



2025 AWFS® Fair 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).
- Information to be distributed closer to the Fair.

Discounted sponsorship & advertising opportunities

- Receive \$100.00 off any sponsorship or signage at the fair! (*Digital booth packages excluded*)

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

Helpful Hint Emails

- First time exhibitors will receive dedicated emails with important information and helpful hints for a successful exhibitor experience.

Show Daily Recognition

- Featured in ad listing all “First Time Exhibitors” by company name and booth number.

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 2025 Fair for Free!
 - Access your code.
 - Invite your customers.
 - Receive the results.

**For Booth Contracts received after June 1, 2025*

Some of the “First Time Exhibitor” benefits listed above can’t be fulfilled, due to the proximity to the show.

RESERVE YOUR BOOTH

Email: awfssales@awfs.org or Call: 800-946-2937, ext. 3