



AWFS® Fair 2021 Exhibitor Email update #3 November 2020

We hope that you and those around you are and remain safe. We are privileged to have you as a customer and even in this unprecedented situation, are working hard to continue serving you as you'd expect. Thank you for your business, your friendship, and your trust.

We are confident and hopeful that we will be able to connect with all you in July in person in Las Vegas!

UPDATED PAYMENT TERMS FOR EXHIBITORS

AWFS® Fair has created a simplified payment plan for the remainder of the 2021 show cycle, to make it easier for exhibitors that may have experienced disruptions as a result of Covid-19.

Revised AWFS® Fair Exhibitor booth payment plan for the AWFS® Fair 2021:

- The 3rd payment percentage has been decreased from 30% to 20%. Payment is still due on Dec 7, 2020.
- An additional payment option in March has been created. The payment percentage will be 20% and is due on March 15, 2021.
- Final payment date has been moved, and its percentage changed. The final 15% for the AWFS® Fair 2021, will be due no later than May 17, 2021.

**In turn this will impact section 5 of the terms and conditions for the 2021 AWFS® Fair Space Rental Agreement, the cancellation penalty will now reflect these new payment dates and percentages.*

Former 2021 Exhibitor Booth Payment Structure:

- 15% of the total exhibition fee was due with Agreements received before December 2, 2019.
- 30% of the total exhibition fee (for a cumulative payment of 45%) was due by June 1, 2020.
- 30% of the total exhibition fee (for a cumulative payment of 75%) was due by December 7, 2020.
- 25% is due by April 4, 2021 (for a cumulative payment of 100%).

NEXT BOOTH PAYMENT

The next booth payment of 20% will be due on December 7, 2020.

ONLINE BOOTH LISTING & EPAY

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.

ACH/WIRE TRANSFER FORM

If you send in your payments by ACH or wire transfer, please make sure you are using the correct account information. We did change this information fall of 2019. The wire transfer form can be found on the [website](#).

AWFS® MEMBERSHIP SUMMARY REPORT & 2021 DUES

AWFS® members will receive their annual summary report and invoice in early December. Please be sure to review the summary report and make sure that all contact information is correct. If you have not yet paid your 2021 membership dues, your invoice will be in the packet and the member dues will be due by January 1, 2021. AWFS® Member benefits are continually being updated, be sure to check out the benefits [online](#).

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 is the best and most up-to-date way! Check out the [2021 AWFS® Fair Exhibitor Channel link](#)

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.

SAFETY PAVILION

The AWFS® Fair is committed to support our industry during this time of crisis. We have created a safety pavilion for the 2021 event to highlight and promote exhibitors that are committed to providing safety gear for the industry. Safety for the jobsite and in the shop are important every day, and in today's world are even more necessary!

Companies that carry any or many products in the category of safety, that service our industry, are qualified to exhibit in the pavilion. More information can be found on the [website](#).

AWFS FAIR EDUCATIONL PROGRAM: SUBMIT PROPOSAL TO PRESENT

If you would like to submit a proposal to present a session within the AWFS Fair Educational Seminar program, complete this form and submit by Dec 1, 2020: <https://www.surveymonkey.com/r/CWWKcfp21> We are seeking sessions and presenters on new technology, robotics, software, CNC machinery, and more. Questions? Contact Adria Salvatore adria@awfs.org or (323) 215-0311

LVCC & WEST HALL UPDATE

You can check out the progress on the new west hall by linking to the [live build cam](#)! The West hall is nearing completion, and 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 loop is almost complete, the Boring Company is on schedule!

Recently, the Las Vegas Convention Center (LVCC) was awarded the Global Biorisk Advisory Council (GBAC) STAR facility accreditation by ISSA: The Worldwide Cleaning Industry Association, the world's leading trade association for the cleaning industry. Considered the gold standard for safe facilities, the GBAC program was designed to control the risks associated with infectious agents, including the virus responsible for COVID-19. The LVCC was the first facility in Nevada to receive the accreditation.

AWFS® FAIR LOGO

Promote your presence at the Fair - download the logo and be sure to put the logo on your website, emails, marketing materials and more! You can view our library of logos on the [website](#).

HOUSING

Exhibitor housing has not yet opened. Please note that our official housing partner is OnPeak and once it's opened you will be notified.

EXHIBITOR REGISTRATION

Exhibitor registration has not yet opened

MARKETING MANUAL

Not available at this time – will be available online in early spring.

EXHIBITOR SERVICE KIT

The online exhibitor service kit is not available yet – you will be notified as soon as it's available.

SPONSORSHIP BROCHURE

The Sponsorship brochure will be available in December and you will be notified when it's ready!
Hanging banner opportunities will be available early in 2021.

Who do I contact with questions???

Booth Sales/Advertising/Sponsorship/Proposals/ Signage and Banners/Floor plan questions/ Online Digital Booth questions and passwords

Amy Bartz, AWFS® Fair Sales Director

323.215.0302

amy@awfs.org

Membership and Booth – Billing and Payment questions/Visionary Award information/ AWFS® Membership Questions

Angela Hernandez, Executive Assistant & Accounts Receivable

323.838-9440

angela@awfs.org

Overall Exhibitor Operations questions & Online Digital Booth questions and passwords

Kim Roehricht, Trade Show Director & Assistant Executive Director AWFS®

323.215.0315

kim@awfs.org

Marketing Manual Questions

Elena Potter, Marketing Coordinator

323-215-0308

elena@awfs.org

CWWK and Education Questions

Adria Salvatore, Assistant Executive Director Education

323-215-0311

adria@awfs.org

Fresh Wood and SWM (Society of Wood Manufacturing) Questions

Adam Kessler, Education Manager

323-215-0312

adam@awfs.org

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!