

## 2023 AWFS<sup>®</sup>Fair First Time Exhibitor Benefits Package

AWFS<sup>®</sup>Fair offers “First Time Exhibitor” benefits for companies who are participating for the first time as an exhibitor. This is to ensure that your first year as an AWFS<sup>®</sup>Fair exhibitor offers the best experience possible.

- **“First Time Exhibitor”** sign to be displayed in booth
- **“First Time Exhibitor” Product Showcase**
  - Complimentary, product showcase in a display case in a prominent area of the show to get maximum exposure in a high visibility location (sizing and availability varies).
  - Form and information to be distributed closer to the Fair.
- **Discounted sponsorship & advertising opportunities**
  - Receive \$100.00 off 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<sup>®</sup>Fair Online Floor Plan Business Card
  - Online Exhibitor Directory
- **Show Directory**
  - Full page ad listing all “First Time Exhibitors” by company name and booth number
- **Invite a Customer (IAC) Program – Open to all exhibitors**
  - Exhibitors, we have a program where you can invite your customers to the AWFS<sup>®</sup>Fair for free!
  - The Invite a customer (IAC) program is electronically in exhibitor registration. You set up your custom code and invite your customers to the AWFS<sup>®</sup>Fair 2023 Fair for Free!
    - Create your code
    - Invite your customers
    - Receive the results

*\*For Booth Contracts received after June 1, 2023*

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

### **RESERVE YOUR BOOTH**

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