



# AWFS® Fair 2021

## Exhibitor Email update #10

July 2021

### 12 days till the show opening!

This is the last exhibitor update until the show! We are all looking forward to seeing you all in person at the show.

### MEDIA PRESS EVENT

#### Speak directly to the media during the show

Did you know you can speak directly to the media during the show? You can schedule a press conference ([see page 14 of the Marketing Manual](#)) or you can directly invite media attendees to come see products in your booth. (See attached list)

**Note: 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. Contact Elena Potter, [Elena@awfs.org](mailto:Elena@awfs.org) with any questions.

### LIST RENTALS/SCAMS

Beware of Imposters and Unofficial Vendors.

In the months leading up to the AWFS® Fair, sometimes exhibiting companies are contacted by individuals that claim to represent AWFS® Fair – often selling advertising in fake show directories or offering “attendee lists” for sale. Don’t be tricked! More information is on this [webpage](#)

### MARSHALLING YARD MAP

Marshaling yard map and instructions, click [here](#).

### MOVE IN HOURS /EXHIBITOR BADGE PICK UP

Please see attached show schedule pdf for hours of the show schedule.

### 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](#)

### AWFS® FAIR LOGO



JULY 20-23, 2021  
LAS VEGAS CONVENTION CENTER  
LAS VEGAS, NEVADA  
[www.awfsfair.org](http://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!

See the water special at the convention center! PDF is attached.

## 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.

## EAC – Exhibitor Appointed contractor

If you have an appointed contractor to help with your booth, be sure to submit your EAC form. Form can be found [online](#).

## 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](#).

## 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](mailto:AWFSFair@csreg.zohodesk.com)

## 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.

## CWWK® IS OPEN

**Add educational seminars to your registration! You can still register for classes.**

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!

If you have questions on adding sessions, please email [Adria@awfs.org](mailto:Adria@awfs.org)

## 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.



## NEXT BOOTH PAYMENT

All exhibitors should be PAID IN FULL. Your final payment was due on May 17<sup>th</sup>.

Exhibitors that are NOT paid up to date. Your freight will be held and your badges will be held until you are paid in full. If you need an invoice, please contact Angela Hernandez. [Angela@awfs.org](mailto:Angela@awfs.org)  
[Credit card form](#)

## 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](mailto: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](mailto: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](mailto:kim@awfs.org)

Marketing Manual Questions

**Elena Potter, Marketing Coordinator**

323-215-0308

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

CWWK and Education Questions

**Adria Salvatore, Assistant Executive Director Education**

323-215-0311

[adria@awfs.org](mailto:adria@awfs.org)

Fresh Wood and SWM (Society of Wood Manufacturing) Questions

**Adam Kessler, Education Manager**

323-215-0312

[adam@awfs.org](mailto: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.