# **First Time Exhibitors Benefits**



AWFS®Fair offers First Time Exhibitor benefits for companies who are participating for the first time as an exhibitor.

### **Exclusive to First Time Exhibitors**

- "First Time Exhibitor" sign to be displayed in booth
- "First Time Exhibitor" Product Showcase Free entry
- Complimentary product showcase is in a prominent area of the show to get maximum exposure in a high visibility location (sizing and availability varies).

### Discounted sponsorship & advertising opportunities

- Receive \$100.00 off of a digital booth package and/or signage at the fair!
- Pre-Show email promo spotlighting "First Time Exhibitors"
- Distinction as a "First Time Exhibitor" next to your company's name on AWFS®Fair Online Floor Plan, Exhibitor Directory, and Official Show Directory.

## **Show Directory**

• Full page ad listing all "First Time Exhibitors" by company name.

### Opportunities to all exhibitors

• Opportunity to schedule a press conference at AWFS®Fair to help create buzz around a product launch or other newsworthy announcements.

### **Customer Invitation Program**

- Free personalized invitations can be mailed to customers/prospects inviting them to AWFS®Fair.
- Customized e-mail invitation to your customers/prospects announcing your company's participation.
- Enhanced Invite a Customer program

<sup>\*</sup>For Booth Contracts received after June 1, 2021 some of the "First Time Exhibitor" benefits listed above may not be fulfilled.

# **First Time Exhibitor Showcase**

Questions: Contact Angela Hernandez, angela@awfs.org or 323.838.9440

**Complete and return to Angela Hernandez** Fax: 323.838.9443

a tent card and printed materials provided by AWFS®.

YES - I want to participate in the First Time Exhibitor Showcase

**Deadline: June 1, 2021** 

Exhibitors new to AWFS®Fair may enter the First Time Exhibitor Showcase at no charge (unless you want to enter the product into the Visionary Award, in which case normal entry fees would apply). This Showcase will be located near the Visionary New Product and Industry 4.0 Showcases and is an exceptional way for exhibitors new to the Fair to gain exposure to thousands of buyers making their way onto the show floor. Participation is free and available to all contracted exhibitors.

# Product Name: \_\_\_\_\_\_ Product Description: (200 words. This is information is printed on the literature near your product display). Company Name: \_\_\_\_\_ AWFS Booth #: \_\_\_\_\_\_ Contact Name: \_\_\_\_ Email: \_\_\_\_\_\_

Deadline: Submit form by June 1, 2021 to have literature printed. After June 1 your product can be displayed; however, it will not have

Email: Angela@awfs.org