

# 2025 Field Trip

The College of Woodworking Knowledge

Debuting at the AWFS<sup>®</sup>Fair 2025 is a new educational program, the “Field Trip”! This program will allow select exhibitors the opportunity to speak about their offerings directly to attendees escorted to their booth. Each Field Trip is themed and exhibitors are selected based on preference and alignment with those themes.

## Overview

The purpose of the Field Trip is to drive traffic to exhibitor booths and allow for in-booth education. Think of this as a combination of Tool Tour and College of Woodworking Knowledge (CWWK).

*Tool Tour* is an AWFS<sup>®</sup> program that drives traffic to booths through a passport stamping system with accompanying merchandise for attendees.

The *College of Woodworking Knowledge* is the branch of the AWFS<sup>®</sup>Fair that offers registered education sessions for attendees and exhibitors on a variety of topics and tracks relevant to the industry.



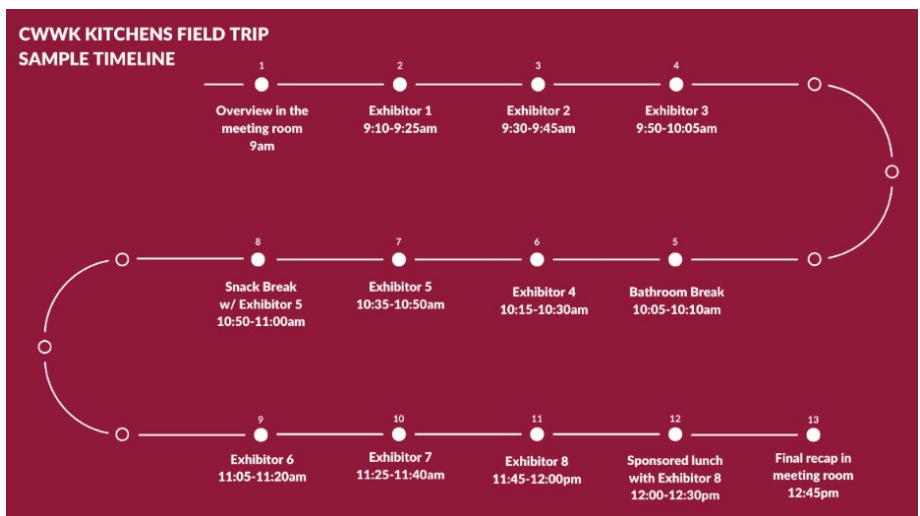
Attendees will register through CWWK like all other educational sessions. The expectation of exhibitors is to:

- network with attendees
- provide some education on what your company does
- provide context for how your company fits in with the theme of the field trip

## Field Trip Themes

1. Closets
2. Kitchens
3. Educator (geared towards teachers/school staff)
4. Windows & Doors
5. Getting Started in the Industry
6. Spanish Language Tour

As one of the hosts on the field trip you will have a maximum of 15 minutes to interact with the attendees before they move on to the next exhibitor. Attendee groups will be capped at 20 participants. If there is enough interest for more than 20 additional field trips on the same theme may be added to accommodate. The entire field trip will take 2 to 3 hours total with time allotted for bathroom breaks, sponsored snack breaks with exhibitors in the booth, etc... A sample field trip timeline is given:



## Exhibitor Registration & Fees

If you are an AWFS® Fair exhibitor and want to host one or more field trips a registration fee of \$100 per field trip is required to cover costs. For example, if an exhibitor wanted to be a host for both the Kitchens and Educator field trips, that would be \$200 in registration fees. *\*In case of over-registration, AWFS® will try to schedule multiple field trips to accommodate attendee registration. Exhibitors are not expected to pay registration fees again for hosting the same field trip multiple times.*

AWFS® is also seeking exhibitors to sponsor snack breaks and meal breaks for attendees. These would be hosted in your booth, with food and beverage coordinated with AWFS® Fair Operations.

## Exhibitor Guidelines

- Your booth must be able to physically accommodate **20 attendees** plus field trip guide and booth staff without significantly blocking normal flow of traffic.
- You are expected to be prepared for a 15-minute interaction with attendees discussing your business and how it fits within the theme of the field trip. You can leave room for Q&A or organize your time however makes the most sense for you.
- You are expected to present to the field trip when they arrive at your booth, even if the timing is early or late. The tour guide will try their best to keep to the schedule and will **not** be skipping any booths if running late.
- You may (if you choose) give out samples, promotional materials, or other merchandise to attendees when they stop at your booth. **AWFS® would like all of these to be given at the end of the tour as a package for each attendee, to encourage attendees to stay with the group for the full duration of the field trip.**
- AWFS® recognizes the opportunity for sales, but strongly recommends that booth staff's primary focus be on education. Talk of specific pricing for products and/or services is not recommended for the short time frame of your presentation.
- AWFS® will supply the tour guide with a mobile microphone and speaker so that attendees can better hear what is being said. In the booth the tour guide will loan the microphone and speaker to booth staff for the duration of the visit. It must be returned back to the tour guide before the group moves on.
- At the conclusion of the tour, attendees will receive project plans in line with the theme of the field trip. The goal is to allow them to immediately reach out to appropriate vendors after the show and start building! AWFS® and the tour guide for the tour may be in contact with participating exhibitors to offer the following to attendees at the conclusion of the tour:
  - Project plans
    - Digital CAD specs for project
    - Materials list
    - Cut list
    - Cost breakdown
    - Suggested vendors (including participating exhibitors)
  - List of primary point of contact for each participating exhibitor for the field trip
  - Any free samples given by exhibitors (either digital or physical)
  - Any discount codes or coupons for exhibitor products

## Value to the Exhibitor

- All participating companies will be on the "Field Trip" where attendees will be escorted to each exhibitors' booth on the field trip during a pre-arranged schedule.
- 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.
- 2025 FIELD TRIP PARTICIPANTS WILL BE HIGHLIGHTED AT THE SHOW:
  - **AWFS® Fair Website**
  - **Social Media Engagement**
  - **AWFS® Fair Show App**
  - **Designated markers within their booth**
  - **AWFS® Fair onsite signage at key locations**

**YES – I WANT TO PARTICIPATE IN THE 2025 FIELD TRIP**

Participation is **\$100 per topic** and available to all contracted exhibitors. Select which Field Trip topic(s) you are interested in being a host for: *(Please check all that apply)*

- Kitchens
- Closets
- Windows & Doors
- Educator
- Getting Started in the Industry
- Spanish Language

**Approval of exhibitor participation will be determined by AWFS® staff and Field Trip tour guide. Field Trips subject to change or cancellation based on host availability and attendee registration. Any cancellation made by AWFS® will process a full refund to all participating exhibitors.**

Products and/or Services that fit with the relevant theme:

|  |       |
|--|-------|
| <b>Kitchens</b>                        | _____ |
| <b>Closets</b>                         | _____ |
| <b>Windows &amp; Doors</b>             | _____ |
| <b>Educator</b>                        | _____ |
| <b>Getting Started in the Industry</b> | _____ |
| <b>Spanish Language</b>                | _____ |

*\*to participate in the Spanish Language Field Trip, you must agree to have at least one booth member fluent in Spanish to speak with attendees and marketing materials translated into Spanish to give to attendees.*

|                              |              |       |
|------------------------------|--------------|-------|
| _____                        | _____        | _____ |
| Company Name                 | AWFS Booth # | Date  |
| _____                        | _____        | _____ |
| Main Trade Show Contact Name | Title        |       |
| _____                        | _____        | _____ |
| Phone                        | Email        |       |

Sign & Email back to Education Director Tovi Spero at [tovi@awfs.org](mailto:tovi@awfs.org).

Questions? Call (323) 215-0311

**After approval the Exhibiting Company will be invoiced through MapYourShow and have the option to either pay online with a credit card or mail AWFS® a check.**

**DEADLINES:**

March 1, 2025 – Form must be submitted by this date to be included in the attendee brochure as a Field Trip host.  
June 1, 2025 - Final deadline to participate in the Field Trip at the 2025 AWFS®Fair.

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

Approved by: \_\_\_\_\_