



AWFS® Fair 2021

Exhibitor Email update #2

JUNE 2020

Welcome the 2021 AWFS® Fair

This email is part of a series of “Exhibitor Updates” that will include information for exhibitors on important show information, links and deadlines. I recommend saving these so that you do not miss out on any information!

NEWS UPDATE ON AWFS.ORG

The AWFS® is focused on bringing you the most up-to-date information regarding COVID-19 in our industry. Please check out the [AWFS® Roundup](#) for important information and industry releases during this time of crisis. We encourage any of you that may have any information on the current crisis that you would like to share, whether it impacts the industry as a whole or is specific to your organization, to email Kim Roehricht kim@awfs.org. Any update that we believe will benefit our members and the industry may then be posted to the ‘Round-up’ section of the association website.

YOUTUBE VIDEO CHANNEL

NEW for 2021! A dedicated exhibitor YouTube channel for the 2021 show. Videos will be posted throughout the show cycle to help you with current information, exhibiting, marketing manual, the new hall and more! The AWFS® is striving to bring you the information in the best and most up-to-date way! Check out the [2021 AWFS® Fair Exhibitor Channel link](#)

ONLINE BOOTH LISTING

Update your company profile, brands and categories. Emails will be sent out to each of you to access your online listing. Click here to access instructions on how to update your listing. Upgrade your online booth listing, add categories, brands, products, videos, pictures and more! Check out the differences and options for each upgrade option [here](#). Upgrade your listing by filling out this [form](#). All exhibitors receive the standard package automatically.

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 and an exciting prize for attendees who participate in the Tour! The tour is FREE to exhibitors and attendees who participate. Companies that meet the criteria may fill out the [online form](#) and return to AWFS for approval.

WEST HALL UPDATE

You can check out the progress on the new west hall by linking to the [live build cam](#)! We are excited to be hosting the 2021 Fair in this hall!

The underground tunnel that will connect all the halls is on schedule and broken through its second tunnel. [Click here](#)

Sincerely,
Amy

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