Opportunity Meets Success
Exhibitor Prospectus

NEW FOR 2021
TUESDAY - FRIDAY SHOW DAYS

AWFS Fair
JULY 20-23, 2021
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org

YOUR CHANCE TO SHOWCASE YOUR PRODUCTS.
YOUR BIGGEST OPPORTUNITY IS HERE.

Why AWFS® Fair?

The AWFS® Fair brings together a community of the most influential people and ideas, explores trends, showcases the most innovative technologies, and displays amazing new products in one place.

As an exhibitor, you can:

- Reach into untapped markets.
- Maximize your marketing efforts in ONE expansive marketplace.
- Reconnect with customers and find new ones to drive your business forward.
- Generate sales – reach the most qualified buyers.
- Increase exposure with an international audience.
- Gain valuable market intelligence on your competitors.

“As an exhibitor, Cefla’s AWFS® Fair participation is a strategic choice that allows our team to showcase the latest finishing technology and innovation directly to our customer base in the woodworking industry.”

Kristen Riggs, Marketing Manager, Cefla North America, Inc.
Marketing Tools to Help you Succeed

When you exhibit at AWFS®Fair, you get more than just floor space. Take advantage of these value added opportunities to gain momentum and exposure for your company and products.

FREE AWFSFair.org Exhibit Listing
This is like a virtual exhibit for you to use before AWFS®Fair ever takes place, and it remains live even after the show’s conclusion. Attendees can search the exhibitor listing by company, keyword, or product category to find the organizations that offer the types of products and services they’re looking for at the show.

AWFSFair.org Digital Booth Upgrades
You have the option to upgrade your online listing. If you do, you’ll be able to provide prospects with updated information. You’ll have the ability to add your company’s logo, product photos, literature, video, press releases, email contacts and Web links to drive traffic to your website.

Press Relations
Get your company in front of the national and international media covering AWFS®Fair. You can access pre-registered media list, place your press kits in the Press Room, and conduct a press conference during the show.

FREE Customized Invite and Email
Co-branded custom invite and/or email to help invite your customers and prospects to the show!

Guest Invites
Opportunity to provide discounted or complimentary registration invitations to your customers and prospects.

New Product Email
Provide us with your new-product information so we can feature your product(s) in an email to pre-registered attendees.

Free Direct Mailers
Deliver customized full-color postcards packed with customized information about AWFS®Fair to your customers.

AWFS®Fair APP
Complete listing in official show app.

Marketing Kit and Exhibitor Manual
Receive all of the information you need to plan a successful booth.

Visionary New Product Showcase Entry for First Time Exhibitors
Make sure the new products you’re bringing to market get the attention they require and deserve by including them here.

Comprehensive Marketing Delivers a Qualified Audience

Direct Mail
Distribution of more than 300,000 direct mail pieces sent to key-decision makers targeting every segment of the industry

Email Marketing
A series of content-specific email campaigns target tens of thousands of prospects

Print
Print ads to run in U.S. and International industry-related trade publications

Social Media
Promotion and pre-event postings on YouTube, Instagram, Twitter, and Facebook

Website & Mobile App
Comprehensive website and app with detailed attendee information and online registration

Cooperative Marketing
Partnering with supporting trade associations representing thousands of buyers and industry professionals

Online Direct Marketing
Using ad retargeting to drive traffic to AWFS®Fair website and attendee registration.

Digital Ad Remarketing
Campaigns to drive traffic to the AWFS®Fair website and generate registrations

“The AWFS® Customer Invitation Program was a home run for our exhibit. It was simple to set up and use our VIP Code, and customers loved getting free access to the exhibit hall. It easily doubled or tripled our booth traffic.”
Aaron Galtryt, Marketing Manager at Charles McMurray Co.

Show Sponsorships Increase Booth Traffic up to 104%

SPONSORSHIP
Your company will stand out from the competition when you take advantage of the highly effective sponsorship and advertising opportunities.
Your Ideal Audience

At AWFS Fair, you get both quantity and quality. Great booth traffic & buyers seeking manufacturers and suppliers.

Decision Makers
- 48% President/Owner/CEO/VP/GM
- 13% Sales / Marketing
- 9% Plant Manager / Supervisor
- 31% Other

Attendee Buying Power
- 93% of attendees had the power to buy, authorize, or make business recommendations based on their interactions with exhibitors.
- 70% purchased a product on-site, committed to purchasing a product or plan to purchase a product within a year.

Global Marketplace
- 80 COUNTRIES
- 50 STATES

TOP 10 COUNTRIES
- Russia
- Mexico
- Brazil
- Italy
- China
- Australia
- Japan
- Taiwan
- India
- Turkey

Quality Leads Delivered to You
- We continue to offer the latest in technology to delivery qualified leads to increase your ROI.

<table>
<thead>
<tr>
<th>Year</th>
<th>Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>69,510</td>
</tr>
<tr>
<td>2017</td>
<td>68,363</td>
</tr>
<tr>
<td>2015</td>
<td>59,949</td>
</tr>
</tbody>
</table>

Source: Compusystems registration report

Your Investment Yields Great Returns
- 72% of exhibitors surveyed said that attendees represented industries they are targeting.
- 60% of buyers plan to purchase within the next 18 months.

TOP 3 REASONS WHY THEY ATTEND
1. See new products and solutions on the show floor
2. Seeking to purchase products
3. Find new suppliers and manufacturers

Source: AWFS Fair 2019 Registration
Purchasing Begins Here

AWFS®Fair attendees evaluate these product categories of interest for purchase at the event.

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assembly/ Optimization/ Testing/ Measuring/ Routers/ CNC Machinery and Systems/ 3D</td>
<td>4,734</td>
</tr>
<tr>
<td>Cutting/ Sawing/ Sharpening Machinery and Cutting Tools</td>
<td>3,814</td>
</tr>
<tr>
<td>Power Tools, Fastening Tools</td>
<td>3,573</td>
</tr>
<tr>
<td>Cabinetry Components, Drawers and Fronts, Countertops</td>
<td>3,311</td>
</tr>
<tr>
<td>Sanding/ Finishing/ Polishing/ Curing/ Drying/ Machinery Systems &amp; Accessories</td>
<td>3,308</td>
</tr>
<tr>
<td>Dust Collection/ Air Handling Systems/ Pumps/ Compressors/ Environmental Systems and Accessories</td>
<td>3,298</td>
</tr>
<tr>
<td>Finishing Materials, Supplies and Equipment</td>
<td>2,900</td>
</tr>
<tr>
<td>Hardware - Decorative and Functional</td>
<td>2,491</td>
</tr>
<tr>
<td>Material Handling/ Robotics/ Automation/ Logistics/ Storage Systems</td>
<td>2,182</td>
</tr>
<tr>
<td>Moulder/ Planer/ Shaper/ Lathes/ Boring/ Laminate Machinery</td>
<td>2,064</td>
</tr>
<tr>
<td>Machinery Parts, Accessories and Service</td>
<td>1,789</td>
</tr>
<tr>
<td>Panel Products: Beadboard, Plywood, MDF Particleboard, Hardboard, Veneer, Lumber Flooring</td>
<td>1,754</td>
</tr>
<tr>
<td>Moulding &amp; Trim, Laminates, Metal Plastic and Wood</td>
<td>1,729</td>
</tr>
<tr>
<td>Hand Tools, Metering Equipment, Safety Products and Apparel</td>
<td>1,728</td>
</tr>
<tr>
<td>Kitchen and Bath Accessories</td>
<td>1,688</td>
</tr>
<tr>
<td>Abrasives, Adhesives and Fasteners</td>
<td>1,657</td>
</tr>
<tr>
<td>Computer Software/ Hardware/ Equipment Design/ Estimating/ Financial/ Logistics/ Scheduling</td>
<td>1,572</td>
</tr>
<tr>
<td>Pressing/ Clamping/ Forming/ Bending/ Joining/ Veneers Machinery &amp; Accessories</td>
<td>1,508</td>
</tr>
</tbody>
</table>

Advanced Materials 1,444
Furniture Components and Parts 1,369
Advanced Materials - Wood based, Composites, Metal, Other 1,334
Countertops/ Materials/ Processing/ Fabrication 1,208
Packaging 1,019
Building/ Machinery/ Supplies 1,003
Wood Waste-Recycling/ Recovery/ Grinding/ Pelletizing/ Cogeneration Machinery 959
Advanced Materials - Non-Wood Products 798
Training/ Education Services, Materials and Institutions 765
Flooring 572
Plant Layout/ Engineering 552
Imaging/ Plotters/ Scanners 518
Outdoor Living 515
Contract Manufacturing/ Custom Finishing/ Digital Imaging 507
Equipment Lease and Financing 503
Upholstery, Packaging Supplies and Equipment 498
Product Testing 355
Associations/ Trade Publications/ Trade Books/ Journals 315
Industry Promotion/ Consulting 260
Economic Development 221
Forest Certification 200

In a Digital World, Events Play a Major Role In The Marketing Mix

87% of purchasing decision-makers stated that national exhibitions are “extremely useful” source of needed purchasing information.

81% of show attendees have buying authority, which means more than 4 out of 5 people walking the aisles are potential customers.

89% of attendees use face-to-face meetings at exhibitions to become aware of new products, evaluate vendors for future purchase and/or narrow their choices to preferred vendors.

72% of show visitors say the show influenced their buying decision.

62% less cost to close a lead generated from a trade show than one originated in the field.

Source: Center for Exhibition Industry Research (CEIR)
Celebrating its 110th Anniversary, Association of Woodworking & Furnishings Suppliers® (AWFS®), is a non-profit, member-owned organization. As owners and the management group behind AWFS® Fair, the Association takes proceeds from the trade show and reinvests them back into the industry through legislative and education initiatives as a means of fulfilling AWFS® core purpose of helping woodworking and furnishings suppliers and their customers sustain strong, profitable businesses.

NEW HALL, NEW SHOW DAYS, NEW OPPORTUNITIES.

Book early to secure your exhibit space!
AWFSfair.org

Connect with @AWFSFair to get the latest updates