------------

The undersigned, on behalf of the company named above ("We") does hereby apply for the reservation of the exhibit space in the AWFS® Fair July 17-20, 2019. We have read and agree to abide by the "Terms & Conditions", which are made a part of this Agreement by reference and fully incorporated herein. We understand that this Agreement shall be legally binding between AWFS® and the Exhibitor upon acceptance by a duly appointed representative of AWFS®. We understand that any changes to this Agreement must be made in writing. When executed by both parties to the Agreement, this shall constitute a binding Agreement between the parties.

Email signed contract with payment to awfssales@awfs.org or fax to 323.838.9443

2019 AWFS[®] Fair HANGING BANNER Opportunities

INSIDE SIGNAGE & BANNERS

❖ METER BOARD

- A very large and high impact one meter panel – 2 sided
- approximately 3’ wide x 8’ high
 - \$1,700.00 each - Show Floor (16 available)
 - \$2,000.00 each - Lobby Areas (29 available)



❖ KIOSK

- Three ways to promote your company, all at once!
- 3 Sided Kiosk – each panel 3’ wide x 8’ high
- Placed in key locations throughout lobby areas
 - \$2,500.00 each

❖ AISLE SIGNS

- Three sides of an aisle sign
- 3’ by 5’ are for Company Name, Logo, and booth number
 - \$2,500.00 Each





NEW for 2019!

❖ Column Wraps (5 Available)

- Outside CC8 & CC11
- Main Lobby, CC9, CC12 & CC13
 - **\$5,000.00 each**

❖ BANNER (CB - 1)

- 22.5'h by 30'
- Main lobby – single sided
- **\$15,000.00**



NEW for 2019!

❖ CB 3.1 and CB 3.2 (shown)

- Main Lobby Single Sided
- 48' by 20' 6"
 - **\$20,000.00 each**

NEW for 2019!

❖ CB 6.1

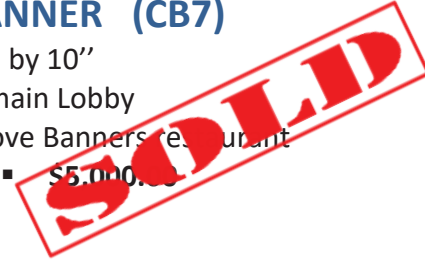
- Main Lobby Single Sided
- 48' by 20' 6"
 - **\$20,000.00**





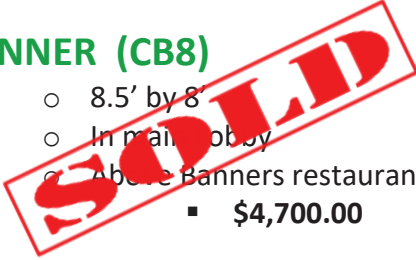
❖ **BANNER (CB7)**

- 8.5' by 10''
- In main Lobby
- Above Banners restaurant
 - \$5,000.00



❖ **BANNER (CB8)**

- 8.5' by 8'
- In main lobby
- Above Banners restaurant
 - \$4,700.00



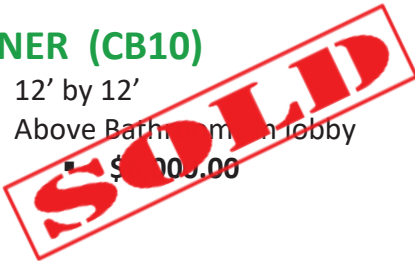
❖ **BANNER (CB9)**

- 12' by 12'
- Next to escalators
 - \$5,000.00



❖ **BANNER (CB10)**

- 12' by 12'
- Above Barium in lobby
 - \$5,000.00





- ❖ **BANNER (CB-11)**
- 10' by 20'
- Above Bathrooms in lobby
 - \$7,000.00

❖ **BANNER (CB-15.1) & (CB-15.2)**

- 25' by 5'
- East Concourse
- 15.1 pictured
 - \$4,000.00 each



❖ **BANNER (CB-16.1) & (CB-16.2)**

- 25' by 4'
- East Concourse
- \$3,700.00 ea

❖ **BANNER (CB-17.1) & (CB-17.2)**

- 25' by 5'
- East Concourse
- 17.1 pictured
 - \$4,000.00 each

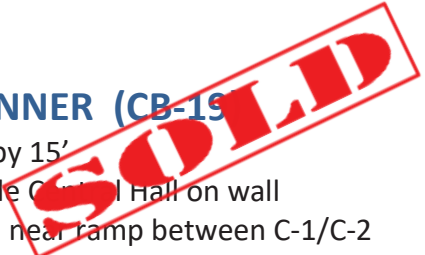


Amy Bartz * AWFS® Fair Sales Director
 2400 E. Katella Ave, Suite 340 * Anaheim, CA 92806
 323.215.0302 direct * 323.838.9443 fax * 760.468.6122 cell



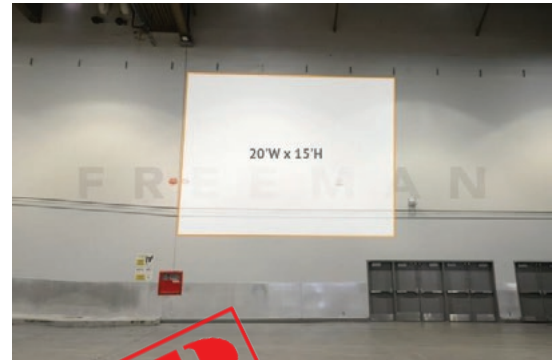
❖ **BANNER (CB-19)**

- 20' by 15'
- Inside Central Hall on wall
- Wall near ramp between C-1/C-2
 - \$5,500.00



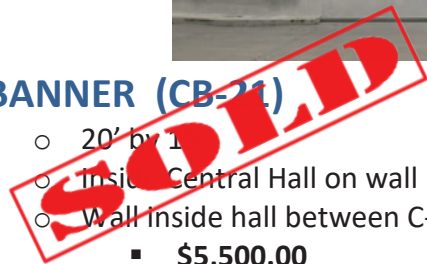
❖ **BANNER (CB-20)**

- 20' by 15'
- Inside Central Hall on wall
- Wall near ramp between C-1/C-2
 - \$5,500.00



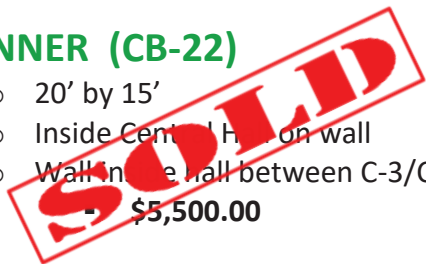
❖ **BANNER (CB-21)**

- 20' by 15'
- Inside Central Hall on wall
- Wall inside hall between C-3/C-4
 - \$5,500.00



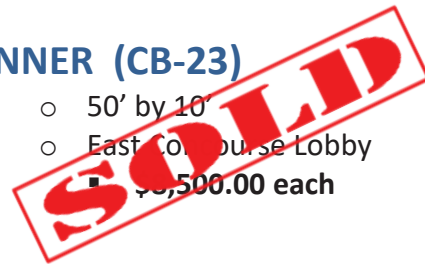
❖ **BANNER (CB-22)**

- 20' by 15'
- Inside Central Hall on wall
- Wall inside hall between C-3/C-4
 - \$5,500.00



❖ **BANNER (CB-23)**

- 50' by 10'
- East Courthouse Lobby
 - \$5,500.00 each



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❖ **BANNER (CB-25)**

- 50' by 10'
- East Concourse Lobby
 - **\$8,500.00 each**



❖ **BANNER (CB-26)**

- 50' by 10'
- East Concourse Lobby
- CB 23 is pictured
 - **\$8,500.00 each**

❖ **BANNER (CB-27)**

- 30' by 10'
- East Concourse Lobby
 - **\$6,000.00**



OUTSIDE HANGING BANNERS

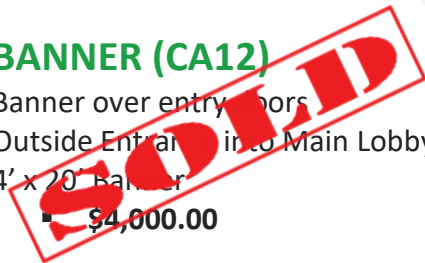
❖ BANNER (CA11)

- Banner over entry doors
- Outside Entrance into Main Lobby
- 4' x 20' Banner
 - \$4,000.00



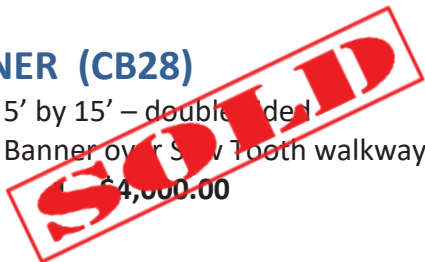
❖ BANNER (CA12)

- Banner over entry doors
- Outside Entrance into Main Lobby
- 4' x 20' Banner
 - \$4,000.00



❖ BANNER (CB28)

- 5' by 15' – double sided
- Banner over Saw Tooth walkway
 - \$4,000.00

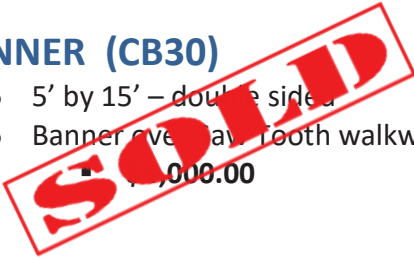


❖ BANNER (CB29)

- 5' by 15' – double sided
- Banner over Saw Tooth walkway
 - \$4,000.00

❖ **BANNER (CB30)**

- 5' by 15' – double sided
- Banner over Saw Tooth walkway
 - \$10,000.00



❖ **BANNER (CB38)**

- 7.6' by 60'
- Banner Facing Main Entrance
 - \$10,000.00

NEW for 2019!

❖ **BANNER (CB39)**

- 120' by 7.6'
- Outside on Central Hall Entrance Wall
 - \$15,000.00



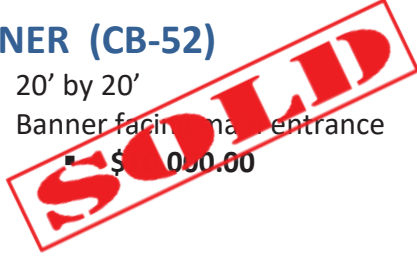
❖ **BANNER (CB-40)**

- 7.5' by 120'
- Banner of Saw Tooth facing LVCC
 - \$17,000.00

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❖ BANNER (CB-52)

- 20' by 20'
- Banner facing main entrance
 - \$ 000.00



NEW for 2019!

❖ BANNER (CB-53)

- 4.6' by 44'
- Outside Central Hall Entrance
 - \$6,000.00

SPEND OVER \$3,000.00 and qualify as an OFFICIAL 2019 AWFS®Fair SPONSOR!

❖ SHOW SPONSOR BENEFITS

- 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
Or Fax to 323.838.9443

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2019 AWFS® Fair

HANGING BANNER Order Form

All sponsorships are based on availability

Inside Lobby AREA

<input type="checkbox"/> Banner CB-1 (22.5' by 30')	\$15,000.00	SOLD
<input type="checkbox"/> Banner CB-3.1 (48' by 22.6')	\$20,000.00	
<input type="checkbox"/> Banner CB-3.2 (48' by 22.6')	\$20,000.00	
<input type="checkbox"/> Banner CB-6.1 (48' by 22.6')	\$20,000.00	
<input type="checkbox"/> Banner CB-7 (8.5' by 10')	\$5,000.00	SOLD
<input type="checkbox"/> Banner CB-8 (8.5' by 8')	\$4,700.00	SOLD
<input type="checkbox"/> Banner CB-9 (12' by 12')	\$6,000.00	SOLD
<input type="checkbox"/> Banner CB-10 (12' by 12')	\$6,000.00	SOLD
<input type="checkbox"/> Banner CB-11 (10' by 20')	\$7,000.00	SOLD
<input type="checkbox"/> Banner CB-15.1 (25' by 5')	\$4,000.00	SOLD
<input type="checkbox"/> Banner CB-15.2 (25' by 5')	\$4,000.00	
<input type="checkbox"/> Banner CB-16.1 (25' by 4')	\$3,700.00	SOLD
<input type="checkbox"/> Banner CB-16.2 (25' by 4')	\$3,700.00	SOLD
<input type="checkbox"/> Banner CB-17.1 (25' by 5')	\$4,000.00	SOLD
<input type="checkbox"/> Banner CB-17.2 (25' by 5')	\$4,000.00	
<input type="checkbox"/> Banner CB-23 (50' by 10')	\$8,500.00	SOLD
<input type="checkbox"/> Banner CB-25 (50' by 10')	\$8,500.00	
<input type="checkbox"/> Banner CB-26 (50' by 10')	\$8,500.00	
<input type="checkbox"/> Banner CB-27 (30' by 10')	\$6,000.00	

TOTAL

Inside Show Floor

<input type="checkbox"/> Banner CB-19 (20' by 15')	\$5,500.00	SOLD
<input type="checkbox"/> Banner CB-20 (20' by 15')	\$5,500.00	
<input type="checkbox"/> Banner CB-21 (20' by 15')	\$5,500.00	SOLD
<input type="checkbox"/> Banner CB-22 (20' by 15')	\$5,500.00	SOLD

Outside Hall

<input type="checkbox"/> Banner CA-11 (4' by 20')	\$4,000.00	
<input type="checkbox"/> Banner CA-12 (4' by 20')	\$4,000.00	SOLD
<input type="checkbox"/> Banner CB-28 (5' by 15')	\$4,000.00	SOLD
<input type="checkbox"/> Banner CB-29 (5' by 15')	\$4,000.00	
<input type="checkbox"/> Banner CB-30 (5' by 15')	\$4,000.00	SOLD
<input type="checkbox"/> Banner CB-38 (7.5' by 60')	\$10,000.00	
<input type="checkbox"/> Banner CB-39 (120' by 7.6')	\$15,000.00	
<input type="checkbox"/> Banner CB-40 (7.5' by 120')	\$17,000.00	
<input type="checkbox"/> Banner CB-52 (20' by 30')	\$10,000.00	SOLD
<input type="checkbox"/> Banner CB-53 (4.6' by 44')	\$6,000.00	

Other Signage

	QTY	TOTAL
<input type="checkbox"/> Aisle Sign Sponsor	\$2,500.00	
<input type="checkbox"/> Kiosk - Lobby Area	\$2,500.00	
<input type="checkbox"/> Meter Panel - Lobby Area	\$2,000.00	
<input type="checkbox"/> Meter Panel - Show Floor	\$1,700.00	
<input type="checkbox"/> Column Wrap	\$5,000.00	

***Spend over \$3,000.00 and be an Official Show Sponsor**

Official Show Sponsors need to send their logo to
AWFSSales@awfs.org for use on promotional materials

GRAND TOTAL \$ _____

COMPANY NAME

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

EMAIL

PHONE

FAX

SEND INVOICE

CREDIT CARD (form included)

SIGNATURE _____

DATE _____

The undersigned, on behalf of the company named above ("We") does hereby apply for the reservation of the exhibit space in the AWFS® Fair July 17-20, 2019. We have read and agree to abide by the "Terms & Conditions", which are made a part of this Agreement by reference and fully incorporated herein. We understand that this Agreement shall be legally binding between AWFS® and the Exhibitor upon acceptance by a duly appointed representative of AWFS®. We understand that any changes to this Agreement must be made in writing. When executed by both parties to the Agreement, this shall constitute a binding Agreement between the parties.





CREDIT CARD PAYMENT FORM



COMPANY NAME _____

PAYMENT FOR

AWFS® Fair Booth Payment (percentages based on dates) Amount: \$ _____

AWFS® Membership Payment - 2018 Dues Amount: \$ _____
(Membership is due in full, and is not on a percentage basis like booth space)

AWFS® Membership Payment - 2019 Dues Amount: \$ _____
(Membership is due in full, and is not on a percentage basis like booth space)

OTHER: _____ Amount: \$ _____
(SWM membership, sponsorship/signage, education, donations, etc.)

TOTAL: \$ _____

**Charge will appear on statements from "Association of Woodworking & Furnishing Suppliers"*

PAYMENT DETAILS

This Payment Only

Charge automatically when any balances become due

CREDIT CARD INFORMATION

MasterCard

Visa

Discover

American Express

Credit Card Number _____ Exp Date: _____

Cardholder Name: _____

Phone: _____ email: _____
Receipt will be emailed to this email address

Credit Card Billing Address _____

City _____ State _____ Zip _____

Cardholders Signature: _____ Date: _____

I hereby authorize AWFS® to charge my credit card for the amount indicated

FAX (323) 838-9443

EMAIL angela@awfs.org

MAIL AWFS, 2400 E Katella Ave, Suite 340, Anaheim, CA 92806

Questions? Call Angela Hernandez at (800) 946-AWFS (2937)

(AWFS® office use only)

Accounting Dept. Initials	Date Processed	Actual Amount Processed	Approval #
_____	_____	_____	_____





2400 East Katella Ave, Suite 340
Anaheim, CA 92806
Phone: 323.215.0300
Fax: 323.838.9443

awfsfair.org