



AWFS® Fair 2023 Exhibitor Email update #1 April 2022

Welcome the 2023 AWFS® Fair

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 any information!

SPACE DRAW IS UNDERWAY!

The schedule has posted to the website and all appointment information has emailed to the main contact. As a reminder, we will send out an email reminder the Friday before your appointment with the live floorplan link. We are looking forward to meeting with each of you! Thank you for submitting your contract, deposit, and dues in a timely manner. We appreciate it!

SPACE DRAW SPECIAL INCENTIVES

AWFS® has created a menu of new incentives that all participating exhibitors can take advantage of, while they are choosing their exhibit booth location.

The incentive menu has options for any exhibitors who decide to increase their booth space by 500+ square feet and by 1,000+ square feet. Additionally, certain sponsorships will be available for \$500 and \$1,000 off. A comprehensive list of incentives will be emailed to participants one week prior to each exhibitor’s scheduled appointment.

Participating exhibitors will also be able to purchase a digital booth package at half price during booth selection.

As an added incentive, all exhibitors that increase their space, add a sponsorship, or add a digital booth package will be entered to win a FREE aisle Sign Sponsorship (valued at \$3,500)!

- [Digital Booth contract space draw special pricing](#)
- [Space Draw Sponsorship Incentive Descriptions](#)
- [Space Draw Sponsorship Incentive Contract](#)

NEXT PAYMENT IS DUE

Reminder, your next booth payment is due by 6/13/2022. Invoices will mail in May.

For questions on your invoice or payment – please contact Angela Hernandez, angela@awfs.org or 323.838.9440

YOUTUBE VIDEO CHANNEL

There is a dedicated exhibitor YouTube channel for AWFS® Fair exhibitors. Videos will post throughout the show cycle, to help you will current information, exhibiting, marketing manual and more! We hope you enjoy this additional method of communication!

[AWFS® Fair Exhibitor Channel link](#)

ONLINE BOOTH LISTING

Update your company profile, brands, and categories. Emails will be 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 and options for each upgrade option [here](#).

Upgrade your listing by filling out this [form](#).

All exhibitors receive the standard package automatically.

TOOL TOUR 2023



2023 Tool Tour is making its' way back AWFS®Fair! We have lined up a terrific marketing plan! The tour is FREE to exhibitors and attendees who participate.

Companies that meet the criteria may fill out the form and return to AWFS for approval. Form is available by request. Email awfssales@awfs.org

AWFS.ORG

Check out AWFS.org for news and updates. Be sure to check out the publications available in the [AWFS Newsroom](#), to learn what AWFS® is doing, how we are supporting our industry, and opportunities for you to learn or get involved.

AWFS® FAIR LOGO

It is never too early to promote your presence at the Fair – contact one of our staff members to receive the current logo. Be sure to put the logo on your website, emails, marketing materials and more!

UPCOMING DEADLINES:

June 13, 2022 - Payment #2 is due, 30% of the booth total

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-Simmons, 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, AWFS® Fair Trade Show Director

323.215.0315

kim@awfs.org

CWWK and Education Questions

Adria Salvatore, AWFS® Association Director

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