

AWFS
Fair

JULY 25-28, 2023
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org

BUILT FOR THIS

**Exhibitor
Marketing Manual**

Thank you for exhibiting at AWFS® Fair 2023!

We're committed to helping you make your AWFS® Fair experience as profitable and productive to your business as possible – that's why we've created this Marketing Manual with valuable information and a selection of materials to boost your ROI and success.

The Manual is loaded with everything you need to promote both AWFS® Fair and your presence at the show. We appreciate your support and look forward to an exceptional event in Las Vegas this July.

86% of attendees rely on face-to-face interactions at exhibits to become aware of new products.

Here's an outline to help you take advantage of the promotions available to you.

FIRST, ELEVATE YOUR BOOTH BY DOING THESE THINGS.

THEY ARE ALL INCLUDED WITH YOUR BOOTH AT NO ADDITIONAL COST!

- Submit your free listing for the online directories.
- If you are a First Time Exhibitor, submit your product into our First Time Exhibitors New Product Showcase.
- Use complimentary customized invitations to invite prospective customers to the show.
- Promote your AWFS® Fair booth on your website and electronic promotions. Free banner ads, customized landing pages and logos can be downloaded to make this easy.

NEXT, INCORPORATE SOME OF THESE IDEAS INTO YOUR PLAN:

- Increase your exposure by taking advantage of our advertising options which deliver high value and marketing impact.
- Have a new product to promote? Enter your new product into our Visionary Awards New Product Showcase.
- Upgrade your free listing in the online directory to a Platinum or Diamond package to provide more comprehensive information and company branding.
- Become a sponsor to give your company a more prominent role at AWFS® Fair.
- Place your print advertisement in one or more of the publications to gain greater market coverage and alert readers of your participation at AWFS® Fair.
- Send news releases to trade media and develop a digital press kit for the Media Center. Schedule a Press Conference at the event if you have new products or technology to debut.
- Utilize social media to promote your participation at AWFS® Fair.

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Show Schedule

DEALER/DISTRIBUTOR DAY

Monday, July 24, 2023 9:00 A.M. - 5:00 P.M.*

*Distributor Hours. Only attendees with Distributor badges will be able to access the show floor.

SHOW HOURS EXHIBITS OPEN

Tuesday, July 25	9:00 A.M. - 5:00 P.M.
Wednesday, July 26	9:00 A.M. - 5:00 P.M.
Thursday, July 27	9:00 A.M. - 5:00 P.M.
Friday, July 28	9:00 A.M. - 2:00 P.M.

EXHIBITOR MOVE-IN*

Wednesday, July 19	7:00 A.M. - 4:30 P.M.
Thursday, July 20	7:00 A.M. - 4:30 P.M.
Friday, July 21	7:00 A.M. - 4:30 P.M.
Saturday, July 22	7:00 A.M. - 4:30 P.M.
Sunday, July 23	7:00 A.M. - 4:30 P.M.
Monday, July 24	7:00 A.M. - 8:00 P.M.

EXHIBITOR MOVE-OUT*

Friday, July 28	2:01 P.M. - 8:00 P.M.
Saturday, July 29	8:00 A.M. - 4:30 P.M.
Sunday, July 30	8:00 A.M. - 4:30 P.M.
Monday, July 31	8:00 A.M. - 2:30 P.M.

EXHIBITORS ONLY REGISTRATION

Friday, July 21	1:00 P.M. - 4:30 P.M.
Saturday, July 22	8:00 A.M. - 4:30 P.M.
Sunday, July 23	8:00 A.M. - 4:30 P.M.

ATTENDEE & EXHIBITORS REGISTRATION

Sunday, July 23	8:00 A.M. - 6:00 P.M.
Monday, July 24	8:00 A.M. - 4:30 P.M.
Tuesday, July 25	8:00 A.M. - 4:30 P.M.
Wednesday, July 26	8:00 A.M. - 4:30 P.M.
Thursday, July 27	8:00 A.M. - 4:30 P.M.
Friday, July 28	8:00 A.M. - 1:30 P.M.

SHOW MANAGEMENT

Sales Director: Amy Bartz-Simmons
Trade Show Director: Kim Roehricht
Association Director: Adria Salvatore
AWFS® Exec. VP: Angelo Gangone
Exec. Assistant, Accts. Receivable: Angela Hernandez

PLEASE NOTE!

The conference registration area will be open 30 minutes prior to the start of all CWWK™ sessions.

Please refer to **Target Move-In Map/Floorplan** for all assigned times.

Exhibitor Marketing Schedule & Worksheet

DEADLINE	TASK	STATUS
IMMEDIATELY	Register your staff Get the promotion widget code via Exhibitor Dashboard Deploy Feathr products to customers and prospects Become an official show sponsor Participate in a show feature Upgrade your digital booth	
IMMEDIATELY	Complete your online directory listing via Exhibitor Dashboard REQUIRED - select product categories - submit new products and photos - upload video and show specials (upgraded booths only)	
ONGOING	Plan pre-show advertising using the AWFS®Fair logo Create a social media plan and follow AWFS®Fair on all platforms	
APRIL	Be on the lookout for news about Rapid Fire Presentations	
MAY 2	Complete your online exhibitor directory listing	
JUNE 1	Visionary New Product Awards entry form due First Time Exhibitor Showcase entry form due Submit your application to participate in the Tool Tour	
JUNE 8	Schedule a media briefing Request a list of registered media	
JULY 24	Visionary New Product Showcase and Award entries delivered First Time Exhibitor Showcase entries delivered <i>All entries must be delivered to the main lobby. Do not ship entries to the AWFS® office.</i>	
JULY 24	Smile and have a great show!	

Meeting & Function Space Order Form

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There is a charge of \$400 paid to AWFS® that must accompany this request.
The charge is for room set and a 22" x 28" easel sign. Any and all additional charges, such as food & beverage and audio visual must be paid directly to the Las Vegas Convention Center or respective vendor.

Event Name: _____

Event Date: _____ Anticipated Attendance: _____ Start Time: _____ End

Time: _____

Type of Event: (i.e. sales meeting, reception) _____ Contact Name: _____

Contact Email: _____

Event Room Set: conference (board room) theatre style hollow square school room round tables
other

Head Table: YES NO

*1) You must be an exhibitor in good standing to secure meeting & function space. Should you cancel your exhibit space, your meeting and function space and your deposit will be automatically forfeited.
2) Any and all additional charges related to your function, including but not limited to food and beverage and audio visual are your responsibility to pay directly to the vendor(s) involved.
3) Any and all additional requirements at the Las Vegas Convention Center must be secured through the Convention Center's exclusive vendors, i.e. Center Plate for food and the 2023 AWFS®Fair official vendors, i.e. Freeman for audio visual. For catering services, please contact Christine Novela at Center Plate 702.943.6753. For audio visual services call Freeman at 714.772.9049.*

Company Name: _____
Booth #: _____ Contact Name: _____
Company Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Contact Email: _____
Payment Info
Card holder's name: _____
Billing Address: _____
Card #: _____ Exp date: _____
Signature: _____

Return to: AWFS®Fair - Attn: Kim Roehricht - Email: kim@awfs.org

Exhibitor Registration Widget

Promote your booth with this free feature!

CompuSystems, the official registration and lead retrieval provider for the 2023 AWFS® Fair, is pleased to offer exhibitors a free and easy way to promote your booth and the show from your company's own website, by means of the Exhibitor Registration Widget. This widget is a small snippet of code that exhibitors can download from the show's Registration Dashboard and place on your corporate website. The widget matches the look and feel of the show's website and dynamically displays the exhibitor's company name and booth number, and also allows a visitor single-click access to the event's registration page.

Once placed on your website, you will also be able to see how many people clicked on the widget - as well as how many registrations resulted from those clicks, via your exhibitor Registration Dashboard. You will also have access to the list of registrants who registered via your widget, which includes, phone, email and date registered.



Features

- Downloadable from exhibitor's Registration Dashboard
- Displays exhibiting company's name and booth number
- Single click access to the show's registration page
- User statistics viewable via the Exhibitor's

Registration Dashboard

- Exhibitor access to a list of registrants who registered via their @widget 3 simple steps.

1. Access the exhibitor registration website and log-in to your Registration Dashboard.
2. Access the Registration Widget by selecting the icon under Booth Promotion in your exhibitor dashboard.
3. Add 'Widget Code' to the web page of your corporate website where you want it displayed.

For more information, call Exhibitor Services Support at 1.708.786.5565

Invite your customers to AWFS® Fair

We've made some changes to how the exhibitor guest program works for 2023. Your customers will be registered via the attendee site and they will receive a complimentary show badge as long as they have your assigned company invitation code in the Exhibitor Invitation Code field found at the bottom of the registration Welcome page of the attendee site: <https://www.compusystems.com/servlet/ar?evt>

You can either send or give the unique code to your guests or you can use the email system provided in the Booth Promotion tab of your exhibitor dashboard to send a customizable email from the template provided. You can send up to 5 emails at one time and you can send an invitation email multiple times.

We know you're interested in getting the contact information for the people who use your code and that is available to you as an excel file through your exhibitor dashboard, booth promotion tab. Sending your customers your company's invitation code really is the best way to allow them to register themselves with quality contact and demographic information that is valuable to both you and show management.

The best part is, this year their badge registration is free so you no longer have to pay \$5 per person. We are no longer allowing exhibitor guests to use the company name of the exhibitor who invited them. This was a direct result of the guests wanting their own company name represented on their badge and since the badge is no longer being paid for them, we were able to meet this request.

Register Your Staff

All exhibit booth personnel must register for a Fair badge in order to enter exhibits.

If you are paid up-to-date with your booth payments, then you should have received an email directly from CompuSystems. The email is sent directly to the Trade Show Contact on the Exhibitor Space Rental Agreement. This email link and password will only be sent to the Trade Show Contact.

The booth reservation process does not register individuals for badges. Each exhibiting company is allotted a certain number of complimentary Exhibitor personnel badges, based on the following formula: 8 badges for the first 100 sq. feet, plus 2 badges for each additional 100 sq. feet.

For example

100 sq. ft.....	8 badges
200 sq. ft.....	10 badges
300 sq. ft.....	12 badges
400 sq. ft.....	14 badges
800 sq. ft.....	22 badges
1000 sq. ft.....	26 badges
2000 sq. ft.....	46 badges
4000 sq. ft.....	86 badges
5000 sq. ft.....	106 badges

Additional exhibitor personnel badges beyond the complimentary allotment may be purchased at \$5.00 each.



Custom Web Marketing with Feathr

Spread the word to your network about participating in the AWFS® Fair with these free tools and drive more customers to your space on the show floor!

If a representative from Feathr has not yet reached out to you, they will very soon. Each Exhibitor will receive a unique landing page, custom email template, and web banners to send directly to their customer base.

The best part is that you get to keep all of the leads that register using your custom landing page link! If you have not received your unique URL, please contact Kim Roehricht at kim@awfs.org.

Pictured here are examples of what your unique, co-branded items will look like.



Welcome to your Personal Guest Invites Dashboard

Announce to your prospects and customers that you'll be at AWFS Fair 2023 and effortlessly create a touchpoint using these ready-made promotional tools. We've created a complimentary digital promotion toolkit that includes customized marketing materials like banner graphics, a ready-to-send HTML email, a landing page, and social media sharing tools.

1. Get started by adding your logo/headshot and updating your description by clicking into **"Edit My Information."**
2. **Share the landing page** with your followers on Facebook, LinkedIn, or Twitter to encourage them to register for AWFS Fair 2023.
3. **Invite My Network** allows you to send a templated email to your audience - simply upload your list, or download the HTML to send through your own system, and spread the word about AWFS Fair 2023.
4. **Download Personalized Banner Graphics:** these graphics have been customized for you to share with your followers!

Having technical issues? Email us at clientservices@feathr.co



Join us at the AWFS Fair 2023!

 Edit My Information	 See My Landing Page	 Invite Customers
 Get My Banners	 How-To-Guide	 Video Walkthrough



We're excited to announce that we'll be exhibiting this year at the AWFS Fair 2023 in Las Vegas.

Come see us in person in Booth # @PARTNER.BOOOTH_NUMBER@

About Exhibiting Company Name:

This is the partner description placeholder text. Please input your custom description in the partner dashboard. The recommended partner description length should be between 200 - 450 characters to maintain design standards (spaces included).

Use the Power of Social Media

Social media has the power to connect you with targeted audiences. Twitter, Instagram, Facebook, YouTube, LinkedIn, and others can help keep your audience informed with up-to-the minute details about your participation at AWFS® Fair.

What platforms should I use?

Twitter: Post updates about your company, new products, special offers and more.

Facebook: Announce your plans to exhibit at AWFS® Fair. Engage with attendees before, during, and after the event.

Instagram: Catch the attention of the AWFS® Fair community by showcasing product photos or videos.

YouTube: Create long form videos (more than 60s) to connect with your customers, give sneak previews of products, or offer tutorials.

LinkedIn: Develop relationships with customers and prospects.

Twitter

We'll be at @awfsfair July 25-28. Be sure to stop at booth (insert your booth #) to see our products in action! or We're gearing up for the #AWFSFair in #LasVegas.

Visit us July 25-28 at booth (insert your booth #).

Instagram

See [your product] live and in person at our booth at @awfsfair2023 July 25-28 in Las Vegas!

or

Come see [your product] in action at [your booth #] at #AWFSFair in Las Vegas this July

Facebook and LinkedIn

We are excited to be a part of @AWFSFair this year and we would love to see you there. Don't forget to plan to visit us at [your booth #] while you're at the show! We will have special products, innovative ideas, and solutions you need.

or My company [Company name] will be participating in AWFS® Fair this year!

Come see our new [product launch info] at [your booth #].

YouTube

Shoot a 1-5 minute video of the new products you'll be featuring at AWFS® Fair and post it. Be sure to mention your booth number, company name, and any show features you'll be participating in and don't forget to include your booth number and company name in the description of the video. Then link the video to Facebook



FACEBOOK

<https://www.facebook.com/AWFSFair>



INSTAGRAM

<https://www.instagram.com/awfsglobal/>



TWITTER

<https://twitter.com/AWFSFair>



LINKEDIN

<https://www.linkedin.com/company/association-of-woodworking-&-furnishings-suppliers-awfs-/>

#BUILTFORTHIS
#AWFSFAIR2023
#AWFSTOOLTOUR

eXchange eNews is a weekly program sent to the largest audience of those most likely to attend the AWFS® Fair.

Why? Because it starts with AWFS®'s database and is augmented with Woodshop News readers. Readership grows as AWFS®Fair registration increases

14 Weekly eNewsletters
April 13 - July 20
Estimated distribution: 40,000+ / release
(14x 40,000 = 560,000 impressions)

Sponsorship programs will lock in your position for the entire 14 week (or alternating 7x) run of eNewsletters. A matching secondary ad position will display on the article landing pages, where the full article content resides.

We all know that most eNewsletters never get 100% read-through, but when you are there weekly, you will gain the reader's attention and increase your brand recognition and booth traffic.

Sponsorship Program

- Ad #1 Top banner 14x @ \$6,500 or 7x @ 3,400
- Ad #2 banner 14x @ \$5,900 or 7x @ 3,050
- Ad #3 skyscraper 14x @ \$5,700 or 7x @ 2,950
- Ad #4 skyscraper 14x @ \$5,700 or 7x @ 2,950
- Ad #5 banner 14x @ \$5,300 or 7x @ 2,750
- Ad #6 tower 14x @ \$5,300 or 7x @ 2,750
- Ad #7 banner 14x @ \$5,000 or 7x @ 2,600

Industry spotlight: \$300 net per placement

300 characters with spaces, 1 URL, email, and phone #.

Ad Specs: Jpeg and gif. Files not to exceed 40k or 15 sec of animation.

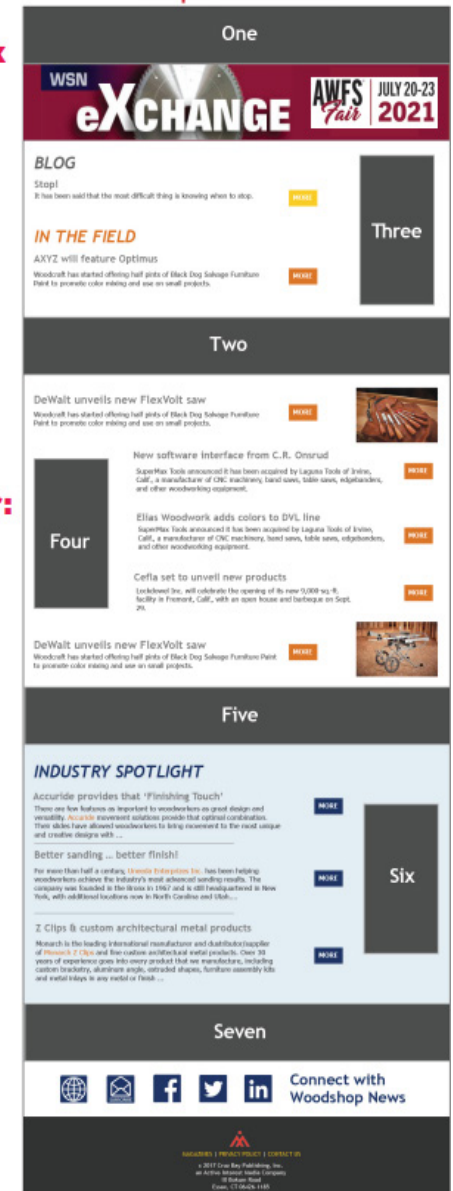
Submit to: editorial@woodshopnews.com (Please include your booth number).

Sales Contact: Rory Beglin, 203.952.6790, rory@woodshopnews.com

Banner:
728x90px

Skyscraper:
125x250px

Sample eNewsletter



Get free advertising through the press!

Trade shows provide the perfect opportunity to increase your company's exposure to the trade press. Journalists are constantly looking for news stories and your company can be one of them. Take advantage of this communication channel by distributing press materials about your company and products before, during, and after AWFS® Fair.

There are many ways you can reach the media:

- Send press releases to the media 2-3 months before AWFS® Fair — especially publications planning a special AWFS® Fair issue.
- Schedule one-on-one interviews with key trade media and your top executives.
- Schedule a press conference during the event.
- Develop a press information kit for the Press Room which includes news releases and background information on your company and products, photos, digital photo and release files, multimedia CD's, etc. Exhibitors can deliver kits to the Media Center the day prior to show opening. For Media Center questions, please contact Kim Roehricht at kim@awfs.org.

Pre-Show and Post-Show Press Conferences

If you have a new product development or a newsworthy announcement regarding your company, schedule a press conference through AWFS® Fair and invite the trade press to attend. Schedule on-site meetings for the purpose of demonstrating new products and pitching article ideas. AWFS® Fair will provide, by request, a list of pre-registered editors and can assist you in scheduling your press conference. If you do want to host a press conference, please fill out the Media Briefing/Event Scheduling Form (page 15).

You need clearance to hold a press conference before or after regular hours of trade show operation.

Please notify the Trade Show Director,

Kim Roehricht at kim@awfs.org or 323.215.0315 to make special arrangements for early or late access.

Press list

The AWFS® Fair Press list will be available to all exhibitors three weeks prior to and after the show. You may request the press list by contacting: Kim Roehricht, kim@awfs.org or 323.215.0315.

Food and Beverage for Press Conferences

All food and beverage items must be purchased through show management. Please contact Kim Roehricht, Trade Show Director at 323.215.0315 or kim@awfs.org for more information.

Media Briefing/ Event Scheduling Form

All media briefings and events must be registered with the AWFS® Media Relations staff, including those held in a booth or outside of the Las Vegas Convention Center. Registered briefings will be listed on the Official Media Event Calendar (posted in the Press Room), and distributed to all editors in attendance. [Print and fill out the form below or [click here](#) to fill it out digitally].

Name of Company: _____ Booth: _____
 Press Contact in Booth: _____
 Address: _____ City: _____
 State: _____ Zip: _____ Country: _____
 Telephone: _____ E-mail: _____ Web site: _____

Type of Event

- Large Media Briefing
 Media Reception
 Single Media Interview
 Other (Please list): _____

Topic/Title/Description: _____
 Date of Event: _____ Time of Event: _____

Location

- Exhibitor's booth # _____ (if different from above)
 The Press Room (Interview only)
 Other Location:
 To be announced. Please contact us.

Event is

- Open to all members of the Media By invitation only

Return this form to: Kim Roehricht
 AWFS® Fair Media Relations email: kim@awfs.org
 2400 Katella Ave, Suite 340
 Anaheim, CA 92806

AWFS® Fair exhibitors will receive a FREE digital booth, accessible through our online interactive floor plan. Update your digital booth profile online to ensure that the information is accurate for the Official Show App and Official Show Dailies. Verify this information (must contact Show Management to alter)

- Exhibitor/Company Name
- Booth Number
- Company Address
- Company Phone
- Company Fax
- Company Email
- Company Website URL
- Company Contact Name (one individual only) Edit/update/add
- Company Profile (limit - 200 online word description)
- Brands List
- Product Categories

Important Deadline

Listings must be reviewed and updated by May 15th for changes to appear in the printed Show Dailies.

Upgrade Your Online Listing

Make it easy to be found. All exhibitors receive the free Standard listing. Increase your exposure by upgrading to the Platinum or Diamond level. This enhanced listing allows you to increase the online information available to attendees, while reinforcing your brand (see page 20 for this form).

Information in Printed Show Daily; Information in Digital Booth Profile

While email addresses, phone numbers, fax numbers, and company contacts are collected online for use in the printed Show Daily, they appear in the online digital booth profile closer to the show date. We withhold this information in the online profile close to the show in an effort to minimize third-party solicitations to exhibitors.

Brands/Additional Listings

We are offering 5 free “Brand Listings” to each exhibitor. These Brand listings are updated in your online company profile, they are visible in your online floorplan “business card” and the brands are searchable online. **You can upgrade or the Platinum Digital Booth Package to increase to 15 Brand listings.**

Instructions for Secure Login Process & Uploading Marketing Materials

The login process requires exhibitors to create a new password to enter the exhibitor portal using an email address. By now (or very soon) the show organizer has sent an email invitation to set up your password with a link to the login page. If you have not received that invitation, please contact show management kim@awfs.org - or let us know and we can reach out on your behalf.

Once your password has been created you can access the new exhibitor portal by clicking here or copy and pasting:

<https://www.expocadweb.com/awfs23/ec/forms/users/Login.aspx>

Enter your email and password, click login.

If you forget your password, simply reset it by clicking on “Forget your password?”

The screenshot shows the exhibitor portal interface. At the top, there is a 'Choose Exhibitor' section with a search bar and a list of exhibitors. A callout box points to the search bar, stating: "In the next screen, search and select your name from the list by entering it in the keyword search box or search by clicking on the 1st letter of your company name to jump to the appropriate page. Next, begin updating content by clicking on each available icon in your exclusive exhibitor portal." Below the list of exhibitors, there is a dashboard with various icons for 'Business Card', 'Company Profile', 'Categories', 'Company Contacts', 'Administrative Content', 'Products', 'Multi-Media', 'Press', 'Show Guide', 'Booths', 'Special Events', and 'Badges'. A callout box at the bottom left provides contact information for 3eRevenue: "+1 678-904-4441, Blake Hallman, Interactive Floorplan Manager, Blake@expocad.com". A callout box at the bottom right states: "The Exhibitor Portal may appear differently depending on Show Management preferences and the size of the screen viewing the event. Additional marketing opportunities will display the higher the upgrade level."

The screenshot shows the 'Log In' page. It has a title 'Log In' and a subtitle 'Enter your username and password to log in.' There are two input fields: 'Email:' with the value 'Susie@expocad.com' and 'Password:' with a masked password '*****'. A blue 'Login' button is located below the password field. At the bottom, there is a link for 'Forget your password?'.

Connect with Thousands of Buyers Before, During and After the Show!

2023 AWFS® Digital Upgrades:

2023 AWFS® Exhibitor Profiles are the most complete and up-to-date resource for exhibitors and product information. You can increase your visibility, showcase your products and drive more traffic to your booth by upgrading your exhibitor profile.

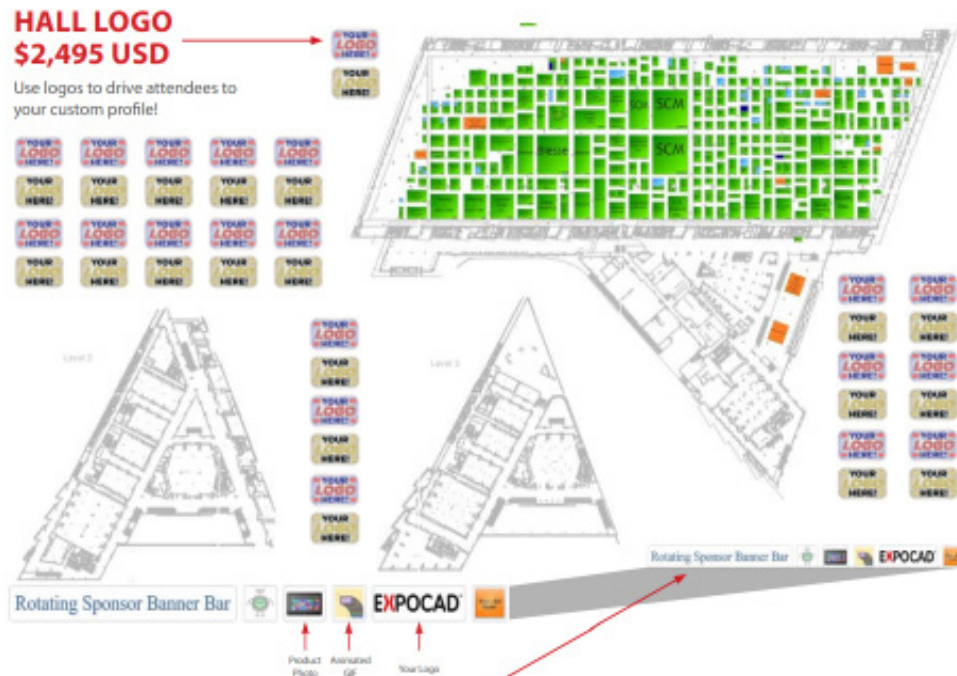
Platinum / \$400 USD

- Logo on Rotating Floor Plan Banner
- Company contact information
- 200-word description
- A total of 3 contact names with email addresses
- A total of 5 product showcases - 1 with video/static
- Online brochure – PDF
- Social media links
- Press release
- Listing of 2 special events
- Pin company to top of exhibitor list below the Diamond Program exhibitor
- YouTube embedded video
- Unlimited categories



Diamond • LIMITED WHILE SPACE REMAINS / \$800 USD

- Primary Position in the Exhibitor Online Search List
- Diamond listing in the Highlighted Exhibitor section
- Up to 5 Contact names with email addresses
- Up to 10 product listings with 10 product showcases
- Unlimited Category Listings
- Includes all Platinum features and more!

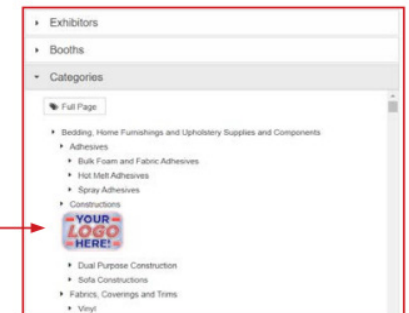


ROTATING BANNER LOGO \$1,495 USD

Rotating Floor Plan Banner available as soon as you sign up. Premium and Select Exhibitors receive almost a full year of exposure. The image will link to your profile.

CATEGORY LOGO / \$495 USD

Boost your exposure to the attendees. Your company will stand out in the category of your choice. The attendees will click on your logo/picture to be directed to your booth profile. For greater impact upgrade your booth profile.



ORDER FORM 2023 AWFS Digital profile upgrades

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Please email the completed form to: blake@expocad.com • +1 678.904.4441

Confirmation (including remittance information) will be sent upon receipt of Order Form.
All signed Agreements will be considered firm, and no cancellations are accepted.

For Payment

Due Upon Receipt of Invoice by our Corporate Office, EXPOCAD® by A.C.T. Inc. The e-mailed invoice will include a link to self-pay online by credit card.

Name _____

Company Name _____ Booth Number _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ FAX _____

Email _____

Authorized Signature _____

Date _____

2023 AWFS Digital profile upgrades

Platinum \$400 USD

Diamond \$800 USD

Rotating Floor Plan Banner \$1,495 USD

Hall Logo \$2,495 USD

Category Logo \$495 USD

TOTAL: _____

AWFS
Fair | JULY 25-28, 2023
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org

Show features are one of the best ways to connect and engage with buyers outside of one-on-one contact at the booth.

This year AWFS®Fair is offering exhibitors new ways to interact with attendees to help you make the most out of your time at the fair.

In the next few pages you will find the details on how you can make the most out of these show features, many of which cost no additional fees for participation!

Tool Tour

For the 2023 Tool Tour, 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, to increase exhibitor and attendee participation for the Fair. We'll also create some lasting fun with a commemorative t-shirt that lists all participating exhibitors for those attendees that complete the Tour. Read more on page 22.

AWFS Fair Live: Rapid Fire Presentations

The Rapid Fire Presentations will return to the AWFS® Fair Live stage! These 15 minute long presentations, exclusive to contracted and paid AWFS®Fair exhibitors, will take place Tuesday, Wednesday, and Thursday afternoon during show hours. Each afternoon program is limited to 6 slots and available on a first come, first served basis. Stay tuned! More details on this will come to your inbox in the very near future!

Visionary New Product Showcase and Awards

The AWFS®Fair Visionary New Product Awards are prestigious awards recognizing exhibitors for innovation for new-to-market products, which includes any product that has been introduced to the industry since the 2019 AWFS®Fair. Read more on page 25.

First Time Exhibitor Product Showcase

AWFS®Fair offers First Time Exhibitor benefits for companies who are participating for the first time as an exhibitor. One of these benefits is the opportunity to feature a product in its own designated showcase. They can also submit this product to be judged for the Visionary Award. Read more on page 28.

Hellobot

A dynamic opportunity to put smart technology in front every humanbot that enters AWFS®Fair. Working collaboratively with AWFS®Fair, this unique feature will create an engaging experience and leave a memorable identity for your company. Let's bring a futuristic and intelligent experience to the door of AWFS®Fair. Contact Amy Bartz-Simmons: amy@awfs.org to learn more

Halloween Haunt

Buyers, Leads and Newcomers...oh my! Beware of the AWFS®Fair "HALL"OWEEN that is sure to scare you into a great booth location or dress-you up for an inspiring sponsorship opportunity. Purchase booth space, increase your booth space or become a sponsor between October 1 - 31, 2023 and we will have the aisles trick-or-treating to your booth with a special show feature promoting your company.



Tool Tour Returns to AWFS[®] Fair 2023

Get your lassos ready...

the Tool Tour is back with a western theme,
and we are ready to get our boots kickin'!

The Tool Tour is a showcase of exhibitors who specialize in hand and power tools. As attendees, you can visit their booth to learn about and experience their new tools.

Everyone has fun and if you finish the tour, there is a free collector's t-shirt to take back to the shop!

Learn more here:

<https://www.awfsfair.org/attendee-information/tool-tour/>

Register now for the 2023 AWFS Fair to receive
Tool Tour Updates!

The Maverick Award

The Maverick Award will honor excellence in marketing strategy and execution for Tool Tour participation at **AWFS® Fair 2023**.

The competition will recognize one qualifying exhibitor based on a variety of criteria within seven different categories. The winner will be announced at the **AWFS® Fair, July 25-28, 2023** at the Las Vegas Convention Center. The winner will receive a custom trophy and featured at the show and online.

The Maverick Award Criteria:

1. Must be a Tool Tour Exhibitor.
2. Must have the most registrations from the Invite-A-Customer program, not invites, registrations.
3. Must have the most post show social media promotion with a tag to AWFS® Fair on whichever social media platform.
4. Addition of Tool Tour logo on any ads, newsletters, website, emails, etc that is shared with AWFS® by the exhibitor.
5. Addition of any Tool Tour logo in print that exhibitor makes us aware of.
6. If an exhibitor shares any type of customer list to AWFS® to promote the show to.
7. If an exhibitor posts any Tool Tour promotions created by AWFS® on their advertising outlets.

AWFS® Fair | JULY 25-28, 2023
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org



Register Now



2023 Tool Tour

2023 Tool Tour will be stomping its' way to the AWFS® Fair again!

The 2021 event was such a success that attendees cried for more! This could be your ace in the hole for a boot scootin' show. We lined up a plumb good marketing plan and created a thumping program to make sure fans 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 a hog killing good time with a commemorative t-shirt for those attendees that complete the Tour.

Tour t-shirts will list all participating exhibitors. **LIMITED SPOTS AVAILABLE!**

TOOL TOUR PASSPORT

- All participating companies will be on the "Tool Tour" where attendees will be directed to visit each exhibitors' booth on the tour during the show.
- AWFS®FAIR will implement a specific and comprehensive targeted marketing campaign in order to inform and to encourage buyers to attend the event and participate in the tour.

2023 TOOL TOUR PARTICIPANTS WILL BE HIGHLIGHTED AT THE SHOW:

- AWFS® Fair Website
- AWFS® Fair Show App
- AWFS® Fair onsite signage at key locations
- Social Media Engagement
- Designated markers within their booth



DEADLINES:

March 1, 2023 - Form must be submitted by this date to be included in the attendee brochure as a participant

June 1, 2023 - Final Deadline to participate in the Tool Tour at the 2023 AWFS® Fair. All booth numbers that are printed on the commemorative t-shirt will be as of 06/01/2023.

*Show management will review each entry to determine that all show criteria are met correctly.

Approved by: _____

YES - I WANT TO PARTICIPATE IN THE 2023 TOOL TOUR

Participation is FREE and available to all contracted exhibitors, in the following areas of the hand or power tool industries: (Please check all that apply)

- Power Tools
- Grinders & Sanders
- Polishers & Buffers
- Hand Tools
- Drills & Drivers
- Rotary & Oscillating
- Power Saws
- Routers, Cutout Tools & Lathes
- Other: _____

Examples of products displayed in booth: _____

Company Name _____ AWFS Booth # _____ Date _____

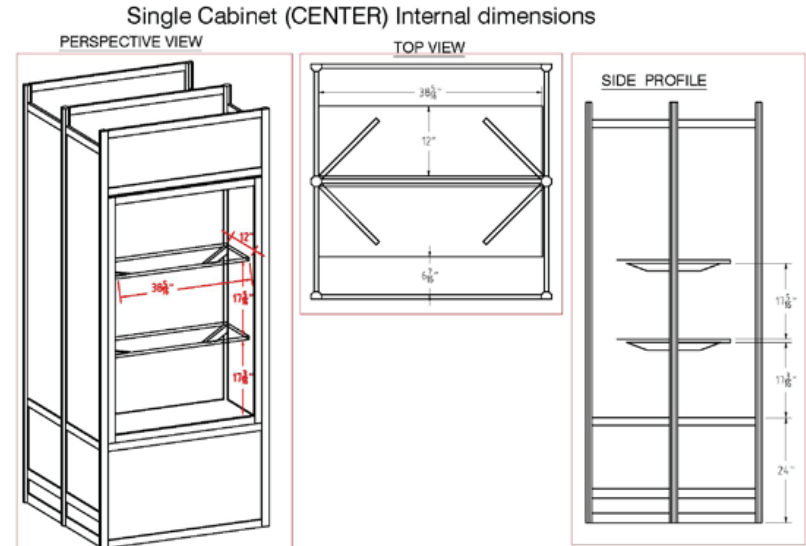
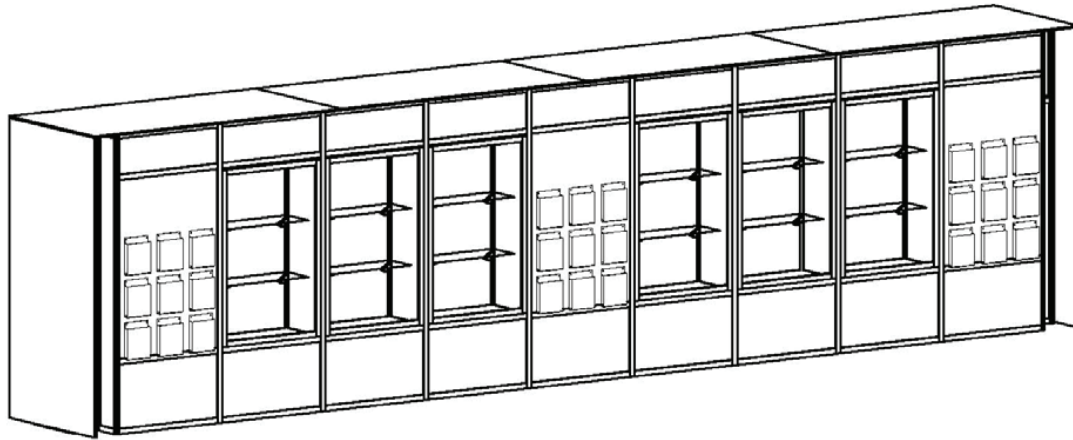
Contact Name _____ Title _____

Phone _____ Email _____

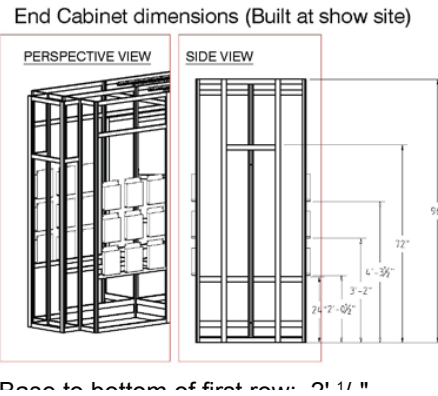
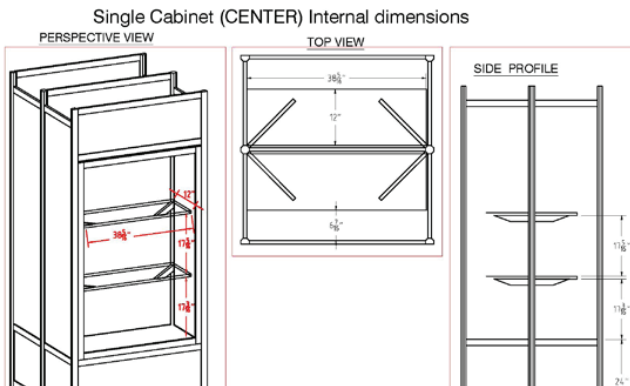
Sign & Fax back to 323.838.9443 or email to Angela@awfs.org

Please do not send product to the AWFS® Fair office in advance.

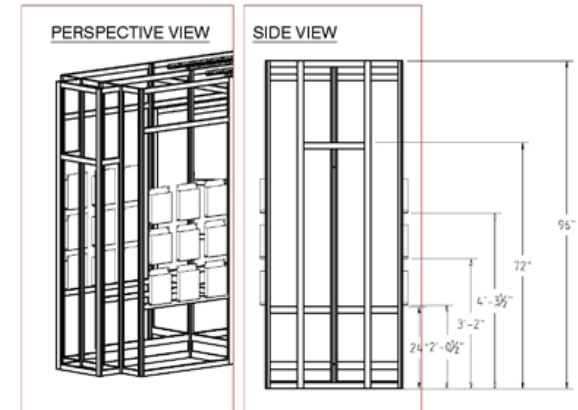
All product entries to be at Las Vegas Convention Center for check-in on July 24, 2023 at the Visionary Showcase Booth



Shelves: $38\frac{5}{16}$ " wide x 12" deep
 Base: 24" high
 From base to bottom shelf: $17\frac{3}{16}$ "
 From first shelf to second shelf: $17\frac{5}{16}$ "



End Cabinet dimensions (Built at show site)



Base to bottom of first row: 2' 1/2"
 Base to bottom of second row: 3' 2"
 Base to bottom of first row: 4' 3 1/2"
 Base to top: 96"

Please contact Angela Hernandez at angela@awfs.org with any questions.

The AWFS® Fair Visionary New Product Awards are prestigious awards recognizing exhibitors for innovation for new-to-market products, which includes any product that has been introduced to the industry since the 2023 AWFS® Fair. All entries that are accepted will have their product featured in the New Product Showcase for the duration of the show regardless of whether or not they are chosen as finalists. This showcase will be located in the a highly visible location and has proven to be one of the Fair’s most popular features.

These awards are presented at the Fair, and the recipients will gain favorable media coverage in post-show publications. Add to that, the unlimited opportunities for self-promotion that winning a prestigious award offers, and it’s obvious that the potential benefits are well worth the effort of entering and competing for these awards.

In order to enter your new product in the AWFS® Fair Visionary New Product Awards, please fill in the AWFS® Fair Visionary New Product Awards application when it becomes available on this website and be aware that you may enter your product for judging in more than one category. In addition, you will also be able to submit photos, brochures and other product information along with your answers to the New Product questions. Visionary New Product Award winners will be announced on July 27, 2023 at 9:00am. Location will be announced closer to the show. Please do not send product to the AWFS® Fair office in advance.



How to Enter:

Deadline is June 1, 2023

- 1) Complete the AWFS® Fair Visionary New Product Awards application online at visionaryaward23.artcall.org. Website for Visionary entries will be available on March 1, 2023.
- 2) You may enter your product for judging in more than one Main Category. In addition, you will also be able to submit photos brochures, and other product information along with your answers to the New Product questions.

Finalists will be:

- Highlighted by a booth showcase designation as a New Product Finalist at the show.

Winning companies will:

- Be posted on AWFSfair.org, Facebook, Instagram and Twitter directly from the show.
- Be included in a press release announcing the winners.
- Be provided a press release template and logo with media list to promote the win.

For all Visionary New Product Entries

- Entries must be received no later than June 1, 2023 through the Visionary Award website on art call.
- All entries will be guaranteed space in the Visionary Showcase
- Entry payment must be emailed to Angela Hernandez at angela@awfs.org before New Product Awards applications will be accepted. This form may be found on page 28.
- Entry products are to be hand delivered to the Las Vegas Convention Center no later than July 24, 2023 by 3:00pm.
- If your New Product entry is selected as a finalist, you will have the opportunity to present a 15 minute session about your product on the AWFS® Fair Live stage. Time slots will be limited and assigned on a first come first serve basis.

Visionary New Product Showcase and Awards

Deadline:

- This special display area will be created to highlight and preview new products offered by our exhibitors.
- Each entry receives a sign with product name, company, booth number and a brief description of product.
- Use one entry form per new product. You may enter this product in multiple Award Categories if applicable.
- Visit visionaryaward.artcall.org for complete details and to complete the submission process and to submit your product for judging in the Visionary New Product Awards.
- All entries subject to show management approval.
- Entry Fees: \$175 AWFS® Members and \$200 Non-Members per entry per Category.
No extra cost to enter a product in multiple subcategories.

Products larger than 4' in length, 60" in height and/or 20" in depth will not fit in the display cases and will need to have a photo, model or sample submitted in place of the product. (Space restriction may change dependent upon number of entries. Products accepted upon a first-come first-serve basis.)

NAME OF PRODUCT: _____

Company Name: _____

Booth #: _____ Contact Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact Email: _____

PAYMENT INFO

Card holder's name: _____

Billing Address: _____

Card #: _____ Exp date: _____

Signature: _____

Return to: AWFS®Fair, 2400 E Katella Ave, Suite 340, Anaheim, CA 92806

Phone: 800.946.2937; Fax: 323.838.9443

If faxing, be sure to call 323.838.0305 to confirm receipt.

CATEGORY - Check one:

- Components
- Software
- Raw Materials
- Machinery under \$50,000
- Machinery over \$50,000
- Industry 4.0
- Power Tools
- Hardware
- Tooling
- Other: _____

SUB-CATEGORY - Check at least one:

- Product Innovation
- Productivity
- Green/Environmental
- Ergonomics/Safety

No. of entries: _____

Rate \$ = _____ Total: \$ _____

Check enclosed (Payable to AWFS) \$ _____

AWFS[®] *Visionary* Awards



**Please do not send products to the AWFS[®] Fair Office in advance.
All product entries must be at the Las Vegas Convention Center for
check-in no later than 3:00 PM July 24, 2023
at the Visionary Showcase Booth.**

First Time Exhibitor Product Showcase Form

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 normal entry fees would apply).

This Showcase will be located adjacent to the Visionary Showcase in the grand lobby 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.



YES, I want to participate in the First Time Exhibitor Product Showcase Participation is free and available to all contracted exhibitors.

PRODUCT NAME: _____

PRODUCT DESCRIPTION: (200 words - this is information we print on the literature near your product display)

Company Name _____ AWFS Booth # _____

Contact Name _____ Email _____

QUESTIONS:

Angela Hernandez, angela@awfs.org or 323.838.9440

DEADLINES:

Submit form by June 10 to have literature printed

After June 10 your product can be displayed however it will not have a tent card and printed materials provided by AWFS.

Complete and Fax back to 323.838.9443 or email to Angela@awfs.org

First Time Exhibitor Benefits Package

AWFS® Fair offers “First Time Exhibitor” benefits for companies who are participating for the first time as an exhibitor. This is to ensure that your first year as an AWFS® Fair exhibitor offers the best experience possible.

- “First Time Exhibitor” sign to be displayed in booth
- “First Time Exhibitor” Product Showcase
 - Complimentary, product showcase in a display case in a prominent area of the show to get maximum exposure in a high visibility location (sizing and availability varies).
 - Form and information to be distributed closer to the Fair.
- **Discounted sponsorship & advertising opportunities**
 - Receive \$100.00 off 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 Business Card
 - Signage on show-site in lobby and concourse areas
- **Show Daily**
 - Full page ad listing all “First Time Exhibitors” by company name and booth number



RESERVE YOUR BOOTH
Amy Bartz-Simmons,
AWFS® Fair Sales Director
Phone: (323) 215-0302 or
amy@awfs.org

**For Booth Contracts received after June 1, 2023
Some of the “First Time Exhibitor”
benefits listed above can’t be fulfilled,
due to the proximity to the show.*

Invite a Customer (IAC) Program – Open to all exhibitors

- Exhibitors, we have a program where you can invite your customers to the AWFS® Fair for free!
- The Invite a customer (IAC) program is electronically in exhibitor registration. You set up your custom code and invite your customers to the AWFS® Fair 2023 Fair for Free!
 - Create your code
 - Invite your customers
 - Receive the results

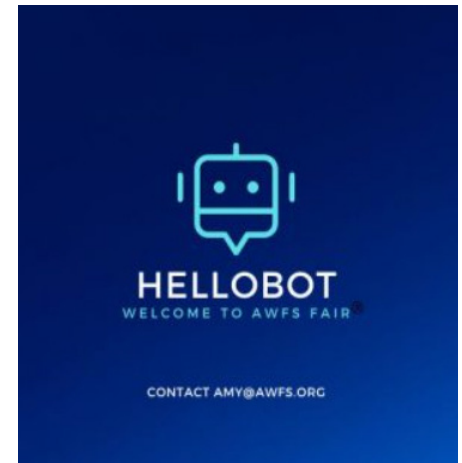
Introducing HELLOBOT – AWFS® Fair 2023

A dynamic opportunity to put smart technology in front every humanbot that enters AWFS® Fair.

Working collaboratively with AWFS® Fair, this unique feature will create an engaging experience and leave a memorable identity for your company.

Let's bring a futuristic and intelligent experience to the door of AWFS® Fair.

Contact Amy Bartz-Simmons: amy@awfs.org to learn more.



Plan your sales & promotional activities today!

ON SITE SHOW SPONSORSHIPS **SOLD**

“Walk this Way” sponsorship - Pedometer Challenge Exclusive Sponsorship - NEW for 2023!

This healthy pedometer promotion calculates distance walked and combines it with a healthy and fun contest. Drive foot traffic to your booth, to qualify to compete, event guests must register at Race Headquarters, conveniently located in your booth. At Race Headquarters, a leader board prominently announces the host partner and keeps track of the walking leaders. Contestants check the leader board throughout the day to gauge their standing. Daily and grand prizes are awarded. You select the prizes, branded pedometers included.

“Attendee of the Day” Sponsorship – NEW for 2023 \$2,000.00 per day

Each day of the show, AWFS® Fair Management will select an attendee of the day. Sponsor will have the opportunity to select a delegate from their company, to announce over the loudspeaker, the winner along with a short 30 second company announcement.

Photo opportunity of sponsor with “Attendee of the Day” winner in AWFS® Fair show office in front of the “attendee of the day” backdrop.

AWFS® Fair will include the winners from each day in social media posts. Sponsoring company may also present the attendee of the day with gifts and/or company swag. Attendee of the Day winner will be announced at the following times. Tuesday, Wednesday, Thursday – 3:30pm/ Friday, 11:30 am

Attendee Bag Sponsorship Exclusive **SOLD**

Get ahead of the competition! AWFS® Fair will distribute your branded tote bags before attendees even get to the show floor. Your bags will be distributed at registration. Please Note: This opportunity is for the distribution rights only. The design, production and delivery of the tote bags and contents will be the sponsor’s responsibility.

Badge Lanyard Sponsorship

Exclusive – Sold

Badge Stock Sponsorship

Exclusive – Sold

Charging Station Sponsorship \$5,200.00 or 2 for \$10,000.00

Attendees are constantly using their devices during the show and need a place to recharge. Create destinations for buyers by outfitting multiple charging stations throughout the Las Vegas Convention Center with your company logo and booth number.

Media Room Sponsorship *\$3,200.00 exclusive*

Experience one-on-one contact with media organizers as the official Press Room Sponsor. Your brand will be what they see each day of the show while they attend press events, relax off the show floor and beyond.

Please note: There is no logo sponsorship on the outside of the press room. Press room will be off the show floor for 2023.

Nook Sponsorship *\$5,000.00 each or 2 for \$9,000.00*

NOOK event pods provide an oasis of calm to collaborate with colleagues and clients on the show floor. These pods will be cleaned regularly and can be placed around the show floor or in your booth; they are a perfect way to promote your business and generate leads! (Show Management produces and places signage). Pods are equipped with:

Your company name and logo on all 4 sides

Air Charger for Apple products

Power to charge electronics

Dry erase boards and pens

Head Shot Lounge Sponsorship *\$10,000.00 exclusive*

Provide professional headshots for all attendees with this high-touch sponsorship. The Headshot Studio is a high energy, highly brand-able sponsorship opportunity with incredible engagement and activity and guaranteed lead generation. It delights attendees with a nearly instant professional headshot opportunity while the sponsor may engage one-on-one with attendees to leave a lasting impression.

Sponsorship includes:

A professional portrait studio free to all delegates on show floor or meeting room space. Location TBD

Delegates receive complimentary digital professional headshot

A table with chairs for sponsor company to staff and brand if desired

Opportunity to brand sponsor company within the studio, exact placement determined on-site

Signage promoting the event throughout the show floor and lobby

Pre-show, during, and post promotion by AWFS®Fair

AWFS Sweet Chill Sponsorship *Call for Pricing*

Promote your brand, engage with attendees, and turn-up the energy of the with this afternoon treat of ice cream and popsicles. AWFS® Sweet Chill delivers a cool and unique opportunity for the sponsoring company.

International Lounge Sponsorship *Call for pricing*

Impress international attendees with this functional and generous lounge that serves both luxury and business. This lounge will be exclusive to international attendees and will offer comfort, eye-appeal and snacks all while including space for networking opportunities. Sponsors have the opportunity to decorate and visit the lounge to get the most out this unique opportunity.

Carpet Cling *\$1,500.00 each*

Floor stickers placed around the show floor and concourse. Get your message as people walk around the floor! Carpet clings are 4' by 4'.

Zen Lounge Sponsorship *Call for Pricing*

The ultimate retreat! The Zen Lounge is meant for anyone that needs a distraction-free environment to take a break and re-charge. The room will always remain quiet with comfortable seating, dim lighting and open space. No phones, no talking, no video – nothing but quiet and calm in a stress-free atmosphere.

Park Bench Sponsorship on show floor \$2,000.00 each

Invite attendees to “take a break” with these park benches around the show floor! Tired attendees will appreciate you as they take a minute to relax and rejuvenate at the show with this dynamic opportunity.

AWFS® Fair Website

Home page slider ad \$5,000 each

The ad is on the center on the homepage of the AWFS® Fair Website! Display your ad in the slider featured on the top of the homepage that automatically rotates to highlight the show’s most valuable information. Each slide is 1600x555 px.

Run of Site ads

Half page ad \$5,000 each

Leaderboard ad \$3,000 each

Rectangle ad \$4,000 each

AWFS Fair Show App

Whenever buyers open the show app, your company info can be the first thing they see. Banner ads rotate at the top of the app dashboard page and click through to your landing page. These ads are a prime way of getting in front of your customers and letting them know where to find you on the show floor.

Banner Ad \$1,700.00 each (Limit 5)

Push Alerts \$800.00 each (Limit 4 per day)

Online attendee Targeted Advertising Program

Impression based campaigns

50k impressions \$2,000.00

100k impressions \$4,000.00

200k impressions \$6,000.00

Using our sophisticated real-time bidding ad serving software, we can now target AWFS® Fair visitors while they search the internet and interact on social media. You supply the ad creative; we take care of the rest! When the buyer visits AWFS.org, the ad campaign activates and the buyer is targeted and linked back to your website.

Each qualified site visitor leaves our website with a special AWFS® Fair identifier tag (cookie). Your digital ad campaign is then set to remarket to the AWFS® Fair cookie on other sites. We place the bid to ensure the buyer is served your banner ad on available content/websites

Attendee registration confirmation email and web page

Place a banner ad inside the confirmation email that is sent to every AWFS® Fair attendee registrant prior to the show. Your creative will land on the one email that is received by all attendees. Company logo on each confirmation email sent to attendees who pre-register online.

Confirmation Web Page - Exclusive \$4,000.00

Small ads - \$3,000.00 each (1 of 5)

Attendee registration confirmation email and web page

Place a banner ad inside the confirmation email that is sent to every AWFS® Fair attendee registrant prior to the show. Your creative will land on the one email that is received by all attendees. Company logo on each confirmation email sent to attendees who pre-register online.

Confirmation Web Page - Exclusive \$4,000.00 Small ads - \$3,000.00 each (1 of 5)

Attendee e-newsletter advertising

Attendee e-news is our synopsis of what's happening at the show. Each edition delivers unique information vital to the show. Reach the cabinet and furniture attendees through these exclusive digital marketing opportunities! Limited quantities so be sure to book early!

Leader board ad \$1,500.00 each Promo Spotlight ad \$1,000.00 each

EDUCATION SPONSORSHIPS

College of Woodworking Knowledge Sponsorship \$15,000 Exclusive

Thousands of buyers attend this top-notch education program at the AWFS® Fair. This sponsorship opportunity is chalk full of ways to gain brand recognition and make lasting connections with new and loyal customers. Sponsorship includes:

- Logo on show site CWWK printed signage
- Logo on electronic CWWK room/door signs
- Logo on CWWK conference page of AWFS® Fair website
- Included in up to three (3) CWWK promotional social media posts
- Logo on session welcome screens
- Your 4-Color Logo printed on 1000 notepads (25 sheets each)
- Your logo on 1,000 imprinted pens
- Custom eblast to education track attendees
- Diamond level Digital Booth Package
- If bought by February 1, 2023, you will be included in conference brochure.

FreshWood Sponsorship Opportunities

The Fresh Wood Student Woodworking competition display is a "must-see" at the AWFS® Fair. Associate your company with the "cream of the crop" - the student project that an industry panel of judges found to be better than hundreds of others from across the country.

FreshWood Best in Show \$3,000 exclusive

- Participation in the Awards Reception at the trade show (a company rep may present the award)
- Photo Op of the company representative with the student, teacher and emcee
- Your company recognized on screen at the Awards Reception program
- Company recognition on the People's Choice Certificate given to the winning student
- Your company name and logo included on signage at the Fresh Wood competition display
- Your company recognized (with company name and logo and booth number) on the official competition brochure distributed at the display area
- Company Logo included on the Fresh Wood promotional poster (must be bought by 8/1 to be eligible)
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS® Suppliers Edge e-newsletter

FreshWood People's Choice \$3,000 exclusive

- Your company logo and booth number on the People's Choice electronic ballot
- Participation in the Awards Reception at the trade show (a company rep may present the award)
- Photo Op of the company representative with the student, teacher and emcee
- Your company recognized on screen at the Awards Reception program
- Company recognition on the People's Choice Certificate given to the winning student
- Your company name and logo included on signage at the Fresh Wood competition display
- Your company recognized (with company name and logo and booth number) on the official competition brochure distributed at the display area
- Company Logo included on Fresh Wood promotional poster (must be bought by 8/1 to be eligible)
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS® Suppliers Edge e-newsletter

FW Category Sponsorships \$1,000 (6 available)

The Fresh Wood categories: • Chairs • Tables • Case Goods • Design for Production • Special Theme • Open

- Your company recognized on screen at the Awards Reception program
- Company recognition on the Certificate given to the winning student
- Your company name and logo included in signage at the Fresh Wood competition display
- Your company recognized (with company name and logo and booth number) on the official competition brochure distributed at the display area
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS® Suppliers Edge e-newsletter

Bravo to Teachers

In kind Donation (1 large classroom prize, or approx. 30 smaller classroom prizes) Students aren't the only ones that commit time and energy to the Fresh Wood student woodworking competition! Reward the winning teachers for their dedication with a prize for their school's woodshop. This can be one large prize such as a piece of machinery given to one school through a drawing or lottery, or it could be individual prizes such as tools for all Fresh Wood teachers (approximately 30).

- Your company recognized on screen at the Awards Reception program
- Your company name and logo included in signage at the Fresh Wood competition display
- Your company recognized (with company name and logo and booth number) on the official competition brochure distributed at the display area
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS® Suppliers Edge e-newsletter

AWFS@Fair 2023 * 2400 E Katella Ave, Suite 340 * Anaheim, CA 92806
Amy Bartz-Simmons * Sales Director * Amy@awfs.org * 323.215.0302

According to the Center for Exhibition Industry Research (CEIR), exhibit booth efficiency jumps 104% when adding sponsorship to an event plan.

Official Show Sponsor for spending over \$3,500.00

- Show Sponsor Benefits
 - o Link to your website from sponsor “thank you” page on AWFSFair.org
 - o Inclusion in sponsor “thank you” signs throughout the show onsite
 - o Noted as a Show Sponsor on online floorplan logo bar
 - o Noted as a Show Sponsor on online business card and online directory
 - o First right of refusal on bought sponsorships for the 2025 AWFS®Fair
 - o Deadline for first right of refusal for 2025 AWFS®Fair will be 07/01/2024.
- *Client to supply logo to use on promotional materials.

Sponsorship Loyalty Program

Exhibitors may receive added 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 added priority points. An example follows below.

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

*These added points are only for 2025 AWFS® Fair and will not be accumulated for shows beyond 2025



AWFS®Fair 2023 * 2400 E Katella Ave, Suite 340 * Anaheim, CA 92806
Amy Bartz-Simmons * Sales Director * Amy@awfs.org * 323.215.0302

Attendee of the Day Sponsorship

2023 “Attendee of the Day” Sponsorship – Single Day Sponsor

- Each day of the show, AWFS[®]Fair Management will select an attendee of the day. This sponsorship is for (1) of the (4) days of the show.
- Sponsor will have the opportunity to select a delegate from their company, to announce over the loudspeaker, the winner that is chosen by Show Management at random, along with a short 30 second company announcement.
- Photo opportunity of sponsor with “Attendee of the Day” winner in AWFS[®]Fair show office in front of the “attendee of the day” backdrop.
- AWFS[®]Fair will include the winners from each day in social media posts.
- Sponsoring company also can present the attendee of the day with gifts and/or company swag.

- Attendee of the Day winner will be announced at the following times July 25-28, 2023. (choose below)
 - Tuesday, July 25 – 3:30pm _____ -
 - Wednesday, July 26 – 3:30pm _____ -
 - Thursday, July 27 – 3:30pm _____ -
 - Friday, July 28 – 11:30am _____ -

Amy Bartz * AWFS[®]Fair Sales Director * amy@awfs.org
323.215.0302 direct * 323.838.9443 fax * 760.468.6122 cell

Selected days are on a first come, first served basis.

\$2,000.00 Total for one day

Company

Contact Name

Email

Phone

Signature

Date

Exhibitor is 100% responsible for providing artwork in ready form.

Sponsorship payments are in accordance with the dates and percentages of the 2023 AWFS[®]Fair Exhibitor Rental Agreement

The undersigned, on behalf of the company named above (“We”) does hereby apply for the reservation of the sponsorship in the AWFS[®]Fair July 25-28, 2023. We have read and agree to abide by the “Terms & Conditions”, which are made a part of this Agreement by reference and fully incorporated herein. We understand that this Agreement shall be legally binding between AWFS[®] and the Exhibitor upon acceptance by a duly appointed representative of AWFS[®]. We understand that any changes to this Agreement must be made in writing. When executed by both parties to the Agreement, this shall constitute a binding Agreement between the parties.

AWFS[®]Fair Show Management reserves the right to make changes and adjustments to sponsor items and fulfillment of sponsored items. If the items offered are no longer available or changes to need to be made to said items. AWFS[®]Fair will notify sponsor at once if any changes are needed and work together on a resolution that is best for the AWFS[®]Fair and sponsor company.

2023 AWFS® Fair Hanging Banner Opportunities

39



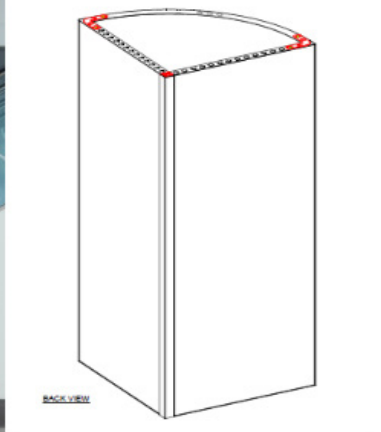
INSIDE SIGNAGE & BANNERS

METER BOARD

- A very large and high impact one meter panel - 2 sided
- Approximately 3' wide x 8' high
- Ad specs and exact dimensions to be provided
 - \$2,500.00 each - Show Floor (35 available)
 - \$3,500.00 each - Lobby Areas (12 available)

KIOSK

- Three ways to promote your company, all at once!
- 3 Sided Kiosk - New design
- Placed in key locations throughout lobby areas
 - \$4,00.00 each



2023 AWFS® Fair

Hanging Banner Opportunities

40



AISLE SIGNS

- Three sides of an aisle sign
 - 3' by 5' are for Company Name, Logo, and booth number
- \$3,000.00 Each

Column Wraps

REGULAR COLUMN

\$5,000.00 each

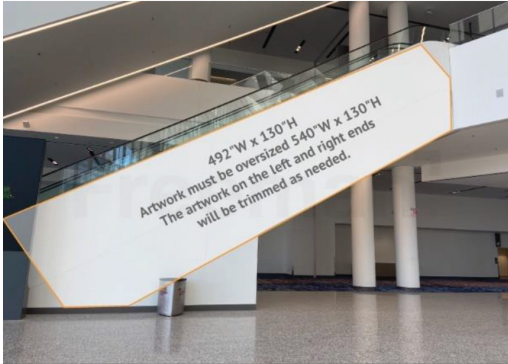
CW21, CW22, CW23, CW24, CW25, CW26, CW27,
CW28, CW29, CW30, CW31

WIDE COLUMN

\$6,000.00 each



Hanging Banner Opportunities



BANNER (W1 WG1)

10'h by 30'w

South Lobby – single sided

\$9,000.00

*Size can be increased or decreased, and price will change accordingly. Please talk to your sales rep.

BANNER (W1 WG2)

10'h by 30'w

South Lobby – single sided

\$9,000.00

*Size can be increased or decreased, and price will change accordingly. Please talk to your sales rep



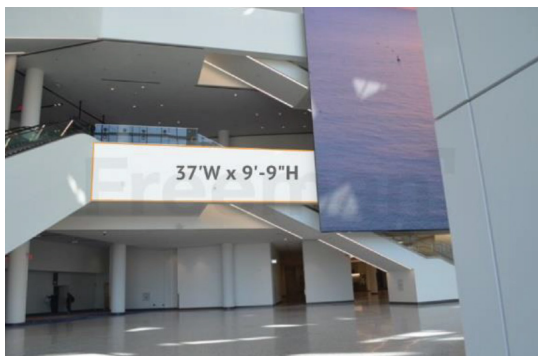
BANNER (W1 WG3)

9.9'h by 37'w

South Lobby – single sided

\$11,000.00

*Size can be increased or decreased, and price will change accordingly. Please talk to your sales rep.



Hanging Banner Opportunities

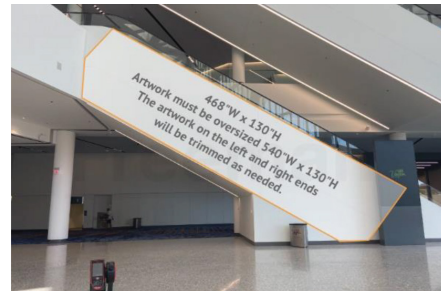
BANNER (W1 WG5)

10'h by 30'w

South Lobby - single sided

\$9,000.00

*Size can be increased or decreased, and price will change accordingly. Please talk to your sales rep.



BANNER (W1 WG6)

10'h by 30'w

South Lobby - single sided

\$9,000.00

*Size can be increased or decreased

BANNER (W1 WG4 a-f)

A, B, C

17.7'h by 5.25'w

South Lobby - single sided

\$4,500.00 each

D, E, F

5'h by 27'w

South Lobby - single sided

\$5,500.00 each



Hanging Banner Opportunities



Exhibit Hall Entrance W1-Right

Also available at Entrance W2, W3, W4
A & B - 15'w by 20'h

\$9,500.00 each

*Size can be decreased, and price will change accordingly. Please talk to your sales rep.

Exhibit Hall Entrance W1-Left

Also available at Entrance W2, W3, W4
A & B - 15'w by 20'h

\$9,500.00 each

*Size can be decreased, and price will change accordingly. Please talk to your sales rep.



BANNER (W1 WG9 A & B)

A - 10'h by 40'w
B - 12'h by 40'w (Top)
Main Concourse - single sided

A - \$11,000.00
B - \$13,000.00

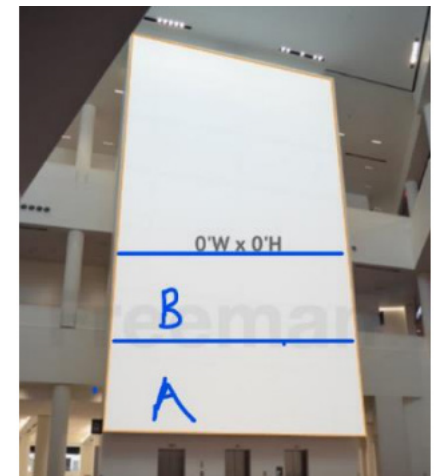
*Size can be decreased, and price will change accordingly. Please talk to your sales rep.

BANNER (W1 WG11)

A 38' 8" wide by 10' high
B 38' 8" wide by 15' high
Shared sign
Main Concourse - single sided

A - \$11,000.00
B - \$15,000.00

*Size can be decreased,



Hanging Banner Opportunities

BANNER (W1 WG13 A & B)

A - 10'h by 30'w

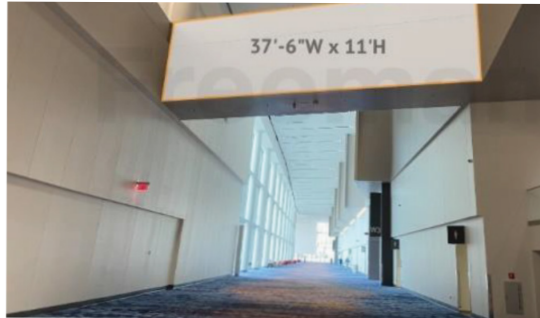
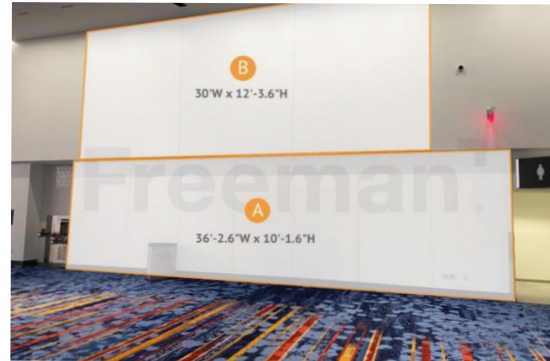
B - 12'h by 30'w (Top)

Main Concourse – single sided

A - \$9,000.00

B - \$10,000.00

*Size can be decreased, and price will change accordingly. Please talk to your sales rep.



BANNER (W1 WG14)

11'h by 37'w

Main Concourse – single sided

Near Entrance W4

\$12,000.00

BANNER (W1 W18 A & B)

A - 12'h by 30'w

B - 18'h by 30'w (Top)

Main Concourse – single sided

Near Entrance W4

A - \$9,500.00

B - \$13,500.00

*Size can be decreased, and price will change accordingly. Please talk to your sales rep.



OUTSIDE Glass Cling W1-GC1

Above Paradise Road
30'w x 15'h

\$12,500.00



OUTSIDE Glass Cling W1-GC2

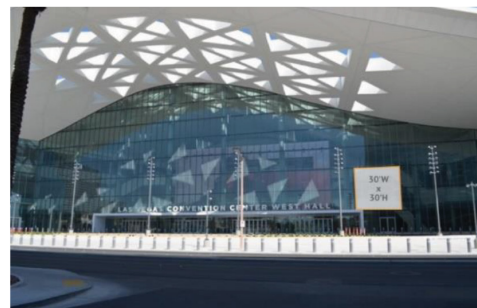
Convention Center Drive
30'w x 30'h

\$24,500.00

OUTSIDE Glass Cling W1-GC3

Convention Center Drive
30'w x 30'h

\$24,500.00



OUTSIDE Glass Cling W1-GC4B

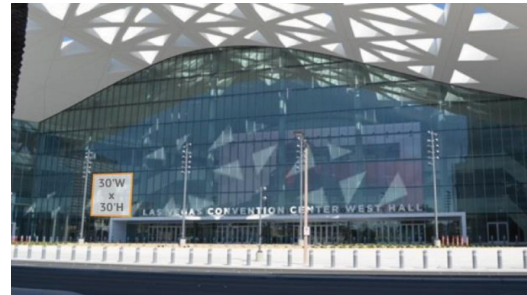
Convention Center Drive
30'w x 30'h

\$24,500.00

OUTSIDE Glass Cling W1-GC4A

Convention Center Drive
30'w x 30'h

\$24,500.00



OUTSIDE Glass Cling W1-GC5

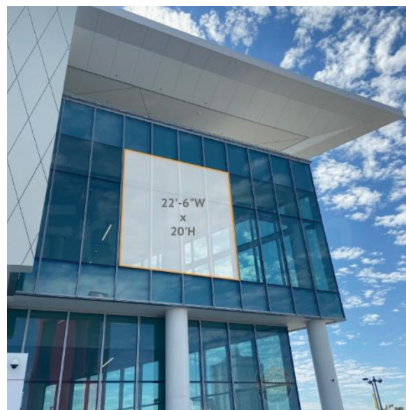
Left hand side of front entrance doors
Convention Center Drive
30'w x 30'h

\$24,500.00

OUTSIDE Glass Cling W1-GC6

Convention Center Drive
30'w x 30'h

\$24,500.00



OUTSIDE Glass Cling W1-GC7

Convention Center Drive - outside
Southwest Lobby Doors
22.6'w x 20'h

\$12,500.00

2023 AWFS® Fair

Outside Banners



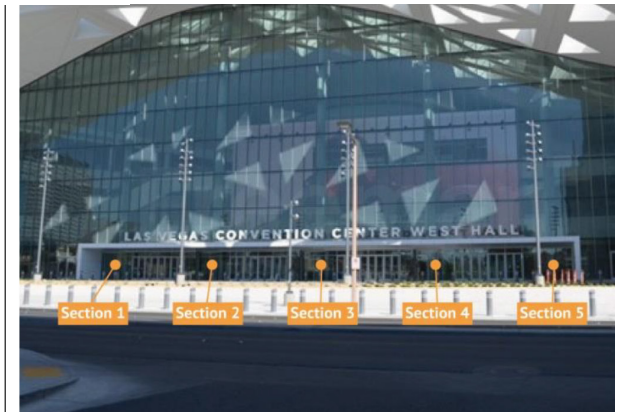
Outside Door Clings

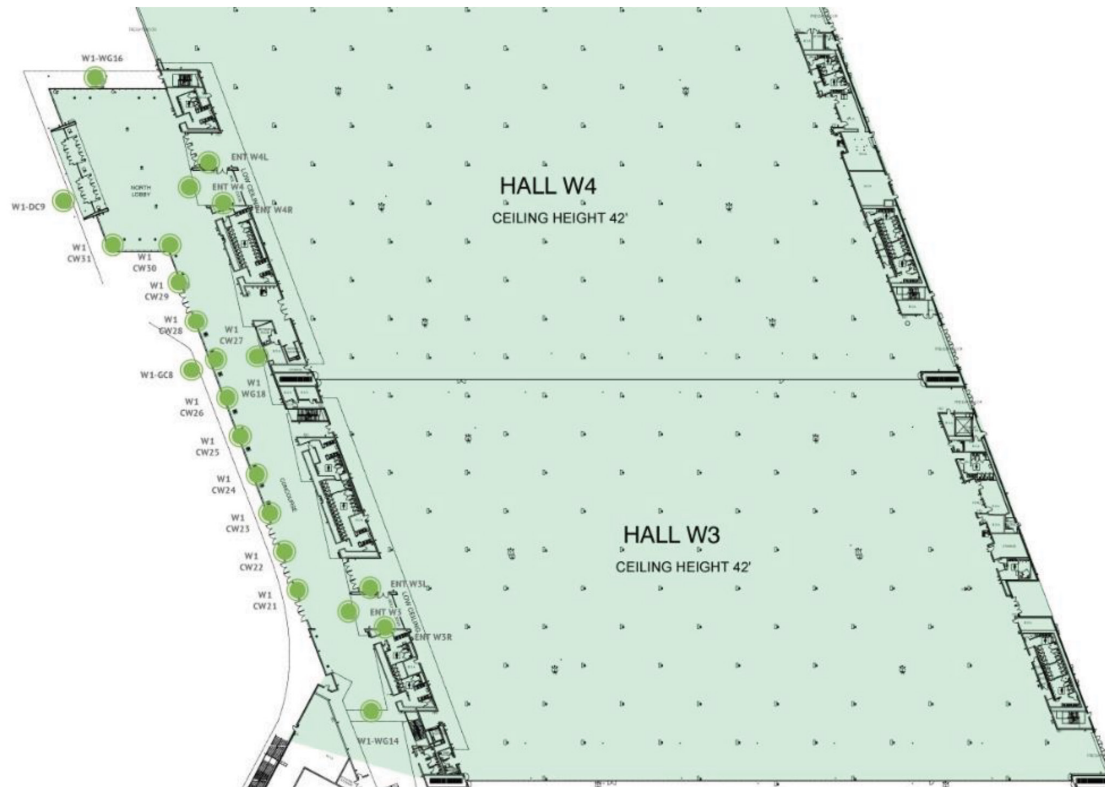
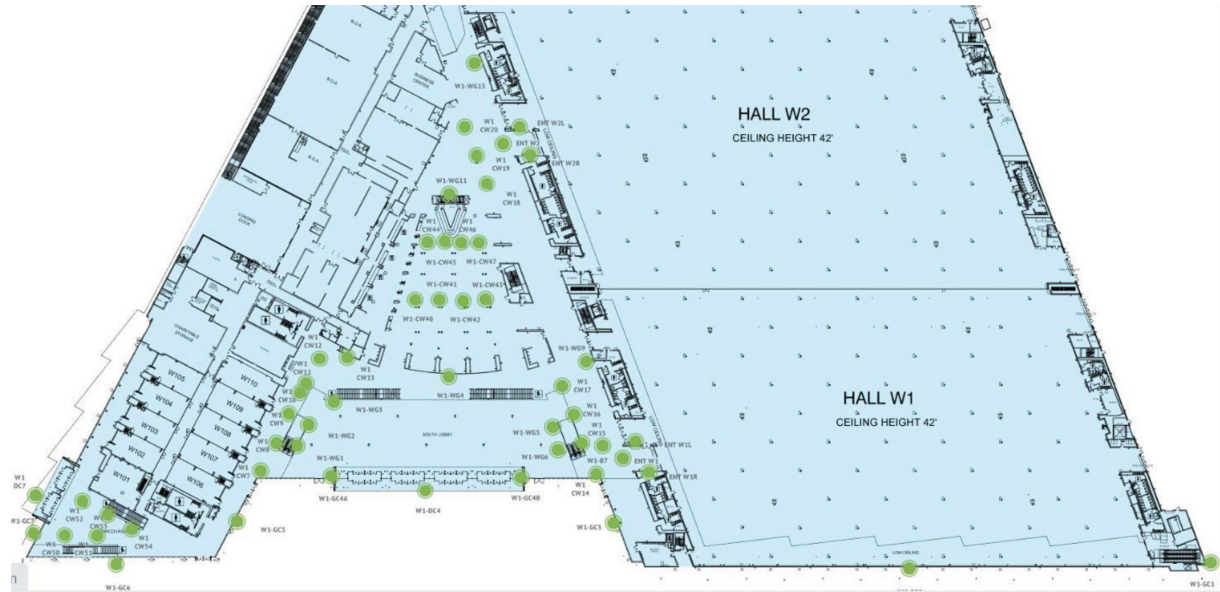
Full Door Panels available
Approx. 5'w x 11.4'h
\$4,500.00 each panel

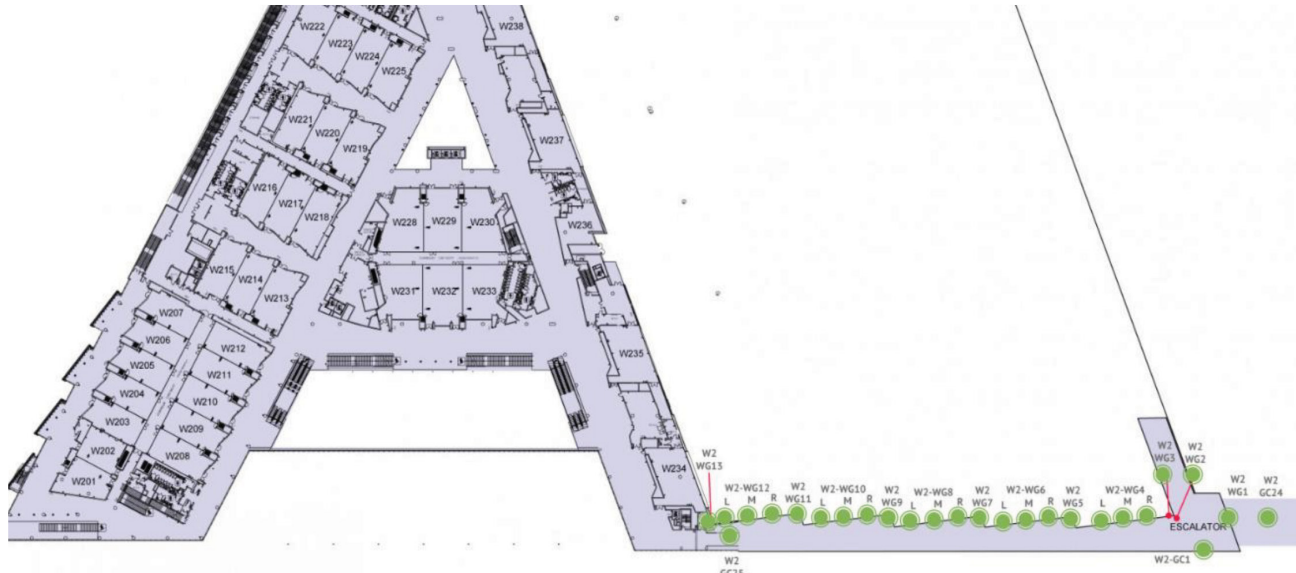
Smaller/Partial Panels
Approx 2'w x 3'h
\$1,250.00 each Panel

18 Opportunities

Door panels are available outside:
South Lobby (18 Opportunities)
Southwest Lobby (16 opportunities)
North Lobby (16 Opportunities)







Official Show Sponsor for spending over \$3,500.00

Show Sponsor Benefits

- o Link to your website from sponsor “thank you” page on AWFSFair.org
 - o Inclusion in sponsor “thank you” signs throughout the show onsite
 - o Noted as a Show Sponsor on online floorplan logo bar
 - o Noted as a Show Sponsor on online business card and online directory
 - o First right of refusal on purchased sponsorships for the 2025 AWFS®Fair
 - o Deadline for first right of refusal for 2025 AWFS®Fair will be 07/01/2024.
- *Client to provide logo to use on promotional materials.

*These additional points are only for 2025 AWFS® Fair and will not be accumulated for shows beyond 2023
 **Whether or not this incentive is offered to exhibitors is solely at the discretion of AWFS® management and/or its Board of Directors.
 TO PURCHASE: Fill out the order form on the next page and return with payment to awfssales@awfs.org
 Or Fax to 323.838.9443

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.

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

SHOW SPONSORSHIPS AND DIGITAL SPONSORSHIPS Contract

				QTY	COST
ON SITE SPONSORSHIPS	<input type="checkbox"/>	Attendee of Day Sponsorship	4 Available	\$2,000.00 each	\$
	<input type="checkbox"/>	Charging Station Sponsorship	2 Available	\$5,200.00 each	
	<input type="checkbox"/>	Media Room Sponsorship	Exclusive	\$3,200.00	\$
	<input type="checkbox"/>	Nook Sponsorship		\$5,000.00 each	\$
	<input type="checkbox"/>	Head Shot Lounge Sponsorship	Exclusive	\$10,000.00	\$
	<input type="checkbox"/>	Carpet Clings		\$1,500.00 each	\$
	<input type="checkbox"/>	"Take a Break" Park Bench Sponsorship		\$2,000.00 each	\$
ONLINE/DIGITAL SPONSORSHIPS	<input type="checkbox"/>	AWFS®Fair Home page Slider Ad 1,600 X 900 pixel		\$5,000.00 each	\$
	<input type="checkbox"/>	AWFS®Fair.org Half Page ad		\$5,000.00 each	\$
	<input type="checkbox"/>	AWFS®Fair.org Leaderboard ad		\$3,000.00 each	\$
	<input type="checkbox"/>	AWFS®Fair.org Rectangle ad		\$4,000.00 each	\$
	<input type="checkbox"/>	Official Show APP Ad - 640x120 ad		\$1,700.00 each	\$
	<input type="checkbox"/>	Official Show APP - Push Alert - limit 4/day		\$800.00 each	\$
	<input type="checkbox"/>	Retargeting Pck 1 - 50,000 Impressions	5 available	\$2,000.00 each	\$
	<input type="checkbox"/>	Retargeting Pck 2 - 100,000 Impressions	5 available	\$4,000.00 each	\$
	<input type="checkbox"/>	Retargeting Pck 3 - 200,000 Impressions	5 available	\$6,000.00 each	\$
	<input type="checkbox"/>	Attendee Reg - Confirmation Web Page	Exclusive	\$4,000.00	\$
	<input type="checkbox"/>	Attendee Reg Email - Small email ad	6 available	\$3,000.00 each	\$
	<input type="checkbox"/>	Attendee enews - Leaderboard		\$1,500.00 each	\$
<input type="checkbox"/>	Attendee enews - Promo Spotlight		\$1,000.00 each	\$	
EDUCATION	<input type="checkbox"/>	CWWK Sponsorship	Exclusive	\$150,000.00	\$
	<input type="checkbox"/>	Fresh Wood; People's Choice Award	Exclusive	\$3,000.00	\$
	<input type="checkbox"/>	Fresh Wood; Category Sponsorship	6 available	\$1,000.00 each	\$
	<input type="checkbox"/>	Bravo To Teachers Sponsorships			In Kind Donation

COMPANY NAME _____

CONTACT NAME _____

TITLE _____

EMAIL PHONE _____

FAX _____

SEND INVOICE

CREDIT CARD

SIGNATURE _____

DATE _____

The undersigned, on behalf of the company named above ("We") does hereby apply for the reservation of the exhibit space in the AWFS®Fair July 25-28, 2023. We have read and agree to abide by the "Terms & Conditions", which are made a part of this Agreement by reference and fully incorporated herein. We understand that this Agreement shall be legally binding between AWFS® and the Exhibitor upon acceptance by a duly appointed representative of AWFS®.

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* Spend over \$3,500.00 and be an Official Show Sponsor

GRAND TOTAL: \$

Official Show Sponsors need to send in their logo to AWFSsales@awfs.org for use on Promotional Materials



JULY 25-28, 2023
 LAS VEGAS CONVENTION CENTER
 LAS VEGAS, NEVADA
 www.awfsfair.org

2023 AWFS® Fair
HANGING BANNER Order Form

All sponsorships are based on availability

Inside - Lobby & Concourse areas

<input type="checkbox"/> W1-WG1 (10'h by 30'w)	\$9,000.00	\$ _____
<input type="checkbox"/> W1-WG2 (10'h by 30'w)	\$9,000.00	\$ _____
<input type="checkbox"/> W1-WG3 (9'9" h by 37'w)	\$11,000.00	\$ _____
<input type="checkbox"/> W1-WG4 A/B/C (17'7' h by 5'w)	\$4,500.00 ea	\$ _____
<input type="checkbox"/> W1-WG4 D/E/F (5' h by 27'w)	\$5,500.00 ea	\$ _____
<input type="checkbox"/> W1-WG5 (10' h by 30' w)	\$9,000.00	\$ _____
<input type="checkbox"/> W1-WG6 (10' h by 30' w)	\$9,000.00	\$ _____
<input type="checkbox"/> W1-WG9 A (10' h by 40' w)	\$11,000.00	\$ _____
<input type="checkbox"/> W1-WG9 B (12' h by 40' w)	\$13,000.00	\$ _____
<input type="checkbox"/> W1-WG11 A (10' h by 38.8' w)	\$11,000.00	\$ _____
<input type="checkbox"/> W1-WG11 A (15' h by 38.8' w)	\$15,000.00	\$ _____
<input type="checkbox"/> W1-WG13 A (10' h by 30' w)	\$9,000.00	\$ _____
<input type="checkbox"/> W1-WG13 B (12' h by 30' w)	\$10,000.00	\$ _____
<input type="checkbox"/> W1-WG14 (11' h by 37' w)	\$12,000.00	\$ _____
<input type="checkbox"/> W1-WG18 A (12' h by 30' w)	\$9,500.00	\$ _____
<input type="checkbox"/> W1-WG18 B (18' h by 30' w)	\$13,500.00	\$ _____

Exhibit Hall Entrance W1, W2, W3, W4
Right or left side of entrance unit
A or B - 15' W by 20' H \$9,500.00 ea \$ _____

Inside - Lobby & Concourse areas

<input type="checkbox"/> Aisle Sign Sponsor	\$3,000.00	\$ _____
<input type="checkbox"/> Kiosk - Lobby Area	\$4,000.00	\$ _____
<input type="checkbox"/> Single Kiosk - Lobby	\$3,500.00	\$ _____
<input type="checkbox"/> Single Kiosk - Show Floor	\$2,500.00	\$ _____
<input type="checkbox"/> Column Wrap - small	\$5,000.00	\$ _____
<input type="checkbox"/> Column Wrap - wide	\$6,000.00	\$ _____

Outside Signage

<input type="checkbox"/> W1-GC1 (30' w by 15' h)	\$12,500.00	\$ _____
<input type="checkbox"/> W1-GC2 (30' w by 30' h)	\$24,500.00	\$ _____
<input type="checkbox"/> W1-GC3 (30' w by 30' h)	\$24,500.00	\$ _____
<input type="checkbox"/> W1-GC4B (30' w by 30' h)	\$24,500.00	\$ _____
<input type="checkbox"/> W1-GC4A (30' w by 30' h)	\$24,500.00	\$ _____
<input type="checkbox"/> W1-GC5 (30' w by 30' h)	\$24,500.00	\$ _____
<input type="checkbox"/> W1-G6 (30' w by 30' h)	\$24,500.00	\$ _____
<input type="checkbox"/> W1-GC7 (22'6" w by 20' h)	\$12,500.00	\$ _____

Outside Door Panels

<input type="checkbox"/> Full Door Panels (5'w by 11'4" H)	\$4,500.00 ea	\$ _____
<input type="checkbox"/> Smaller Partial Panels (2'w by 3'h)	\$1,250.00 ea	\$ _____

***Spend over \$3,500.00 and be an Official Show Sponsor**

Official Show Sponsors need to send their logo to AWFSsales@awfs.org for use on promotional materials

GRAND TOTAL \$ _____

COMPANY NAME _____

CONTACT NAME _____

TITLE _____

EMAIL PHONE _____

FAX _____

SEND INVOICE

CREDIT CARD

SIGNATURE _____

DATE _____

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We understand that any changes to this Agreement must be made in writing. When executed by both parties to the Agreement, this shall constitute a binding Agreement between the parties.

PAYMENT FOR

AWFS® Fair Booth Payment (percentages based on dates) Amount: \$ _____

AWFS® Membership Payment - 2022 Dues Amount: \$ _____
(Membership is due in full, and is not on a percentage basis like booth space)

AWFS® Membership Payment - 2023 Dues Amount: \$ _____
(Membership is due in full, and is not on a percentage basis like booth space)

OTHER: _____ Amount: \$ _____
(SWM membership, sponsorship/signage, education, donations, etc.)

TOTAL: \$ _____

**Charge will appear on statements from "Association of Woodworking & Furnishing Suppliers"*

PAYMENT DETAILS

This Payment Only Charge automatically when any balances become due

CREDIT CARD INFORMATION

MasterCard Visa Discover American Express

Credit Card Number _____ Exp Date: _____

Cardholder Name: _____

Phone: _____ email: _____

Receipt will be emailed to this email address

Credit Card Billing Address _____

City _____ State _____ Zip _____

Cardholders Signature: _____ Date: _____

I hereby authorize **AWFS®** to charge my credit card for the amount indicated

Questions?

Call Angela Hernandez at
(800) 946-AWFS (2937)

FAX: (323) 838-9443
EMAIL: angela@awfs.org
MAIL: AWFS, 2400 E Katella Ave,
 Suite 340, Anaheim, CA 92806

OFFICIAL AWFS USE ONLY

_____ Accounting Dept. Initials

_____ Date Processed

_____ Actual Amount Processed

_____ Approval #