

MARKETING TOOLS TO HELP YOU SUCCEED

WHEN YOU EXHIBIT AT AWFS®FAIR, YOU GET MORE THAN JUST FLOOR SPACE.

TAKE ADVANTAGE OF THESE VALUABLE OPPORTUNITIES TO GAIN MOMENTUM AND EXPOSURE FOR YOUR COMPANY AND PRODUCTS!

FREE AWFSFAIR.COM EXHIBIT LISTING

ATTENDEES CAN SEARCH THE EXHIBITOR LISTING BY COMPANY, KEYWORD, OR PRODUCT CATEGORY TO FIND THE ORGANIZATIONS THAT OFFER THE TYPES OF PRODUCTS AND SERVICES THEY'RE LOOKING FOR AT THE SHOW.

DIGITAL BOOTH UPGRADES

EACH EXHIBITOR STARTS A BASIC DIGITAL BOOTH; YOU HAVE THE OPTION TO UPGRADE YOUR ONLINE LISTING TO ADD YOUR COMPANY'S LOGO, PRODUCT PHOTOS, LITERATURE, VIDEOS, PRESS RELEASES, EMAIL CONTACTS AND WEB LINKS

PRESS RELATIONS

GET ACCESS TO THE NATIONAL AND INTERNATIONAL MEDIA COVERING AWFS®FAIR. YOU CAN ACCESS A PRE-REGISTERED MEDIA LIST, PLACE YOUR PRESS KITS IN THE PRESS ROOM, AND CONDUCT A PRESS CONFERENCE DURING THE SHOW.

FREE CUSTOMIZED INVITE AND EMAIL

CO-BRANDED CUSTOM INVITE AND/OR EMAIL TO HELP INVITE YOUR CUSTOMERS AND PROSPECTS TO THE SHOW!

GUEST INVITES

PROVIDE COMPLIMENTARY REGISTRATION INVITATIONS TO YOUR CUSTOMERS AND PROSPECTS.

NEW PRODUCT EMAIL

PROVIDE US WITH YOUR NEW PRODUCT INFORMATION SO WE CAN FEATURE YOUR PRODUCT(S) IN AN EMAIL TO PRE-REGISTERED ATTENDEES.

AWFS®FAIR APP

EACH EXHIBITOR WILL HAVE A COMPLETE LISTING IN THE OFFICIAL SHOW APP. YOU CAN ALSO PURCHASE PUSH ALERTS AND BANNER ADS IN THE APP.

MARKETING KIT AND EXHIBITOR MANUAL

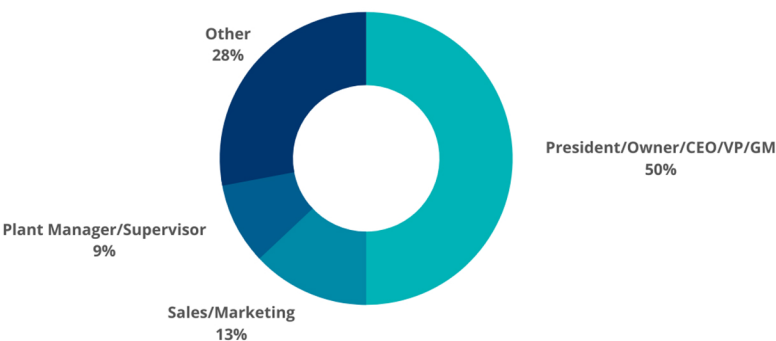
RECEIVE ALL THE INFORMATION YOU NEED TO PLAN A SUCCESSFUL BOOTH.

VISIONARY NEW PRODUCT SHOWCASE

ENTRY FOR FIRST TIME EXHIBITORS!

MAKE SURE THE NEW PRODUCTS YOU'RE BRINGING TO MARKET GET THE ATTENTION THEY REQUIRE AND DESERVE BY INCLUDING THEM HERE.

DECISION MAKERS THAT ATTEND:



SOURCE: 2021 AWFS®FAIR ATTENDEE REGISTRATION

REACH GLOBAL CONNECTIONS

80 COUNTRIES 50 STATES

*Please see awfsfair.org to contact your international sales rep.

Source: 2021 AWFS®Fair attendee registration



As an exhibitor, Cefla's AWFS®Fair participation is a strategic choice that allows our team to showcase the latest finishing technology and innovation directly to our customer base in the woodworking industry.

-Kristen Riggs, Marketing Manager

Cefla North America, Inc.



WHAT AWFS®FAIR CAN DO FOR YOU:

DIRECT MAIL

AWFS®FAIR DISTRIBUTES MORE THAN 300,000 DIRECT MAIL PIECES TARGETING KEY-DECISION MAKERS IN EVERY SEGMENT OF THE INDUSTRY.

EMAIL MARKETING

AWFS®FAIR PUBLISHES CONTENT-SPECIFIC EMAIL CAMPAIGNS THAT TARGET OVER 100K PROSPECTS.

PRINT MARKETING

PRINT ADS TO RUN IN U.S. AND INTERNATIONAL PUBLICATIONS INDUSTRY-RELATED TRADE PUBLICATIONS.

SOCIAL MEDIA

AWFS®FAIR HAS A STRATEGIC DIGITAL MARKETING PLAN FOR PROMOTING PRE-EVENT POSTINGS ON ALL MAJOR SOCIAL MEDIA PLATFORMS.

COOPERATIVE MARKETING

AWFS® PARTNERS WITH SUPPORTING TRADE ASSOCIATIONS REPRESENTING THOUSANDS OF BUYERS AND INDUSTRY PROFESSIONALS.

ONLINE DIRECT MARKETING

USE DIGITAL ADS AND RETARGETING TO DRIVE TRAFFIC TO AWFSFAIR.ORG AND GENERATE ATTENDEE REGISTRATION.