



TOOL TOUR 2021!

2021 inaugural Tool Tour will be rocking its' way to the AWFS®Fair! The event will be the AWFS Fair, Las Vegas! We've lined up a bang-up marketing plan and created a program to make sure fans sure will reach each stop on the tour! By doing so, we will continue to increase exhibitor and attendee participation for the Fair, and create some interactive fun with a commemorative t-shirt for those attendees that complete the Tour. Tour t-shirts will list all participating exhibitors!

TOOL TOUR PASSPORT

- All participating companies will be on the "Tool Tour" where attendees will be motivated to visit each exhibitors' booth on the tour during the show. This will be fun and accessible through the AWFS®Fair App.
- AWFS® FAIR will implement a specific and comprehensive targeted marketing campaign in order to inform and encourage buyers to attend the event.

2021 TOOL TOUR PARTICIPANTS WILL BE HIGHLIGHTED AT THE SHOW:

- AWFS®Fair Website & App
- AWFS®Fair Official Show Directory
- AWFS®Fair onsite signage at key locations
- Social Media Engagement
- Designated markers within their booth

YES – I WANT TO PARTICIPATE IN THE 2021 TOOL TOUR

Participation is **FREE** and available to all contracted exhibitors, in the following areas of the hand or power tool industries: *(Please check all that apply)*

- Power Tools
- Hand Tools
- Power Saws
- Grinders & Sanders
- Drills & Drivers
- Routers, Cutout Tools & Lathes
- Polishers & Buffers
- Rotary & Oscillating
- Other: _____

Examples of products displayed in booth: _____

Company Name	AWFS Booth #	Date
Contact Name	Title	
Phone	Email	

Sign & Fax back to 323.838.9443 or email to Angela@awfs.org

DEADLINES:

March 1, 2021 – Form must be submitted by this date to be Included in the attendee brochure as a participant

June 1, 2021 - Final Deadline to participate in the Tool Tour at the 2021 AWFS® Fair

All booth numbers that are printed on the commemorative t-shirt will be as of 06/01/2021.

*Show management will review each entry to determine that all show criteria is met correctly.

Approved by: _____