



AWFS® Fair 2021

Exhibitor Email update #7

April 2021

92 days till the show opening!

We are excited to gather with all of you this July! All indicators are positive for a fantastic in-person event that will benefit the industry and all of you! Be sure to read through all the new information below.

NEVADA IS OPENING UP TO 100% CAPACITY!!

Nevada is positioned to return to full capacity June 1 after more than a year of reduced business levels because of the coronavirus pandemic, Gov. Steve Sisolak announced. Check out the story [here](#).

VISIONARY AWARDS



The Visionary New Product Awards and Industry 4.0 Showcase entry forms are now available! With live events scheduled to resume in 2021, **this is a tremendous opportunity to spotlight your new products, technology and services for the first time since 2019!!** You can find the form in the marketing manual or on the website. Anyone wishing to enter the Awards and Showcase, may do so by visiting visionaryaward21.artcall.org/. Information can be found [here](#).

New products will receive increased focus for this year's AWFS®Fair and these awards offer an exceptional opportunity to gain exposure and branding for your new product and your company, at an exceptional price. We look forward to seeing all the new products in person this July! Good luck to all the participants!!

MARKETING MANUAL

Is now available and online! This is your primary source for all information on how to promote your presence and advertise for the show. Please [click here](#) to see the entire manual.

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.

DIRECTORY LISTING – Must be updated by May 3rd

- Show guide, categories and brands will all be printed in the official show directory. Please make sure all 3 of these categories are updated by May 3rd.

INVITE-A-CUSTOMER

Please be sure to set up your custom code to invite your customers to the show - for free! It's easy to set up the code, and to send out and get all the demographic information from those attendees who register using it. This is FREE for you, and free for your customers! Check out more information [here](#).

EXHIBITOR SERVICE KIT

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

Target Move in Map is [online](#), and is attached, please note this is subject to change.

Forms available now by request.

- EAC form
- 2021 Rules and regs
- Meeting room request
- Catering
- Security
- And more

Please email Kim@awfs.org for any of these.

CWWK® IS OPEN

Add educational seminars to your registration!

Did you know...exhibitors can register for CWWK® educational seminars? In the registration system, select “add booth staff with educational sessions” and add sessions to registration – including the 4 FREE sessions available! Also check out the Closets & Organized Storage Symposium taking place on Monday July 19! Thank you to 2021 CWWK sponsor KCD Software!

FRESHWOOD

The best of woodworking's next generation is celebrated at the Fresh Wood student furniture competition—and you can see all the finalists at the AWFS®Fair. Outstanding construction and design achievements by students from leading high school and post-secondary woodworking programs in North America, will be prominently displayed at the show.

Sponsorships still available!

People's Choice Sponsorship (\$3,000.00 exclusive) and Category Sponsorships (\$1,500 each) are available. Contact Amy to secure these today!

MARKETING MANUAL

Is now available and online! This is your primary source for all information on how to promote your presence and advertise for the show. Please [click here](#) to see the entire manual.

YOUR HEALTH IS IMPORTANT!

The health and safety of all is important as we move forward with meeting in person this July. AWFS®Fair will follow all mandates in place by the governor/mayor/venue and will communicate what those safety measures will look like as we get closer to the show. The Las Vegas Convention Center (LVCC) and Resorts World have both been accredited, with the LVCC also being awarded, the Global Biorisk Advisory Council (GBAC) STAR facility accreditation by ISSA, read more [here](#).

Resorts World, the AWFS® Fair headquarter hotel is one of four Las Vegas hotels to receive the Health & Security verification.

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.
- 2 additional seniority points by spending over \$10,000 in sponsorships.
- 3 additional seniority points by spending over \$20,000 in sponsorships.
- 4 additional seniority points by spending over \$30,000 in sponsorships.
- 5 additional seniority points by spending over \$40,000 in sponsorships.

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



HOUSING

AWFS® Fair Housing IS OPEN 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.

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

Contact (224) 563-3761

Email: AWFSFair@csreg.zohodesk.com

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

Tool 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.

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](#)



CONVENTION CENTER LOOP (TUNNEL)

The convention center loop is complete and up and running. It will have three stations at the convention center and will connect to Resorts World Hotel for our show this July! This will save time and energy and take a 25 minute walk down to two minutes. Check out the local video news report [here](#). More information on the Boring Company LVCC tunnels can be found [here](#).



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](#).

FIRST TIME EXHIBITORS



First Time Exhibitors receive special benefits and can place their products in the First Time Exhibitors Showcases for free. We highlight First Time Exhibitors with a booth marker, show signage and more. [Click here](#) to learn more.

ATTENDEE SURVEY IS POSITIVE

AWFS®Fair show management recently launched the second of the attendee surveys results will be coming out soon. The first survey results are on the [website](#) the response was more positive news. **Currently, pre-registration is tracking 40% ahead of the same time-period, in 2019. We know it's still early. However, AWFS will do its best to maintain this positive trend as leading up to the show.**

NEXT BOOTH PAYMENT

The next and final booth payment of 15% will be due on May 17, 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

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](#).

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.