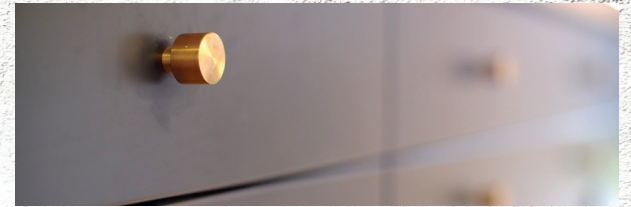
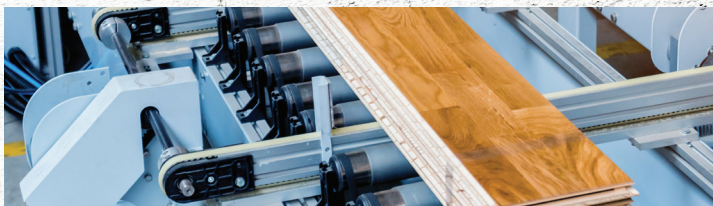
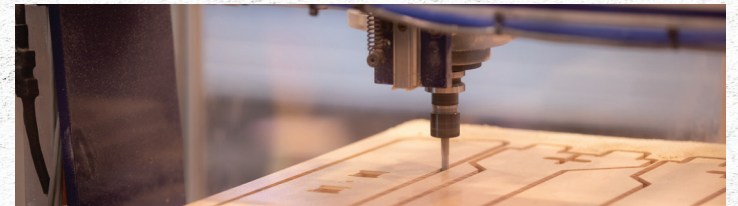
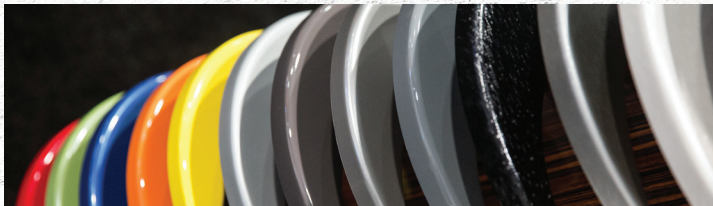


# EXHIBITOR



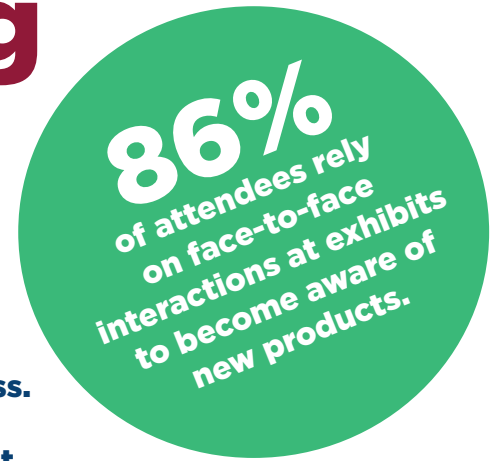
# MARKETING MANUAL



**AWFS**<sup>®</sup> | JULY 20-23  
*Fair* | **2021**

# Thank you for exhibiting at AWFS® Fair 2021!

**W**e'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.



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 print and 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 Gold or Platinum 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.

# Table of Contents

<b>Show Schedule</b> .....	<b>4</b>
<b>Exhibitor Marketing Schedule &amp; Worksheet</b> .....	<b>5</b>
<b>Book a Meeting Room</b> .....	<b>6</b>
<b>Free Promotions &amp; Opportunities</b>	
Exhibitor Registration Widget.....	<b>7</b>
Invite-a-Customer Program .....	<b>8</b>
Register Your Staff.....	<b>9</b>
Custom WebMarketing with Feathr.....	<b>10</b>
Social Media.....	<b>11</b>
<b>Advertising and Press</b>	
eXchange Newsletter.....	<b>12</b>
Show Directory.....	<b>13</b>
Media Guide & Scheduling Form.....	<b>14</b>
<b>Print &amp; Online Directory</b>	
Exhibitor Profile.....	<b>16</b>
Digital Booth Upgrades & Order Form.....	<b>17</b>
Online Company Profile Instructions.....	<b>19</b>
<b>Show Features</b> .....	<b>25</b>
Tool Tour.....	<b>26</b>
Visionary Showcase & Awards.....	<b>27</b>
First Time Exhibitor.....	<b>30</b>
Industry 4.0.....	<b>32</b>
<b>Sponsorship Opportunities</b>	
Pre-Show & On-Site Sponsorships.....	<b>33</b>
<b>Credit Card Form</b> .....	<b>47</b>

# Show Schedule

**Dates: Tues, July 20 - Fri, July 23, 2021**  
**Las Vegas Convention Center, West Hall, Las Vegas, NV**

## DEALER/DISTRIBUTOR DAY

Monday, July 19, 2021 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 20 9:00 A.M. - 5:00 P.M.

Wednesday, July 21 9:00 A.M. - 5:00 P.M.

Thursday, July 22 9:00 A.M. - 5:00 P.M.

Friday, July 23 9:00 A.M. - 2:00 P.M.

## EXHIBITOR MOVE-IN\*

Wednesday, July 14 7:00 A.M. - 4:30 P.M.

Thursday, July 15 7:00 A.M. - 4:30 P.M.

Friday, July 16 7:00 A.M. - 4:30 P.M.

Saturday, July 17 7:00 A.M. - 4:30 P.M.

Sunday, July 18 7:00 A.M. - 4:30 P.M.

Monday, July 19 7:00 A.M. - 8:00 P.M.

## EXHIBITOR MOVE-OUT\*

Friday, July 23 2:01 P.M. - 8:00 P.M.

Saturday, July 24 8:00 A.M. - 4:30 P.M.

Sunday, July 25 8:00 A.M. - 4:30 P.M.

Monday, July 26 8:00 A.M. - 2:30 P.M.

## EXHIBITORS ONLY REGISTRATION

Friday, July 16 1:00 P.M. - 4:30 P.M.

Saturday, July 17 8:00 A.M. - 4:30 P.M.

Sunday, July 18 8:00 A.M. - 4:30 P.M.

## ATTENDEE & EXHIBITORS REGISTRATION

Sunday, July 18 8:00 A.M. - 6:00 P.M.

Monday, July 19 8:00 A.M. - 4:30 P.M.

Tuesday, July 20 8:00 A.M. - 4:30 P.M.

Wednesday, July 21 8:00 A.M. - 4:30 P.M.

Thursday, July 22 8:00 A.M. - 4:30 P.M.

Friday, July 23 8:00 A.M. - 1:30 P.M.

## SHOW MANAGEMENT

<b>Sales Director:</b>	Amy Bartz
<b>Marketing Coordinator:</b>	Elena Potter
<b>Trade Show Director:</b>	Kim Roehricht
<b>Education &amp; Conference Director:</b>	Adria Salvatore
<b>Education Manager:</b>	Adam Kessler
<b>AWFS® Exec. VP:</b>	Angelo Gangone
<b>Exec. Assistant, Accts. Receivable:</b>	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 (complete/incomplete)
<b>Immediately</b>	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 <b>Upgrade your digital booth</b>	
<b>Immediately</b>	<b>Complete your Print &amp; Online directory listing via Exhibitor Dashboard REQUIRED</b> <ul style="list-style-type: none"> <li>• select product categories</li> <li>• submit new products and photos</li> <li>• upload video and show specials (upgraded booths only)</li> </ul>	
<b>Ongoing</b>	Plan pre-show advertising using the AWFS®Fair logo Create a social plan and follow AWFS®Fair on all platforms	
<b>April</b>	Be on the lookout for news about Rapid Fire Presentations	
<b>May 2</b>	Complete your online exhibitor directory listing for the show directory	
<b>May 15</b>	Submit your application to participate in the Safety Zone	
<b>June 1</b>	Visionary New Product Awards entry form due First Time Exhibitor Showcase entry form due Industry 4.0 Showcase entry form due Submit your application to participate in the Tool Tour	
<b>July 8</b>	Schedule a media briefing Request a list of registered media	
<b>July 19</b>	Visionary New Product Showcase and Award entries delivered First Time Exhibitor Showcase entries delivered Industry 4.0 entries delivered <b>All entries must be delivered to the main lobby. Do not ship entries to the AWFS® office.</b>	
<b>July 20-23</b>	<b>Smile and have a great show!</b>	

# Meeting & Function Space Order Form

**Las Vegas Convention Center** 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 2021 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:** \_\_\_\_\_

# Exhibitor Registration Widget

## Promote your booth with this free feature!

CompuSystems, the official registration and lead retrieval provider for the 2021 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-a-Customer

## Invite your customers to AWFS®Fair

We've made some changes to how the exhibitor guest program works for 2021. 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.compustystems.com/servlet/ar?evt\\_uid=441](https://www.compustystems.com/servlet/ar?evt_uid=441)

Email Address

\* Email Address

Exhibitor Invitation Code

If you received an invitation from an exhibitor, enter it in the box provided below. Please note, not all invitations include a discount.

→ Exhibitor Invitation Code

Start New Registration

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.

Exhibitor Invite a Guest

SAMPLE COMPANY

Sign out

Return to Registration Dashboard

Exhibiting companies can now invite their exhibitor guests to the show with a complimentary invitation. Just follow the few simple steps below and you can send your customer an email with a link that allows them to register for the show.

- 1. Create Company Code**  
Your code has already been created: **SAMPLE**  
Proceed to step 2.
- 2. Send Code to Customers**  
Click 'Send Email'  
**Send Email**  
OR  
Copy and paste the link below into an email or document and send it to your customer.  
`https://www.compustystems.com/servlet/ar?evt_uid=441&sol=Imsj%AD0rveIto110j0PvogK3D#3D&company_code= SAMPLE`  
Copy to clipboard
- 3. Reporting**  
Company Code: **SAMPLE**  
Number of Registrants: **2**  
Download a csv file of registrants who registered using your Exhibitor VIP Code.  
**Download List**

Courtesy of AWFS®Fair 2021 132 days

Print Us

Show Information

# 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

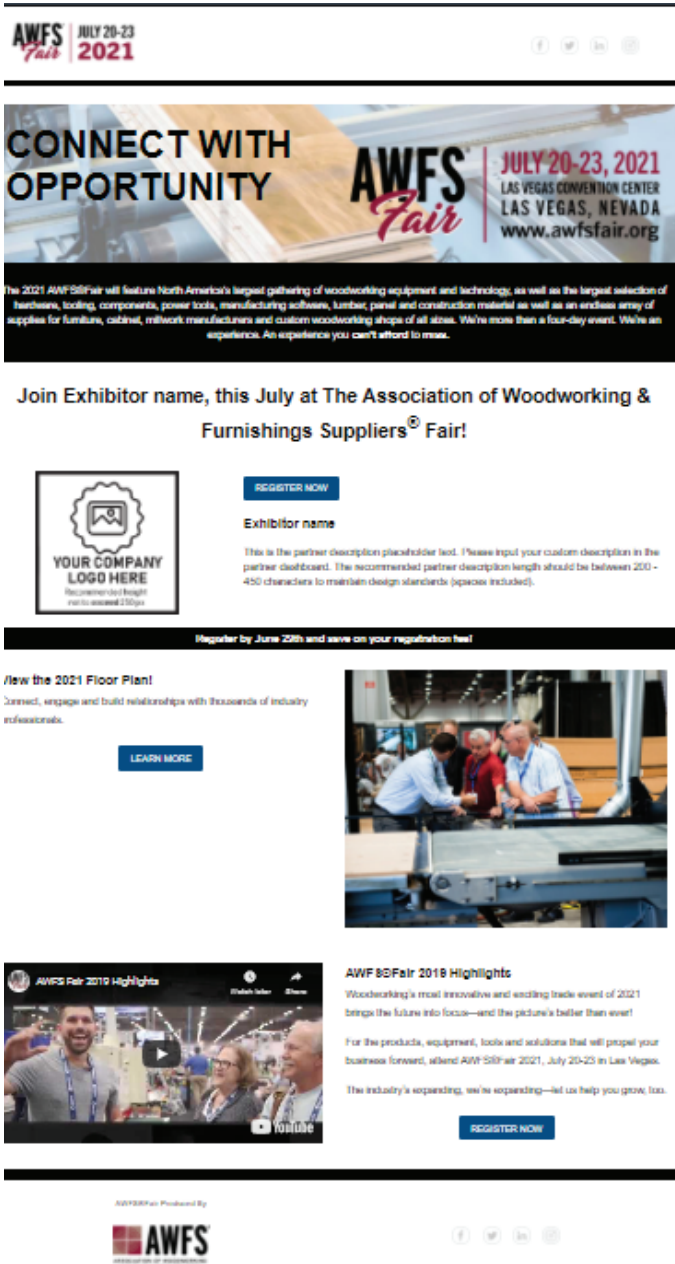
100 sq. ft.....	8 badges
200 sq. ft.....	10 badges
300 sq. ft.....	12 badges
400 sq. ft.....	14 badges
800 sq. ft.....	22 badges
1000 sq. ft.....	26 badges
2000 sq. ft.....	46 badges
4000 sq. ft.....	86 badges
5000 sq. ft.....	106 badges



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



# Custom Landing Page, Email, and Banner



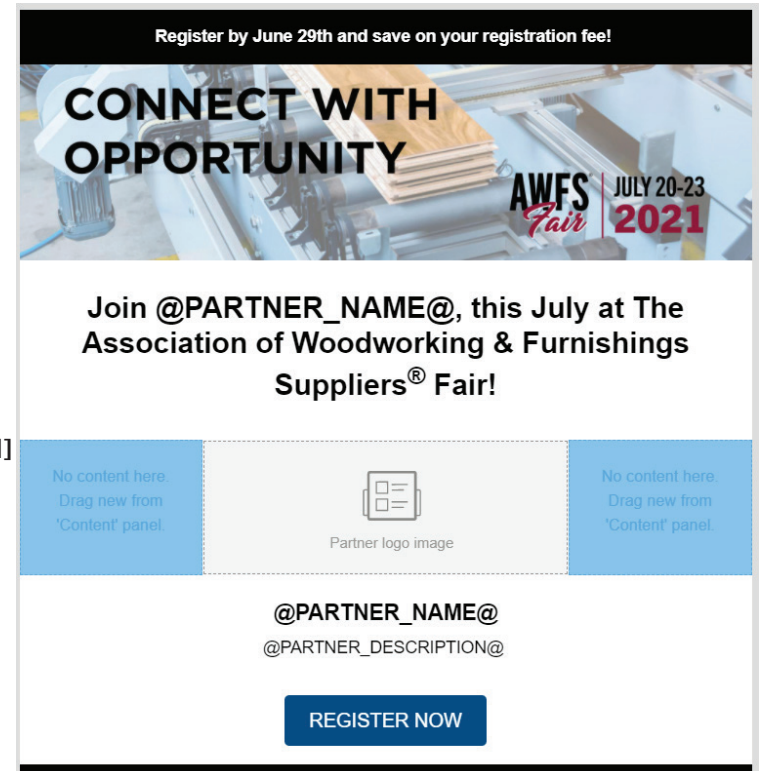
Spread the word to your network about participating in the AWFS®Fair with these free tools and drive more customers to your space on the show floor!

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 Elena Potter at [elena@awfs.org](mailto:elena@awfs.org). Pictured here are examples of what your unique, co-branded items will look like.

[Sample of custom landing page]

[Sample of custom email]



# 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.

## What should I post?

### Twitter (140 character limit)

We'll be at @awfsfair July 20-23. 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 20-23 at booth (insert your booth #).

### 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 #].

### Instagram

See [your product] live and in person at our booth at @awfsfair2021 July 20-23 in Las Vegas!

or

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

### 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, Twitter, and LinkedIn so all your customers can see!

# Woodshop News eXchange

Deepest reach.  
Highest Frequency.  
Ultimate Results.

**Banner:**  
728x90px

## Sample eNewsletter



**Skyscraper:**  
125x250px

**Tower**  
125x375px

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](mailto:rory@woodshopnews.com)

# Official AWFS®Fair Show Directory

Reserve space in the only official and authorized AWFS®Fair Show Directory  
Space deadline: June 4                      Materials deadline: June 10

Distributed to all AWFS®Fair attendees at registration and in specially-marked kiosks, the official show directory is the only on-site resource for everything about the event. Show attendees will bring this high-quality, heavy-stock publication back to their shops as a year-round resource.



- All the information a show-goer needs to know about AWFS®Fair
- Full exhibitor list and booth numbers in alpha order
  - Full exhibitor list by product category
  - Show floor plan
- Full College of Woodworking Knowledge sessions schedule and locations

**\$2079 net**  
full-page, color

**Full page specs:**  
Bleed: 8.625 x 11.125 inches  
Live area: 7.875 x 10.375 inches  
Trim: 8.375 x 10.875 inches

To reserve, contact your Woodworking Network Media Integration Manager or, Ellen Roundtree: [ellen.roundtree@woodworkingnetwork.com](mailto:ellen.roundtree@woodworkingnetwork.com) | 847.828.6998

# Public Relations: Media Guide

For questions, please contact Elena Potter, Marketing Coordinator 323.215.0308 [elena@awfs.org](mailto:elena@awfs.org).

## 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 Elena Potter, [elena@awfs.org](mailto:elena@awfs.org).

**Show Directory or Show Daily Advertising** - Don't forget to include the Show Daily or Show Directory published by Woodworking Network in your PR plan (see page 12 for details).

## 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 36).

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](mailto: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: Elena Potter, [elena@awfs.org](mailto:elena@awfs.org) or 323.215.0308.

## 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](mailto:kim@awfs.org) for more information.

# Media Briefing/ Event Scheduling Form

Deadline: July 8, 2021

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:

**Elena Potter**  
AWFS® Fair Media Relations  
2400 Katella Ave, Suite 340  
Anaheim, CA 92806

email: [elena@awfs.org](mailto:elena@awfs.org)

# Exhibitor Profile

**Deadline: May 2, 2021**

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 accurate information is printed in the 2021 AWFS®Fair Show Directory.

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)
- Show Guide (limit – 75 word description for printed directory)
- Brands List and Product Categories Selection (will be listed in the Show Directory indexes)
- Any other categories you qualified for

## Important Show Guide Deadline

Listings must be reviewed and updated by May 2nd for changes to appear in the printed Show Directory.

## Upgrade Your Online Listing

Make it easy to be found. All exhibitors receive the free Standard listing. Increase your exposure by upgrading to the Gold, Platinum or Diamond level. This enhanced listing allows you to increase the online information available to attendees, while reinforcing your brand (see page 17 for this form).

## Information in Printed Show Guide; Information in Digital Booth Profile

While email addresses, phone numbers, fax numbers, and company contacts are collected online for use in the printed Show Directory, 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. The brands will be printed in the official show directory with booth number. You can upgrade to a Gold Digital booth package to increase to 10 brand listings, or the Platinum Digital Booth Package to increase to 15 Brand listings.

In years past we have offered “additional listings” to allow an exhibitor to add a brand to their profile, this option is replacing the additional listings.

# Digital Booth Package Comparison

Online Listing Packages	Standard	Gold	Platinum	Diamond
<b>Company Profile:</b> Include relevant info and description	Max 200 words	Max 200 words	Max 200 words	Max 200 words
<b>Product Categories:</b> Select product categories that prospects are likely to search to find you. Your company will appear in the Product Index of the printed Show Guide within the product categories chosen	Unlimited	Unlimited	Unlimited	Unlimited
<b>New Products:</b> Feature products that will be introduced at the show. 100 words/product with high-res photo	1-product/service listing	5-products/ service listing	10-products/ service listing	10-products/ service listing
<b>Press Releases:</b> Highlight what your company is doing with printable, downloadable press releases	1 Release	4 Releases	6 Releases	6 Releases
<b>Company Logo:</b> Your logo on the business card for greater recognition	No	No	Yes	Yes
<b>Social Media:</b> Add icons to enable attendees to find you on Twitter, LinkedIn, and Facebook	No	Yes	Yes	Yes
<b>Videos:</b> Provide clear demos to prove your product's success. <b>YouTube embedded video only</b>	No	Yes	Yes	Yes
<b>Brand Name Listing:</b> Create a custom list of company brands searchable online and in printed directory	5	10	15	15
<b>Videocast URL Link</b>	No	No	No	1
<b>Podcast URL Link</b>	No	No	No	1
<b>Coupon Upload:</b> Promote your deals to keep activity flowing to your booth throughout the event.	No	No	No	Yes
<b>Special Events:</b> Announce special events you will be holding during the event in your digital booth.	1 Event	1 Events	4 Events	4 Events
<b>Logo on Floorplan Sponsor Bar:</b> Your company logo at the bottom of the AWFS®Fair online floor plan. Logo will link to designated URL. Hover tool will display a short message provided by exhibitor.	No	No	No	Yes
<b>Virtual Demo:</b> Demo products directly from your digital booth	0	2 Demos	4 Demos	8 Demos
<b>Price per package</b>	<b>Included</b>	<b>\$200</b>	<b>\$400</b>	<b>\$1000</b>

# Digital Booth Package Order Form

Every exhibitor will receive an Online Company Profile (200 words) and a Printed Directory Profile (75 words). It is the exhibitor's responsibility to ensure that all the information is correct and updated in the online system for the 2021 AWFS®Fair.

**Diamond Package \$1,000 (value \$1,900)**

- "Platinum Digital Booth Package" plus:
- One (1) Videocast URL Link
- One (1) Podcast URL Link
- One (1) Coupon Upload
- Your Logo on the online floorplan sponsor bar
- Eight (8) Virtual Demos

**Platinum Package \$400**

- "Gold Digital Booth Package" plus six (6) Press Releases
- Ten (10) Product/Service listing
- Four (4) Special Event Announcements
- Fifteen (15) Brand Name Listings
- Four (4) Virtual Demos

**Gold Package \$200**

- "Standard Digital Booth Package" plus:
- Four (4) Press Releases Company Logo on Business Card (50kb)
- Two (2) Special Event Announcements YouTube embedded video on Business Card
- Ten (10) Brand Name listings on Facebook, Twitter, LinkedIn
- Five (5) Product/Service listing
- Two (2) Virtual Demos

**Standard Package FREE**

- Business Card - Contact Information & one (1) Press Release
- One (1) Special Event Announcement Company Website link from exhibitor list
- One (1) Product/Service listings
- Five (5) Brand Name Listings

Please fill out this form and return contract to:  
[awfssales@awfs.org](mailto:awfssales@awfs.org) or fax to 323.838.9443  
Or complete this form digitally [here](#).

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_  Send Invoice  Credit Card

Total: \$ \_\_\_\_\_

The undersigned, on behalf of the company named above ("We") does hereby apply for the reservation of the exhibit space in the 2021 AWFS®Fair July 20-23, 2021. 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 in writing 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 this Agreement, this shall constitute a binding Agreement between the parties.

# Digital Booth & Online Company Profile Instructions

Print these instructions out and use it as a checklist

Every exhibitor will receive the “Standard” package automatically. You can upgrade to Gold, Platinum or Diamond by completing the Digital Package Order Form. You can do this in the site or fill out the separate order form.

## Exhibitor links

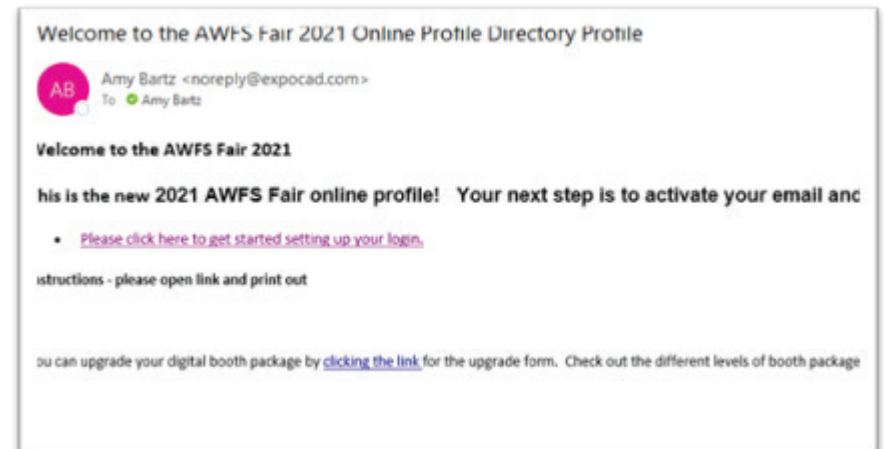
Here is the link if you have registered your password: <https://www.expocadweb.com/awfs21/ec/forms/users/Login.aspx>

### 1.The Main Trade Show Contact for each exhibitor will receive an email that will look like this:

Click the link to get started.

If you did not receive an email, please contact Kim Roehricht, [kim@awfs.org](mailto:kim@awfs.org) or Amy Bartz, [amy@awfs.org](mailto:amy@awfs.org)

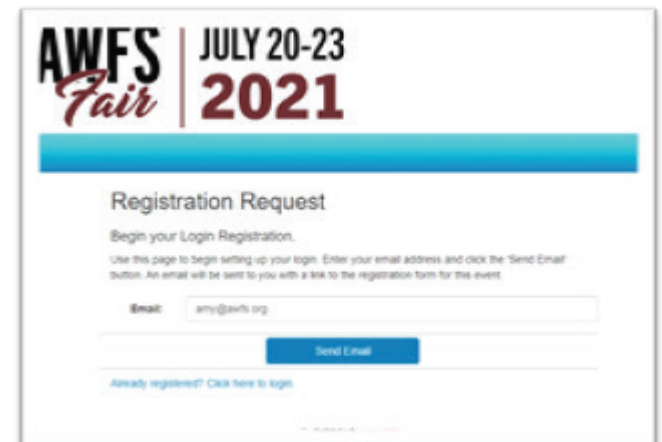
Only the main trade show contact will have access.  
We do not have multiple users on any account.



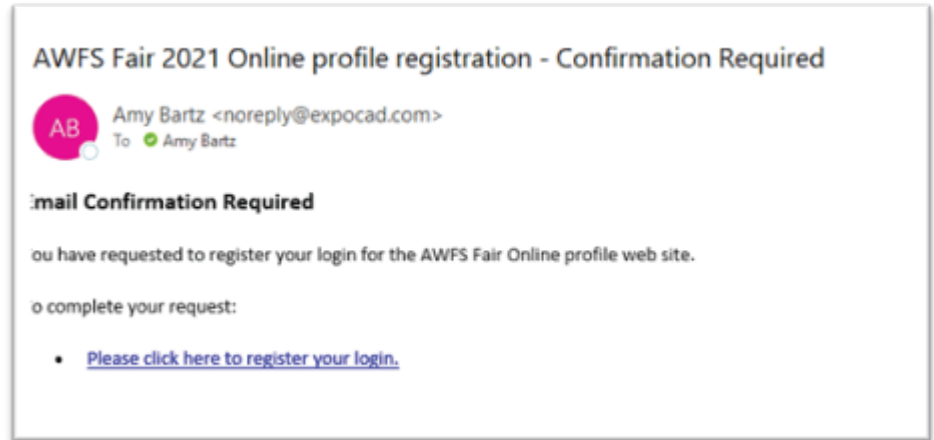
### 2.It will open this window. Make sure your email is there and click the send email button

You will then receive a 2nd email confirmation.

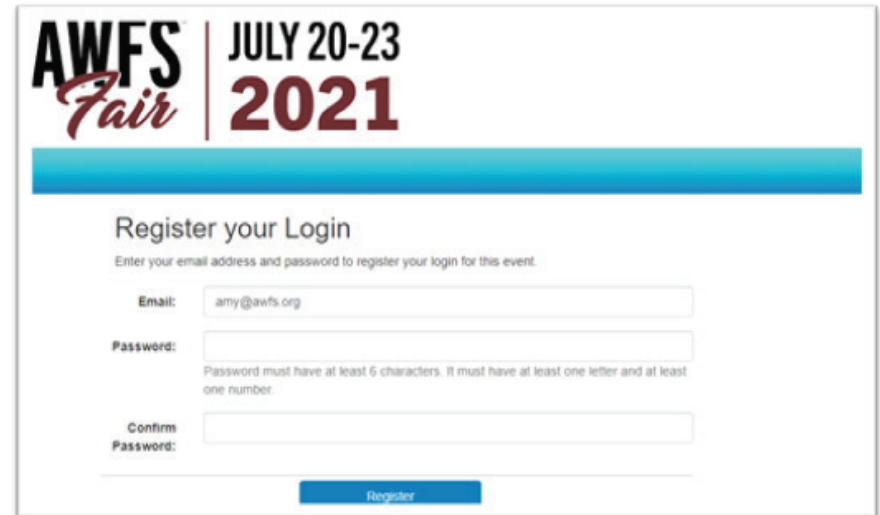
Click to register the login



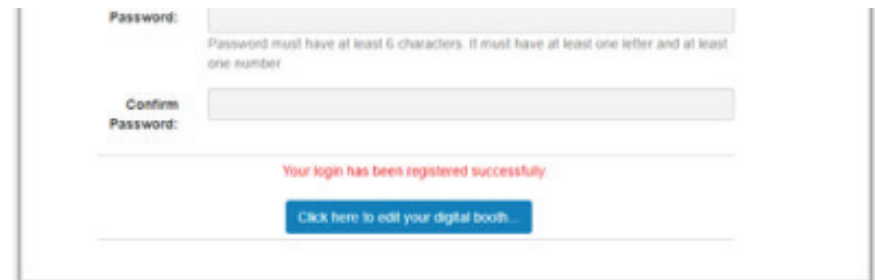
Sample of the second email will generate.



3. Register your login and create your own password, then click the register button.



4. The digital booth window should automatically open – if you see this window, click the Edit your digital booth button.



# Main Navigation Page

Upon logging into the Digital Booth Editor, you will see the main navigation console. (Picture below)

The screenshot shows the main navigation console of the Digital Booth Editor. It features a top row of four cards: 'Purchase Booth Space' (10' x 15'), 'Account Balance' (\$0.00), 'AWFS Fair' (Upgrade your booth!), and 'Digital Booth Visitors' (27). Below these is a 'Digital Booth Setup Tasks' section with a grid of buttons for Business Card, Company Profile, Categories, Company Contacts, Products, Multi-Media, Press, Show Guide, Brands, and Special Events. Callout boxes provide additional context: 'Booth size and online upgrades contract' points to the Purchase Booth Space card; 'Balance and epay' points to the Account Balance card; 'Digital booth type Each exhibitor receives Standard with booth purchase' points to the AWFS Fair card; and 'Click here to see how many people have viewed your online booth' points to the Digital Booth Visitors card.

Each exhibitor receives the Standard Package with limited access to the features. You may request an upgrade to a higher-level digital booth, The Gold package is \$200.00 and the Platinum package is \$400.00 and the Diamond Package is \$1,000.00.

Contact [awfssales@awfs.org](mailto:awfssales@awfs.org) or fill out the Digital Booth Package order form (page 17) and submit.

## Online Digital Booth and Directory Checklist

**Please make sure you complete each section of the Digital Booth Editor Login for the website, pre-show planner and printed directory.**

### CREATE - Business Card

Basic corporate contact information is provided in the business card section of the Digital Booth Editor. There are a number of fields that contain the corporate address, phone and email contact.

LinkedIn, Facebook and Twitter company links are only available in the Gold, Platinum and Diamond packages. Please make sure you save your work, by selecting the SAVE button at bottom of page.

### COMPANY PROFILE

The company profile section consists of a 200 word company description field and a company URL field. Select, COMPANY PROFILE on the landing page of the Digital Booth Editor Log-in and follow the steps. This is the profile that will only be seen in the online floorplan.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

### CATEGORIES

Select the product or service categories that apply to your company. These will also be used for the directory and online product searches. You can select as many categories that are applicable to your business.

Please make sure you save your work, by selecting the SAVE button at bottom of page.

### COMPANY CONTACTS

The BOOTH CONTACTS form allows exhibitors to include up to four contacts in their digital booth. This information is only visible in the online company profile. (Fields available: Name, Title, Phone, Mobile, Fax, Email) Please make sure you save your work after each contact, by selecting the SAVE button at bottom of page.

### PRODUCTS with Photo!

Here is your opportunity to show off your products to attendees. The product information you enter here will appear in your digital booth under the "Product Showcase" link. Use the up and down arrows to change the order that the products will be displayed in. You will be able to enter the Name of product, tagline, description of product, and upload a photo! Products are searchable in the online floorplan!

- Standard Package – 1 product listing
- Gold Package - 5 product listings
- Platinum and Diamond Packages - 10 product listings

Please make sure you save your work after each product showcase, by selecting the SAVE button at bottom of page.



## MULTI-MEDIA CENTER

You must upgrade your booth to get access. You need to purchase a digital booth package in order to have this feature unlocked.

Please contact the [awfssales@awfs.org](mailto:awfssales@awfs.org).

- Company logo on business card – available in Gold, Platinum or Diamond packages
- Company Logo on Floorplan – NOT AVAILABLE
- Booth wallpaper – NOT AVAILABLE
- Fill booth with photo – NOT AVAILABLE
- Coupon – NEW for 2021 – only available in Diamond package
- YouTube embedded video - available in Gold, Platinum or Diamond packages
- Video Webcast URL Link – NEW for 2021 – only available in Diamond package
- Podcast URL Link - – NEW for 2021 – only available in Diamond package

**Please make sure you save your work, by selecting the SAVE button at bottom of page.**



## PRESS RELEASES

Post a press release regarding your company or show specials!

- Standard Package – 1 press release
- Gold Package – 4 press releases
- Platinum and Diamond Packages - 6 press releases

**Please make sure you save your work after each press release, by selecting the SAVE button at bottom of page.**



## SHOW GUIDE - OFFICIAL SHOW DIRECTORY COMPANY LISTING

Digital Booth Editor SHOW GUIDE form, please select and update. This is different from the company profile you filled out for the online version. 75 word description and this description will not be seen online, this profile will only be used for the Official Show Directory. The deadline to be included in the printed directory is May 2<sup>nd</sup>.

**Please make sure you save your work, by selecting the SAVE button at bottom of page.**



## BRANDS LIST

It is simple and easy, just type in the Brand and hit the button! Brands are searchable upon the exhibitor list.

- Standard Package – 5 product/brand listings
- Gold Package – 10 product/brand listings
- Platinum and Diamond Packages – 15 product/brand listings



## SPECIAL EVENTS

All exhibitors can post one Special Event Listing in their profile.

- Standard Package – 1 special event listing
- Gold Package – 2 special event listings
- Platinum and Diamond Packages – 4 special event listings

**Please make sure you save your work after each special event, by selecting the SAVE button at bottom of page.**



## **VIRTUAL DEMOS – NEW FOR 2021!!**

You can add a virtual meeting to your digital booth package. Instructional video on how to upload.

- Gold Package – 2 Virtual Meetings
- Platinum Package – 4 Virtual Meetings
- Diamond Packages – 8 Virtual Meetings

## **LOGGING OUT**

To log out, go to the username button in the top right corner and select log out.

## **UPGRADE YOUR LISTING!**

To upgrade your booth package email [awfssales@awfs.org](mailto:awfssales@awfs.org) for a contract  
or  
download the contract from the website [www.awfsfair.org](http://www.awfsfair.org)

# Show Features

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 (NEW for 2021!)

For the 2021 inaugural 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 26.**

## Safety Zone (NEW for 2021!)

The AWFS®Fair is committed to caring for our industry during this time of crisis. We have created a safety zone 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! **Read more on page 27.**

## 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 28.**

## 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 31.**

## Industry 4.0 Showcase

The 2021 AWFS®Fair will once again feature the Industry 4.0 Showcase: the latest products and technology that will heavily influence the future of manufacturing including Augmented and Virtual Reality; Robotics; 3D Printing; Cloud Computing; Internet of Things (IOT) and Internet of Services (IOS). **Read more on page 33.**

# Tool Tour Application

**Deadline: June 1, 2021**



## Tool Tour Passport

- All attendees will be motivated via AWFS®Fair App to visit participating exhibitors' booths on the tour.
- AWFS®Fair will implement a comprehensive, targeted marketing campaign that will inform and encourage buyers to attend the event.

**2021 Tool tour participants will be highlighted at the show via:** AWFS®Fair Website & App, Social Media Engagement, Official Show Directory, Designated markers within their booth, onsite signage at key locations.

[Print and fill out this form or [click here](#) to fill it out digitally]

## YES – I want to participate in the 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)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Power Tools         | <input type="checkbox"/> Hand Tools           | <input type="checkbox"/> Power Saws                     |
| <input type="checkbox"/> Grinders & Sanders  | <input type="checkbox"/> Drills & Drivers     | <input type="checkbox"/> Routers, Cutout Tools & Lathes |
| <input type="checkbox"/> Polishers & Buffers | <input type="checkbox"/> Rotary & Oscillating | <input type="checkbox"/> Other: _____                   |

Examples of products displayed in booth: \_\_\_\_\_

Company Name: \_\_\_\_\_ AWFS Booth # \_\_\_\_\_

Contact Name, Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Deadline: June 1, 2021** – All booth numbers that are printed on the commemorative t-shirt will be as of 06/01/2021.

**Sign & send to Angela Hernandez. Fax: 323.838.9443 or email: [angela@awfs.org](mailto:angela@awfs.org)**

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

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

# 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. 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 22, 2021 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, 2021**

- 1) Complete the AWFS®Fair Visionary New Product Awards application online at [visionaryaward21.artcall.org](http://visionaryaward21.artcall.org).
- 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.

## Winning companies will:

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

## Finalists will be:

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

## For all Visionary New Product Entries

- Entries must be received no later than June 1, 2021
- All entries will be guaranteed space in the Visionary Showcase
- Entry payment must be emailed to Angela Hernandez at [angela@awfs.org](mailto: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 19, 2021 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 Awards Application

Deadline: June 1, 2021

- 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](http://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 sub-categories.

**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:** \_\_\_\_\_

**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) \$ \_\_\_\_\_**

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.**

# Visionary New Product Showcase and 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 on July 19, 2021 at the Visionary Showcase Booth.**



# First Time Exhibitors Benefits



AWFS®Fair offers First Time Exhibitor benefits for companies who are participating for the first time as an exhibitor.

## Exclusive to First Time Exhibitors

- “First Time Exhibitor” sign to be displayed in booth
- “First Time Exhibitor” Product Showcase - Free entry
- Complimentary product showcase is in a prominent area of the show to get maximum exposure in a high visibility location (sizing and availability varies).

## Discounted sponsorship & advertising opportunities

- Receive \$100.00 off of 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, Exhibitor Directory, and Official Show Directory.

## Show Directory

- Full page ad listing all “First Time Exhibitors” by company name.

## Opportunities to all exhibitors

- Opportunity to schedule a press conference at AWFS®Fair to help create buzz around a product launch or other newsworthy announcements.

## Customer Invitation Program

- Free personalized invitations can be mailed to customers/prospects inviting them to AWFS®Fair.
- Customized e-mail invitation to your customers/prospects announcing your company’s participation.
- Enhanced Invite a Customer program

\*For Booth Contracts received after June 1, 2021 some of the “First Time Exhibitor” benefits listed above may not be fulfilled.

# First Time Exhibitor Showcase

Deadline: June 1, 2021

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 case normal entry fees would apply). This Showcase will be located near the Visionary New Product and Industry 4.0 Showcases and is an exceptional way for new exhibitors to gain exposure to thousands of buyers making their way onto the show floor. Participation is free and available to all contracted exhibitors.

[Print and fill out this form or [click here](#) to fill it out digitally]

**YES - I want to participate in the First Time Exhibitor Showcase**

Product Name: \_\_\_\_\_

Product Description: (200 words. This information is printed on the literature near your product display).

Company Name: \_\_\_\_\_

AWFS Booth #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Questions: Contact Angela Hernandez, [angela@awfs.org](mailto:angela@awfs.org) or 323.838.9440

**Deadline:** Submit form by June 1, 2021 to have literature printed. After June 1 your product can be displayed; however, it will not have a tent card and printed materials provided by AWFS®.

Complete and return to Angela Hernandez Fax: 323.838.9443

Email: [Angela@awfs.org](mailto:Angela@awfs.org)

# Industry 4.0 Showcase

Deadline: June 1, 2021



Connectivity is the theme for the 2021 AWFS®Fair which will once again, feature the Industry 4.0 Showcase and the latest products and technology that will heavily influence the future of manufacturing including Augmented and Virtual Reality; Robotics; Cloud Computing; Internet of Things (IOT) and Internet of Services (IOS).

If your company has products or services that are Industry 4.0 compatible, you will want to feature them in this showcase. The showcase will be located near the Visionary New Product Award Showcase and is free to all exhibitors unless the product is entered in the Visionary New Product Awards.

Industry 4.0 product participation must be submitted for approval by show management. Applications must be submitted online at [www.awfsfair.org/industry4.0](http://www.awfsfair.org/industry4.0) by June 1, 2021.

All exhibitors wishing to enter their industry 4.0 product to be judged in the Visionary New Product Awards Showcase in addition the Industry 4.0 Showcase, must submit their entries to [visionaryaward21.artcall.org](http://visionaryaward21.artcall.org) by June 1, 2021. **Exhibitors may enter products in both showcases but must submit applications for both.**

Exhibitors participating in this showcase will also be highlighted in the

- AWFS®Fair website
- The official Show Directory
- Have designated markers for Industry 4.0 products in their booths.

**Questions? Contact Angelo Gangone: [angelo@awfs.org](mailto:angelo@awfs.org) or 323.838.9440 ext 304**

# 2021 Sponsorship Brochure

Whether you want to launch a new product, stand out from your competitors, increase brand awareness, or attract more qualified prospects to your booth, AWFS®Fair sponsorship opportunities amplify your exposure to thousands of professionals in the woodworking industry. We offer unparalleled face-to-face interaction with known value in a digital setting.

Companies exhibit at AWFS®Fair to efficiently foster engagement and intelligence. Your opportunity to connect depends on drawing attendees to your booth. Sponsorships give you a voice beyond your booth.

If, after looking through this brochure, you can't decide which sponsorships to choose, consider purchasing a package. We have a variety of packages that will assist your company in achieving a broad spectrum of marketing goals. These impactful promotional opportunities (found at the back of this brochure) are limited, however, so call today!

And remember, if you spend over \$3,500, you qualify to become an official 2021 AWFS®Fair sponsor and earn all those extra benefits!

## Official Show Sponsor\* Benefits Include:

- Link to your website from sponsor "thank you" page on AWFSFair.org
- Included on sponsor "thank you" signs at the show
- Post-show publicity in the AWFS®Fair attendee promotion email
- Noted as a Show Sponsor on online floorplan and online business card
- First right of refusal on purchased sponsorships for the 2023 AWFS®Fair
- Deadline for first right of refusal for 2023 AWFS®Fair will be 07/01/2022.

**TO PURCHASE:** Fill out the order form at the back of this brochure and return with payment to [awfssales@awfs.org](mailto:awfssales@awfs.org) or fax to 323.838.9443

\*Client must provide ad material for each item selected. Ad specs will be provided by AWFS®Fair show management.

# Icon Key

*Throughout this brochure you will see all the sponsorship opportunities have been marked with the following icons. This is to help identify which opportunities will best suit your marketing goals.*



## Customer Relations

This icon indicates that this sponsorship opportunity is ideal for connecting your business to your customer base, whether that is through generating leads or strengthening relationships with existing customers.



## Branding

Perhaps your business needs to show off that shiny new rebrand job, or maybe you're new to the industry and need some recognition? This icon will show you which opportunities will give you the most branding bang for your buck.



## Digital Marketing

Looking to kill it in the digital marketing arena? The opportunities with this icon will be a huge asset to any marketing strategy you already have in place.



## Print Media

If you're hoping to highlight your business through print media, look for this icon next to any sponsorship opportunity. Getting your new product in the hands of your customers can be as simple as making sure they get a postcard in their hands first.

# NEW! for 2021

## Headshot Studio Sponsorship

**\$10,000 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. (Exact location determined at point of sale)
- Delegates receive complimentary digital professional headshot
- A table with chairs for sponsor company to staff and brand if desired
- Diamond level Digital Booth Package
- 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

## The Zen Lounge

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 remain quiet at all times with comfortable seating, dim lighting and open space. No phones, no talking, no video – nothing but quiet and calm in a stress-free atmosphere.

## International Attendee Lounge

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.

# NOOK Event Pod Sponsorship

\$5,000.00 for one or two for \$8,000.00



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
- Space to meet with clients (2-4 people)
- Power to charge electronics
- Dry erase boards and pens
- Plexiglass partition for safety



Removable, reversible  
Whiteboard

Acoustic  
For quietness inside

Brandable  
ours or theirs

Portable  
Delivers fully built



adjustable  
Lighting

optional  
Screen

power  
Charging

comfortable  
Seating

Storage

# 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.

# Sponsorship Loyalty Program

\*These points are only for 2023 AWFS®Fair and will not be accumulated for shows beyond 2023. This incentive is offered to exhibitors at the discretion of AWFS® management and/or its Board of Directors.

As a Thank You to our loyal sponsors at the AWFS®Fair, you now will earn seniority points for the 2023 space draw by being an official show sponsor. This is the first time this opportunity is being offered and the only way to earn extra seniority points.

- One (1) additional point by becoming an official Show Sponsor and spending \$3,500
- Two (2) additional seniority points by spending over \$10,000 in sponsorships
- Three (3) additional seniority points by spending over \$20,000 in sponsorships
- Four (4) additional seniority points by spending over \$30,000 in sponsorships
- Five (5) additional seniority points by spending over \$40,000 in sponsorships



# The Classics

## Press Room Sponsorship **B**

\$3,200 **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 2021.

## Park Bench **B**

\$2,000

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.



## Addendum Header **P**

\$2,000 **EXCLUSIVE**

Get your company’s logo on the most up-to-date exhibitor listings. Company name, company logo, booth number and QR code at the top of the addendum header. Addendums will be available with the show directory at major onsite show locations.

## Charging Station **B**

\$5,200

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.



## Attendee Bag Sponsorship **B**

**\$6,000 EXCLUSIVE**

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.

## Attendee Registration Emails & Web Page

**Attendee Confirmation Web page \$4,000 EXCLUSIVE**

This ad will appear on the confirmation web page of every AWFS®Fair registrant. The ad is exclusive and the ad is static, AWFS® will provide the ad sizes, creative to be provided by the sponsor.

### Attendee Confirmation Email - Small Ads \$3,000 each, 4 available

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.

### Attendee Registration Confirmation Email **\$5,500 SOLD**

## Logo on Online Floorplan

**\$1,500**

Your company logo at the bottom of 2021 AWFS®Fair online master floor plan

- Logo will link to designated URL
- Logo is live from time of purchase through duration of show



## Mobile App Banner

\$1,700 each

Whenever buyers open up 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.



## Mobile App Alert

\$800 Each limited to 4 per day

Engage show attendees and drive onsite booth traffic with a custom push alert. Alert buyers to your show specials, new products and more. A great way to drive traffic to your booth! These sell out fast!

## AWFS®Fair E-newsletter “The Cut”

Leaderboard: \$1,000 each

Promo Spotlight ad: \$500 each

QUANTITIES ARE BASED ON OUR PLANNED EMAIL SCHEDULE.

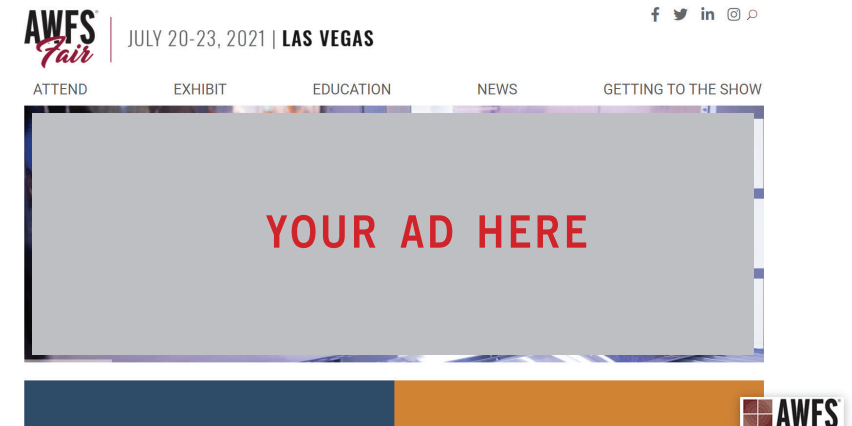
Attendee e-news is our synopsis of what’s happening at the show. Each edition delivers unique information vital to the show. Reach the cabinet and furniture attendees through these exclusive digital marketing opportunities! Limited quantities – be sure to book early!

## Homepage Slider

\$5,000 each, 5 available

**1 SOLD**

Put your company front and 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 shows most important information. Each slide is 1600x555 px.



## Welcome Ad

Apr/May \$4,000 Jun/Jul \$6,000

Gain the attention of each person who comes to the AWFS®Fair website with a Welcome Ad! This large, dramatic high-impact banner allows your message to be seen by each unique visitor to the site. Ad will be served once per day to each visitor. The welcome ad is only available only on computers (no mobile). Specifications: Exclusive to one advertiser per time frame, Links to your website, 600 w x 500 h pixels, .gif or .jpeg images

## Webpage Ads

Leaderboard \$3,000 (728x90 PX) Rectangle \$4,000 (300x250 PX) Half Page \$5,000 (300x600 PX)

Your company's ad will be prominently displayed on high traffic pages of the show website. Three sizes are available. Check with sales rep for availability.

## Remarketing Time of program: Jan. 2021 – Aug. 2021

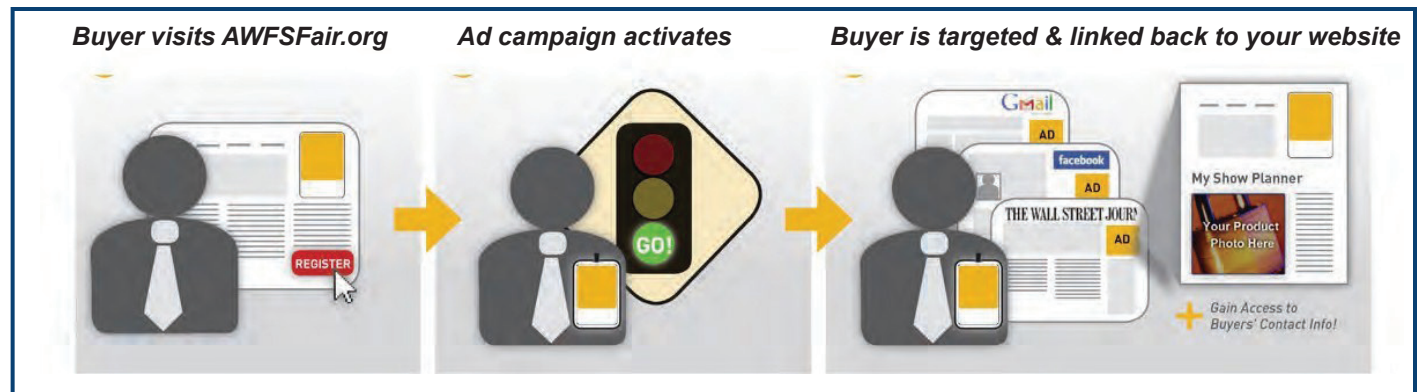
Package 1: 50,000 impressions \$2,000.00 each, 5 available

Package 2: 100,000 impressions \$4,000.00 each, 5 available

Package 3: 200,000 impressions \$6,000.00 each, 5 available

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 provide the ad creative, we take care of the rest!

Our marketing attracts thousands of unique visitors to AWFSFair.org during the months leading up to the event. 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. Your ad links back to your AWFS®Fair Showroom. Sponsor must provide Ads in 4 sizes by pixels: 300 x 250, 728 x 90, 160 x 600, and 1200 x 628, along with linking URL.



# Digital Booth Packages

Your online company profile is your opportunity to boost your pre-event marketing. Your online profile is where attendees plan their visit, and this is your chance to increase your booth traffic onsite. This is a self-editing digital booth, with options to add to hi-res product photos that are searchable, press releases, video links and more. This information is downloaded into the printed Official Show Directory. Upgrade to the level that fits your marketing visibility needs the best. You can view your visitors, pay online and so much more. There is so much to explore in your online company profile.

## Diamond Package **\$1,000 VALUE \$1,900**

- “Platinum Digital Booth Package” plus:
- One (1) Videocast URL Link
- One (1) Podcast URL Link
- One (1) Coupon Upload
- Your Logo on the online floorplan sponsor bar. (Logo will link to designated URL. Hover tool will display a short message provided by the exhibitor)
- Eight (8) Virtual Demos

## Gold Package **\$200**

- “Standard Digital Booth Package” plus:
- Four (4) Press Releases Company Logo on Business Card (50kb)
- Two (2) Special Event Announcements YouTube embedded video on Business Card
- Ten (10) Brand Name listings Social Media Options: Facebook, Twitter, LinkedIn
- Five (5) Product/Service listing (100 words per product/service description with photo)
- Two (2) Virtual Demos

## Platinum Package **\$400**

- “Gold Digital Booth Package” plus six (6) Press Releases
- Ten (10) Product/Service listing (100 words per product/service description with photo)
- Four (4) Special Event Announcements
- Fifteen (15) Brand Name Listings
- Four (4) Virtual Demos

## Standard Package **FREE**

- Business Card - Contact Information and one (1) Press Release
- One (1) Special Event Announcement Company Website link from exhibitor list
- One (1) Product/Service listings (100 words per product/service description with photo)
- Five (5) Brand Name Listings

# Banners & Signage

**B**e visible to the industry's decision-makers before they even step foot on the show floor by having a well-placed, high-impact signage to ensure message exposure and additional booth traffic. The opportunities may be limited but the possibilities are endless. Artwork must be provided by sponsor; production will be provided by show management.

For information on hanging banner locations, sizes and prices, please contact your AWFS®Fair Sales Representative: **323.215.0302, or [awfssales@awfs.org](mailto:awfssales@awfs.org)**.

## Window & Floor Clings

Have your company logo, booth # and and/or customized graphics stand-out in high traffic areas with Carpet Stickers or Window Clings for all to see during the AWFS®Fair.

**Carpet Stickers:** Your graphics will be affixed to the floor in a high traffic area determined by the sponsor and show management

**Window Clings:** Your graphics will be double-sided so attendees will see your branding as they are entering and exiting the convention center.

**Door Clings:** Your graphics will be affixed to the entrance doors.

## Meter Boards

**Show Floor: 16 Available \$2,000 Each**

**Lobby Area: 29 Available \$3,000 Each**

Drive traffic and extend your branding beyond the booth with double-sided meter boards placed in the lobby or other high traffic areas of the show floor. These large, visually appealing billboards are both informative and impactful. Meterboards are an effective, affordable way to communicate with attendees. These signs are strategically placed in key areas to generate brand awareness and promote your products. Each side is 3'x8'.

## 3-Sided Kiosk \$3,200 each limited to 20 companies

These unique eye-level signs display your message in high traffic areas around the lobby areas, inspiring curiosity about your product. Each side is 3'x8'.

## Aisle Sign Sponsorship \$3,000 per sign

A simple and cost effective way to broaden your company's exposure. Attendees walk the show floor and use the overhead aisle signs to locate booths and navigate their way. Each aisle sign has your logo on all sides, providing your company with fantastic exposure throughout the show.

# Education

## Bravo To Teachers! In-Kind Donation 1 large classroom prize OR approx. 30 smaller prizes

Students are not 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! The sponsor can choose to award one (1) large prize, such as a piece of machinery, to one school through a drawing or lottery, or approximately thirty (30) individual prizes, such as tools, for all Fresh Wood teachers. Sponsorship includes:

- Company recognition on screen at the Awards ceremony
- Company name & logo included in signage at the Fresh Wood competition display
- Company name, logo & 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

## College of Woodworking Knowledge™ \$15,000 **SOLD**

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 notepad (25 sheets each)
- Your logo on 1,000 imprinted pens
- Custom eblast to education track attendees
- Diamond level Digital Booth Package
- If purchased by February 1, 2021, you will be included in conference brochure.

Optional add-on:

- Sponsored CWWK™ Coffee break station  
\$12,000/day

# Fresh Wood

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. Students, teachers, attendees and exhibitors return for the Awards Ceremony to find out which projects won and this is your opportunity to associate your brand with ours.

## Category Sponsorship **B** \$1,500, 6 available

Associate your company with one of the many category awards at the event. The Fresh Wood categories include: Seating • Tables • Case Goods • Design for Production • Special Theme • Open \*Sponsorship subject to category availability and will be assigned on a first come, first serve basis. The sponsorship includes:

- Company recognition on screen at the awards ceremony
- Company recognition on the certificate given to the winning student
- Company name and logo included in signage at the Fresh Wood competition display
- Company recognition (company name, logo, and booth #) 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

## Best in Show Sponsorship **B** \$3,000 **SOLD**

Affiliate 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. Sponsorship includes:

- All benefits included with “Fresh Wood Category Sponsorship” plus:
- Participation in the Awards ceremony at the trade show (a company representative may present the award)
- Photo Op of the company representative with the student, teacher, and emcee
- Company Logo included on the Fresh Wood promotional poster (must be purchased by August 1, 2020 to be eligible).

# Fresh Wood People's Choice Sponsorship

\$3,000

Attendees vote for their favorite student piece in the Fresh Wood competition. This award directly engages attendees and is a high traffic opportunity to generate leads and promote brand awareness. Sponsorship includes:

- All benefits included with "Fresh Wood Best in Show Sponsorship" plus:
- Company logo and booth number on the People's Choice electronic ballot

## **DISCLAIMER**

**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 need to be made to said items. AWFS® Fair will notify sponsor immediately and work together on a resolution that is best for AWFS® and the sponsoring company.**

**Follow the links below to purchase sponsorships, packages, and/or rent booth space.**

**If you have more questions, please do not hesitate to contact Amy Bartz, Sales Director: amy@awfs.org or 323.215.0302 direct.**

**[Digital Booth Packages](#)**

**[Sponsorship Packages](#)**

**[Sponsorship Order Form](#)**

# Credit Card Form

**Company Name:** \_\_\_\_\_

## Payment For

- |  |                        |
|--|------------------------|
| <input type="checkbox"/> AWFS® Fair Booth Payment (percentages based on dates)   | Amount: \$ _____       |
| <input type="checkbox"/> AWFS® Membership Payment - 2020 Dues<br><i>(Membership is due in full, and is not on a percentage basis like booth space)</i> | Amount: \$ _____       |
| <input type="checkbox"/> AWFS® Membership Payment - 2021 Dues<br><i>(Membership is due in full, and is not on a percentage basis like booth space)</i> | Amount: \$ _____       |
| <input type="checkbox"/> <b>OTHER:</b><br><i>(SWM membership, sponsorship/signage, education, donations, etc.)</i>                                     | Amount: \$ _____       |
| <i>*Charge will appear on statements from<br/>"Association of Woodworking &amp; Furnishing Suppliers"</i>  | <b>Total: \$</b> _____ |

## Payment Details

- This charge only
- Charge automatically when balance becomes due

## Card Details

- |   |                                    |  |
|---|------------------------------------|--|
| <input type="checkbox"/> MasterCard   | <b>Card number:</b> _____          | <b>Exp Date:</b> _____                         |
| <input type="checkbox"/> Visa   | <b>Cardholder name:</b> _____      |  |
| <input type="checkbox"/> American Express   | <b>Phone:</b> _____                | <b>Email:</b> _____                            |
| <input type="checkbox"/> Discover   | <b>Card Billing address:</b> _____ | <b>Receipt will be emailed to this address</b> |
|   | City, State: _____                 | Zip Code: _____                                |
| <b>Cardholder Signature:</b> _____  |                                    | <b>Date:</b> _____                             |
| <input type="checkbox"/> I hereby authorize AWFS to charge my credit card for the amount indicated. |                                    |  |

## AWFS Office Use Only

Acct. Dept. Initials \_\_\_\_\_ Date Processed \_\_\_\_\_ Actual Amt Processed \_\_\_\_\_ Approval # \_\_\_\_\_