



## AWFS® Fair 2023

### Exhibitor Email update #4

October 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.

#### CALLING ALL ROBOTS!

AWFS is presenting a dynamic and interactive branding opportunity for exhibitors to put smart technology in front every human that enters the Fair. Working collaboratively with AWFS Fair, this unique feature will create an engaging experience and leave a memorable identity for your company. Let’s bring a futuristic and intelligent experience to the door of AWFS Fair. Contact Amy Bartz-Simmons at [amy@awfs.org](mailto:amy@awfs.org) to learn more about how your robot can take center stage of the AWFS Fair Lobby.



#### OCTOBER SPECIAL PROMOTION



Buyers, Leads and Newcomers...oh my! Beware of the AWFS Fair “HALL”OWEEN that is sure to scare you into a great booth location or dress-you up for an inspiring sponsorship opportunity. Purchase additional booth space, increase your booth space, or purchase a sponsorship between October 1 – 31, 2022 and we will have the aisles trick-or-treating to your booth with a special show feature promoting your company. Contact Amy to celebrate this scary sweet booth promotion opportunity before October 31.

#### CWWK CALL FOR PRESENTATIONS

The 2023 AWFS® Fair show cycle is under way and the Call for Proposals for the show’s “College of Woodworking Knowledge” (CWWK) educational seminar program is now open. Technical experts, exhibitors with an educational segment, business owners and managers, consultants and other wood products manufacturing professionals are invited to submit proposal ideas for seminars held at the AWFS® Fair, July 25-28, 2023, in Las Vegas, Nevada. The deadline for proposal submittal is **October 21, 2022**.

Seminars are presented in a variety of time slots ranging from 60 minutes to three hours. The program includes classroom-style presentations, panels, demos, and workshops. Sessions will be offered in several tracks: Business Management; Cabinet, Millwork and Furniture; Software & Technology; Techniques & Applications; Workforce Development, and the Teacher Track which is specifically for woodworking educators.

To complete the online Call for Proposals by **October 21, 2022**: <https://www.surveymonkey.com/r/2023cfpcwwk>  
Direct all questions to Adria Salvatore [adria@awfs.org](mailto:adria@awfs.org) or (323) 215-0311.

## HOUSING IS NOW OPEN

Housing is now open, and you can book your rooms in the AWFS® Fair room block.

[Housing 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.*

## FOLLOW US ON SOCIAL MEDIA

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

[Instagram](#)

[TikTok](#)

[Facebook](#)

[LinkedIn](#)

## 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. Please contact Shelly Sahi, Marketing Director, AWFS®. [Shelly@awfs.org](mailto:Shelly@awfs.org) for more information and guidelines. (As long as time and inventory permits)

## 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.

## 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 stomping 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. Participation form is available [online](#).



## AWFS® FAIR 2021 RECOGNIZED AT AWARDS SHOW



On September 22, at the Trade Show Executive Gold 100 awards show, the AWFS®Fair was recognized as part of the top 100 shows in 2021, earning the rank of #23.

Additionally, the AWFS®Fair was recognized with the “Slam Dunk Award” for best new idea at a show for the

Tool Tour. Thank you to all our exhibitors for your continued support that helped make this possible!

## AWFS® FAIR LOGO

It is never too early to promote your presence at the Fair, you can select from our logos on the [website](#). Be sure to put the logo on your website, emails, marketing materials and more! If you need other versions of the logo, please contact Shelly Sahi, [shelly@awfs.org](mailto:shelly@awfs.org)



## 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](#)

## 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](mailto:angela@awfs.org) or 323.838.9440.

## AWFS.ORG



Check out [AWFS.org](http://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/>.

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

Overall Exhibitor Operations & Trade Show

**Kim Roehricht, AWFS® Fair Trade Show Director**

323.215.0315

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

Marketing Manual & Promotions

**Shelly Sahi, AWFS® Marketing Director**

323.215.0317

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

CWWK and Education

**Adria Salvatore, AWFS® Association Director**

323-215-0311

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

*This email is being sent to you if you are the Trade Show Contact, Alternate Trade Show Contact or Marketing contact in our database. Please email [Angela@awfs.org](mailto:Angela@awfs.org) or [Amy@awfs.org](mailto:Amy@awfs.org) if you would like to change your contact status in our database.*