



AWFS® Fair 2023

Exhibitor Email update #3

August 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.

VIDEO MARKETING

Would you like a social media post on our channels? As exhibitors at the AWFS® Fair, we offer free re-posts of any educational/informative video content. In addition, we offer sponsored advertising posts as well! Please contact Shelly Sahi, Marketing Director, AWFS®. Shelly@awfs.org for more information and guidelines. (As long as time and inventory permits)

FOLLOW US ON SOCIAL MEDIA

Follow us on social media. Be sure to follow, like and share!

[Instagram](#)

[TikTok](#)

[Facebook](#)

[LinkedIn](#)

COME SEE US AT IWF

Stop by the booth at the IWF Atlanta show, Hall A, booth #A10543, meet our team and play to win a prize at Plinko.

We look forward to meeting all of you!

AWFS® FAIR REFFERAL PROGRAM

You help us, we reward you! Everyone knows 9 in 10 buying decisions are made with peer recommendations. That said, the AWFS® Fair has started a new referral program that allows each exhibitor to earn money towards their next booth. [Click here](#) to download the form.

YOUTUBE VIDEO CHANNEL

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

[AWFS® Fair Exhibitor Channel link](#)

SPONSORSHIP & SIGNAGE

Add a sponsorship or hanging banner to your 2023 budget to boost traffic to your booth and increase your brand awareness. Please check out the offerings and call Amy with any questions.

[Sponsorship Opportunities & Sponsorship Contract](#)

[Hanging Banner Opportunities & Hanging Banner Contract](#)

[Meter Panel Map & Inventory](#)

According to the Center for Exhibition Industry Research (CEIR), exhibit booth efficiency jumps 104% when adding sponsorship to an event plan.

ONLINE DIGITAL BOOTH

Each exhibitor should have received your digital booth password and instructions to access your [online profile](#). Please be sure to check your categories, show guide and company profile.

You can also access your account and pay your booth online.

[Instructions](#)

[Upgrade your online listing](#)

TOOL TOUR 2023

2023 Tool Tour is making its way back AWFS®Fair! 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® JOB BOARD

Did you know that we have a job board? Check out jobs and posts jobs online at <https://www.awfs.org/jobs/>.

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!

NEXT PAYMENT IS DUE

Reminder, your next booth payment will be due on 12/12/2022. If you did not send in your June payment, please take care of it as soon as possible. For questions on your invoice or payment – please contact Angela Hernandez, angela@awfs.org or 323.838.9440.

Who do I contact with questions???

Booth Sales, Advertising, Sponsorship, Proposals, Signage and Banners, Floor plan

Amy Bartz-Simmons, AWFS®Fair Sales Director

323.215.0302

amy@awfs.org

Membership and Booth; Billing and Payment questions, Visionary Award information and AWFS® Membership information

Angela Hernandez, Executive Assistant & Accounts Receivable

323.838-9440

angela@awfs.org

Overall Exhibitor Operations & Trade Show

Kim Roehricht, AWFS® Fair Trade Show Director

323.215.0315

kim@awfs.org

Marketing Manual & Promotions

Shelly Sahi, AWFS® Marketing Director

323.215.0317

shelly@awfs.org

CWWK and Education

Adria Salvatore, AWFS® Association Director

323-215-0311

adria@awfs.org