



AWFS® Fair 2021

Exhibitor Email update #9

June 2021

33 days till the show opening!

Vegas is OPEN and the Show will go on!

Please note: The Fair has changed to a Tuesday-Friday show day pattern with distributor/dealer day on Monday. Distributor day is a full set up day.

LAS VEGAS LOOP

Check out the Las Vegas Loop! The underground transportation is NOW live at the convention center. I rode it! I love it! Check out the [Video here](#)

WORLD OF CONCRETE

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World of Concrete opened last week in Vegas and had a strong turn out as the first major trade show opened in Las Vegas since the shutdown.



AWFS® FAIR LOGO



JULY 20-23, 2021
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org

Promote your presence at the Fair - download the logo and be sure to put the logo on your website, emails, marketing materials and more! You can view our library of logos on the [website](#).

WATER SPECIAL!

Check out the Las Vegas Loop! The underground transportation is NOW live at the convention center. I rode it!

EXHIBITOR SERVICE KIT

This is only [available online](#) and is NOT mailed out. Please check out all available forms and important information.

- Lead Retrieval
- Order Air and electrical
- Insurance & More

Target Move in Map is [online](#), and is attached, please note this is subject to change.

INVITE-A-CUSTOMER




Bring your customers to the show for FREE!

[Click here](#) to watch a short step by step video on how to create your code.

Show your customers they are important to you and invite them to your booth from you at no charge! This program allows you to create a code in exhibitor registration to invite your customers to the show - for free! It's easy to set up the code, and to send out. You will receive all the demographic information from those attendees who register using it. This is FREE for you, and FREE for your customers! Check out more information [here](#).

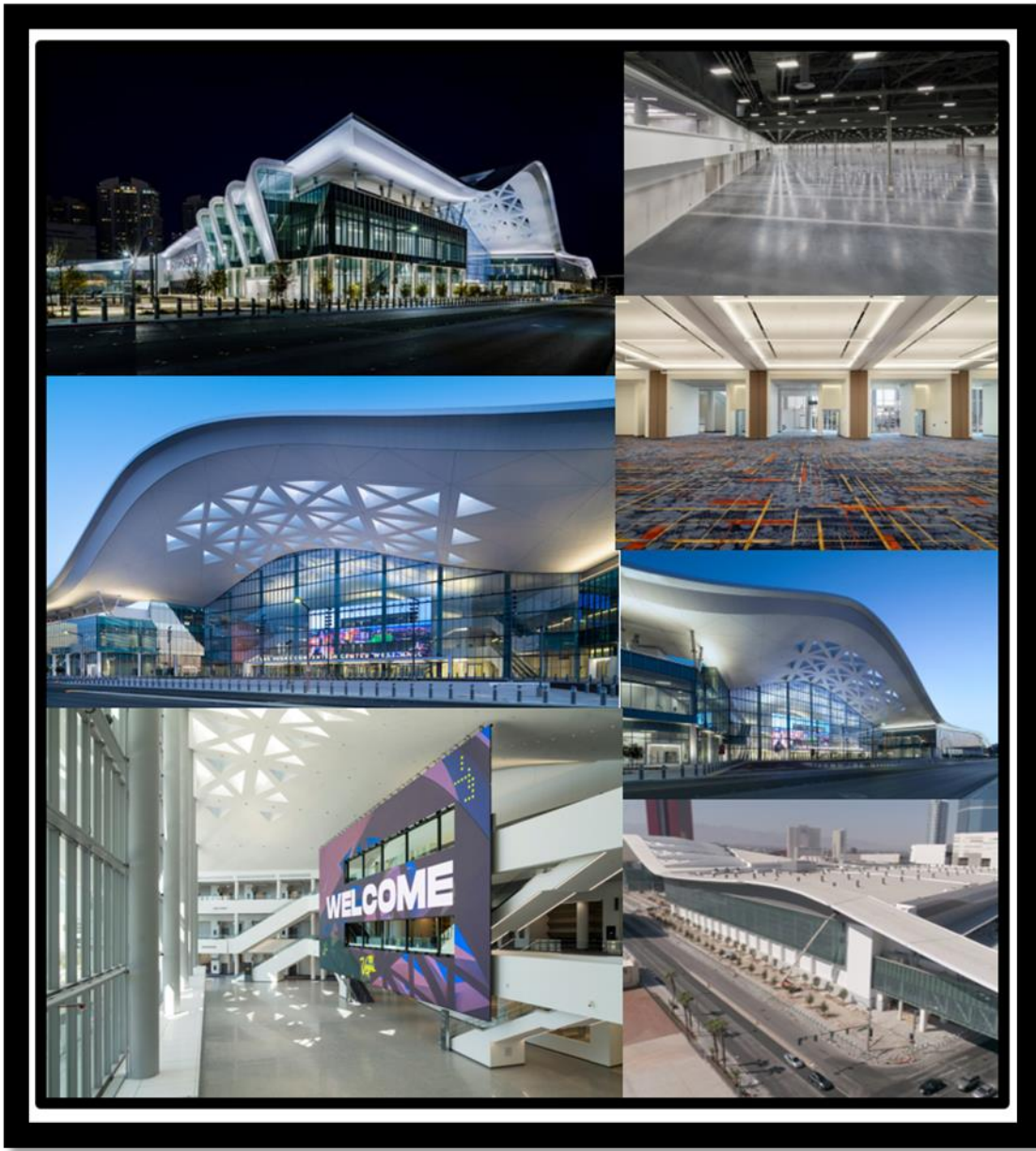
EXPOMARKIT MEDIA GROUP

Expomarkit Media Group is an official partner with AWFS. They are offering several NEW marketing opportunities to increase sales drive booth traffic and create brand awareness. These unique services are cost-effective methods of reaching target buyers. For more information or to participate in any of these opportunities please contact: **Expomarkit Media Group | 205-332-1413 ext. 101 | email: info@expomarkit.com**

Exhibitor Showcase	Expo News Network	Hand Sanitizers
		
<p>Reach buyer's in the LVCC lobby before entering the show with this updated illuminated rotating kiosk. This affordable marketing opportunity Showcases your company with promotional literature distribution and signage options available.</p>	<p>Let your company be the star of the show! This NEW opportunity will broadcast exhibitor commercials into key areas of the show. Expomarkit will work with you to produce an eye-catching commercial if you do not have one. In addition, the broadcast towers offer 3'x 8' illuminated panels that offer impressive exposure.</p>	<p>Your Company can be uniquely branded as attendees sanitize with this NEW opportunity. These custom branded touch free units will provide promotion in high traffic areas and are also available for booth placement. Let attendees know you care while also promoting your message.</p>

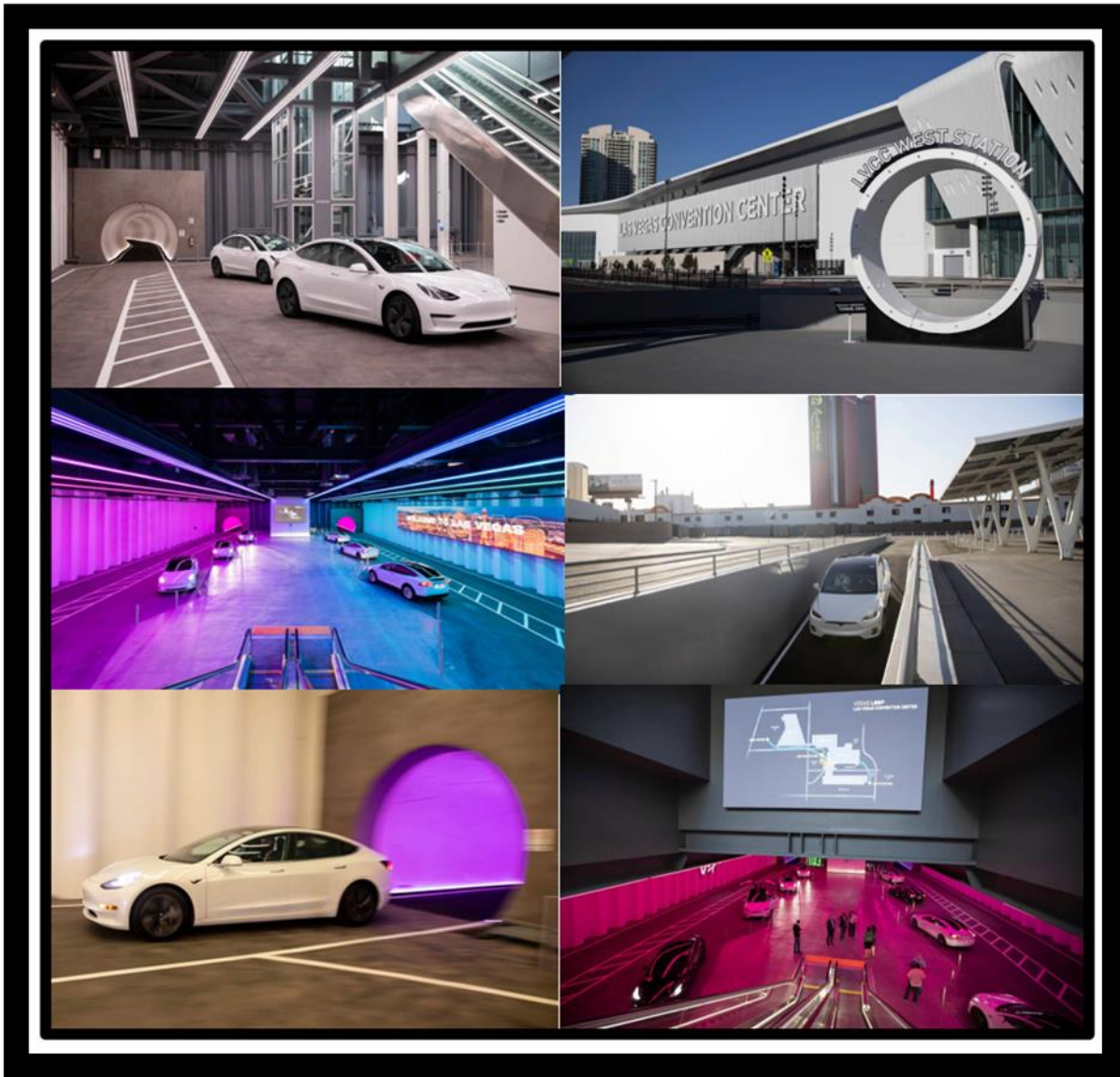
LVCC & WEST HALL UPDATE

The new hall is complete and looks great! The hall is impressive and state of the art, we are so excited to be one of the first exhibitors to host a show in this hall.



CONVENTION CENTER LOOP (TUNNEL)

The convention center loop is complete and up and running. It will have three stations at the LVCC and will connect to Resorts World Hotel! This will save time and energy and take a 25 minute walk down to two minutes.



SHOW INSURANCE

Each exhibitor must provide proof of insurance or purchase insurance from our approved vendor Show Insurance, Inc. [Click Here](#) for more information or to purchase

EXHIBITOR REGISTRATION

Exhibitor registration IS OPEN! Register your booth staff today!

All exhibitors must be paid up to date to receive their login credentials to register. Passwords are emailed to the main trade show contact directly from CompuSystems.

Problems with registration or want to check on the status of your registration?

Contact (224) 563-3761

Email: AWFSFair@csreg.zohodesk.com

CLOSETS PAVILION & THE GREAT CLOSETS CHALLENGE

The Association of Woodworking & Furnishings Suppliers® (AWFS®) and Closets & Organized Storage Magazine, are introducing and co-sponsoring **The Great Closets Challenge**: A three-part challenge, including a Designer Challenge, a Fabricator Challenge, and an Installer/Assembler Challenge that has attendees fighting to beat the clock to assemble and install a custom designed storage unit on the show floor, which will take place in the Closets Pavilion.

MARKETING MANUAL

Is now available and online! This is your primary source for all information on how to promote your presence and advertise for the show. Please [click here](#) to see the entire manual.

ONLINE BOOTH LISTING & EPAY

Update your company profile, brands, and categories. Emails have been sent out to each of you, to access your online listing. Click here to access [instructions](#) on how to update your listing.

- Upgrade your online booth listing, add categories, brands, products, videos, pictures and more!
- Check out the differences for each upgrade option [here](#).
- Upgrade your listing by filling out this [form](#).
- All exhibitors receive the standard package automatically.

CWWK® IS OPEN

Add educational seminars to your registration!

Did you know...exhibitors can register for CWWK® educational seminars? In the registration system, select “add booth staff with educational sessions” and add sessions to registration – including the 4 FREE sessions available! Also check out the Closets & Organized Storage Symposium taking place on Monday July 19! Thank you to 2021 CWWK sponsor KCD Software!

FRESH WOOD

freshwood 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.

YOUR HEALTH IS IMPORTANT!

The health and safety of all is important as we move forward with meeting in person this July. AWFS®Fair will follow all mandates in place by the governor/mayor/venue and will communicate what those safety measures will look like as we get closer to the show. The Las Vegas Convention Center (LVCC) and Resorts World have both been accredited, with the LVCC also being awarded, the Global Biorisk Advisory Council (GBAC) STAR facility accreditation by ISSA, read more [here](#).

Resorts World, the AWFS®Fair headquarter hotel is one of four Las Vegas hotels to receive the Health & Security verification.

Covid Policy for Attending AWFS® Fair

In compliance with CDC and Clark County guidance on Covid-19 protocols, please observe the following:

-  You are **not** required to be vaccinated or show proof of vaccination to attend this event.
-  We will **not** perform temperature checks when you enter the building.
-  Vaccinated? Masks not required.
-  Not vaccinated? Masks are recommended.

AWFS®Fair management reserves the right to ask any attendees to leave the event if they do not comply with these guidelines.

AWFS
Fair

SPONSORSHIP BROCHURE

The Sponsorship brochure is now available! This is a great way to gain added exposure and to drive traffic to your booth this July! [Click here](#) to look at all the exciting opportunities for this July. Kiosks, meter panels and aisle sign sponsorships are available to secure now. Hanging banner opportunities will be coming soon.

NEW 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.

- 1 additional point by becoming an official Show Sponsor and spending \$3,500.
- 2 additional seniority points by spending over \$10,000 in sponsorships.
- 3 additional seniority points by spending over \$20,000 in sponsorships.
- 4 additional seniority points by spending over \$30,000 in sponsorships.
- 5 additional seniority points by spending over \$40,000 in sponsorships.

**These additional points are only for 2023 AWFS® Fair and will not be accumulated for shows beyond 2023.*



HOUSING

AWFS® Fair Housing IS OPEN and is constantly adding rooms! Be sure to book your hotel rooms through the AWFS® Fair room block for the best possible rates.

[Click here](#) to access AWFS® Fair Housing!

NEXT BOOTH PAYMENT

All exhibitors should be paid in full. Your final payment was due on May 17th.

Exhibitors that are NOT paid up to date are at risk for being removed from the floorplan.

You can check your balance and pay online in your online digital booth.

If you need an invoice, please contact Angela Hernandez. Angela@awfs.org

[Credit card form](#)

ACH/WIRE TRANSFER FORM

If you send in your payments by ACH or wire transfer, please make sure you are using the correct account information. We did change this information fall of 2019. The wire transfer form can be found on the [website](#).

Who do I contact with questions???

Booth Sales/Advertising/Sponsorship/Proposals/ Signage and Banners/Floor plan questions/ Online Digital Booth questions and passwords

Amy Bartz, AWFS® Fair Sales Director

323.215.0302

amy@awfs.org

Membership and Booth – Billing and Payment questions/Visionary Award information/ AWFS® Membership Questions

Angela Hernandez, Executive Assistant & Accounts Receivable

323.838-9440

angela@awfs.org

Overall Exhibitor Operations questions & Online Digital Booth questions and passwords

Kim Roehricht, Trade Show Director & Assistant Executive Director AWFS®

323.215.0315

kim@awfs.org

Marketing Manual Questions

Elena Potter, Marketing Coordinator

323-215-0308

elena@awfs.org

CWWK and Education Questions

Adria Salvatore, Assistant Executive Director Education

323-215-0311

adria@awfs.org

Fresh Wood and SWM (Society of Wood Manufacturing) Questions

Adam Kessler, Education Manager

323-215-0312

adam@awfs.org

This email is part of a series of “Exhibitor Updates” that will include information for exhibitors on important show information, links, and deadlines. I recommend saving these so that you do not miss out on any information! They are all saved on the [website](#) as well.