



AWFS® Fair 2021

Exhibitor Email update #5

February 2021

151 days till the show opening! We are confident and hopeful that we will be able to connect with all you in July in person in Las Vegas!

As of today, we are confident that AWFS Fair 2021 will be a live in-person event in Las Vegas, NV. As a show team we are confident that with the distribution of the vaccines and state governance indicating that they see the value in Trade Shows and the need to have them for local and state economies gives us confidence that by July 2021 things will be different than they are today.

LVCC & WEST HALL UPDATE

The new hall is complete and looks great! After an onsite visit last week, we have compiled some video and photos just for you. The hall is impressive and state of the art, we are so excited to be one of the first exhibitors to host a show in this hall.

[Video update](#)

RESORTS WORLD UPDATE

We were able to take a hard hat tour of the new Resorts World hotel and Casino. This Hilton hotel will be open for our show and the underground tunnel that connects to the convention center will also connect to Resorts World and will be up and running for the AWFS® Fair 2021.

[Video update](#)

NEXT BOOTH PAYMENT

The next booth payment of 20% will be due on March 15, 2021.

Exhibitors that are NOT paid up to date are at risk for being removed from the floorplan.

You can check your balance and pay online in your online digital booth.

If you need an invoice, please contact Angela Hernandez. Angela@awfs.org

[Credit card form](#)

[ACH/Wire Transfer form](#)

SPONSORSHIP BROCHURE

The Sponsorship brochure is now available! This is a great way to gain added exposure and to drive traffic to your booth this July! [Click here](#) to look at all the exciting opportunities for this July. Kiosks, meter panels and aisle sign sponsorships are available to secure now. Hanging banner opportunities will be coming soon.

NEW Sponsorship loyalty program!

Exhibitors may receive additional priority points based on their level of participation (overall sponsorship expenditures) for the subsequent AWFS® Fair. As an exhibitor reaches certain preset sponsorship targets, they will be awarded additional priority points.

- 1 additional point by becoming an official Show Sponsor and spending \$3,500.00.
- 2 additional seniority points by spending over \$10,000.00 in sponsorships.
- 3 additional seniority points by spending over \$20,000.00 in sponsorships.
- 4 additional seniority points by spending over \$30,000.00 in sponsorships.
- 5 additional seniority points by spending over \$40,000.00 in sponsorships.

**These additional points are only for 2023 AWFS® Fair and will not be accumulated for shows beyond 2023.*



HOUSING

AWFS® Fair Housing has opened and is constantly adding rooms! Be sure to book your hotel rooms through the AWFS® Fair room block for the best possible rates.

[Click here](#) to access AWFS® Fair Housing!

SAFETY ZONE



The AWFS® Fair is committed to support our industry during this time of crisis. We have created a safety program 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 products in the category of safety, that service our industry, are qualified to participate in the program. The participation form can be found [online here](#).

EXHIBITOR REGISTRATION

Exhibitor registration is open. All exhibitors must be paid up to date to receive their login credentials to register. Passwords are emailed to the main trade show contact directly from CompuSystems.

Invite a Customer will be back for AWFS® Fair 2021 and can be accessed within the exhibitor registration process.

Problems with registration or want to check on the status of your registration?

Contact (224) 563-3761

Email: AWFSFair@csreg.zohodesk.com

AWFS® FAIR LOGO



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

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](#).

ONLINE BOOTH LISTING & EPAY

Update your company profile, brands, and categories. Emails have been 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](#).

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 have 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.

EXHIBITOR SERVICE KIT

The online exhibitor service kit is not available yet but will be ready soon.

- [Freeman square foot packages](#)
- [Freeman booth rental package](#)
- [Freeman international booth rental package](#)

MARKETING MANUAL

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

ACH/WIRE TRANSFER FORM

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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! They are all saved on the [website](#) as well.