



JULY 25-28
2023

2023 AWFS Fair Sponsorship Opportunities
Plan your sales & promotional activities today!

ON SITE SHOW SPONSORSHIPS

“Walk this Way” sponsorship - Pedometer Challenge exclusive sponsorship - NEW for 2023!

- This healthy pedometer promotion calculates distance walked and combines it with a healthy and fun contest.
- Drive foot traffic to your booth, to qualify to compete, event guests must register at Race Headquarters, conveniently located in your booth.
- At Race Headquarters, a leader board prominently announces the host partner and keeps track of the walking leaders.
- Contestants check the leader board throughout the day to gauge their standing. Daily and grand prizes are awarded. You select the prizes, branded pedometers included.

“Attendee of the Day” Sponsorship – NEW for 2023 \$2,000.00 per day

- Each day of the show, AWFS®Fair Management will select an attendee of the day.
- Sponsor will have the opportunity to select a delegate from their company, to announce over the loudspeaker, the winner along with a short 30 second company announcement.
- Photo opportunity of sponsor with “Attendee of the Day” winner in AWFS®Fair show office in front of the “attendee of the day” backdrop.
- AWFS®Fair will include the winners from each day in social media posts.
- Sponsoring company also can present the attendee of the day with gifts and/or company swag.
- Attendee of the Day winner will be announced at the following times.
 - Tuesday, Wednesday, Thursday – 3:30pm/ Friday, 11:30 am

Attendee Bag Sponsorship Exclusive

- Get ahead of the competition! AWFS®Fair will distribute your branded tote bags before attendees even get to the show floor. Your bags will be distributed at registration. **Please Note:** This opportunity is for the distribution rights only. The design, production and delivery of the tote bags and contents will be the sponsor’s responsibility.

Badge Lanyard Sponsorship

- Exclusive – Sold

Badge Stock Sponsorship

- Exclusive – Sold

Charging Station Sponsorship \$5,200.00 or 2 for \$10,000.00

Attendees are constantly using their devices during the show and need a place to recharge. Create destinations for buyers by outfitting multiple charging stations throughout the Las Vegas Convention Center with your company logo and booth number.

Media Room Sponsorship \$3,200.00 exclusive

Experience one-on-one contact with media organizers as the official Press Room Sponsor. Your brand will be what they see each day of the show while they attend press events, relax off the show floor and beyond.

Please note: There is no logo sponsorship on the outside of the press room. Press room will be off the show floor for 2023.

Nook Sponsorship \$5,000.00 each or 2 for \$9,000.00

NOOK event pods provide an oasis of calm to collaborate with colleagues and clients on the show floor. These pods will be cleaned regularly and can be placed around the show floor or in your booth; they are a perfect way to promote your business and generate leads! (Show Management produces and places signage). Pods are equipped with:

- Your company name and logo on all 4 sides
- Air Charger for apple products
- Power to charge electronics
- Dry erase boards and pens

Head shot lounge Sponsorship \$10,000.00 exclusive

Provide professional headshots for all attendees with this high-touch sponsorship. The Headshot studio is a high energy, highly brand-able sponsorship opportunity with incredible engagement and activity and guaranteed lead generation. It delights attendees with a nearly instant professional headshot opportunity while the sponsor may engage one-on-one with attendees to leave a lasting impression. Sponsorship includes:

- A professional portrait studio free to all delegates on show floor or meeting room space. Location TBD
- Delegates receive complimentary digital professional headshot
- A table with chairs for sponsor company to staff and brand if desired
- Opportunity to brand sponsor company within the studio, exact placement determined on-site
- Signage promoting the event throughout the show floor and lobby
- Pre-show, during, and post promotion by AWFS®Fair

AWFS Sweet Chill Sponsorship Call for Pricing

Promote your brand, engage with attendees, and turn-up the energy of the with this afternoon treat of ice cream and popsicles. AWFS® Sweet Chill delivers a cool and unique opportunity for the sponsoring company.

International Lounge Sponsorship Call for pricing

Impress international attendees with this functional and generous lounge that serves both luxury and business. This lounge will be exclusive to international attendees and will offer comfort, eye-appeal and snacks all while including space for networking opportunities. Sponsors have the opportunity to decorate and visit the lounge to get the most out this unique opportunity.

Carpet Cling \$1,500.00 each

Floor stickers placed around the show floor and concourse. Get your message as people walk around the floor! Carpet clings are 4' by 4'.

Zen Lounge Sponsorship Call for Pricing

The ultimate retreat! The Zen Lounge is meant for anyone that needs a distraction-free environment to take a break and re-charge. The room will always remain quiet with comfortable seating, dim lighting and open space. No phones, no talking, no video – nothing but quiet and calm in a stress-free atmosphere.

AWFS®Fair 2023 * 2400 E Katella Ave, Suite 340 * Anaheim, CA 92806
Amy Bartz-Simmons * Sales Director * Amy@awfs.org * 323.215.0302

Park Bench Sponsorship on show floor \$2,000.00 each

Invite attendees to “take a break” with these park benches around the show floor! Tired attendees will appreciate you as they take a minute to relax and rejuvenate at the show with this dynamic opportunity.

ONLINE DIGITAL SPONSORSHIPS

AWFS®Fair Website

- **Home page slider ad \$5,000 each**

The ad is on the center on the homepage of the AWFS®Fair Website! Display your ad in the slider featured on the top of the homepage that automatically rotates to highlight the show’s most valuable information. Each slide is 1600x555 px.

- **Run of Site ads**

- Half page ad \$5,000 each
- Leaderboard ad \$3,000 each
- Rectangle ad \$4,000 each

AWFS®Fair Show App

Whenever buyers open the show app, your company info can be the first thing they see. Banner ads rotate at the top of the app dashboard page and click through to your landing page. These ads are a prime way of getting in front of your customers and letting them know where to find you on the show floor.

Banner Ad \$1,700.00 each (Limit 5)

Push Alerts \$800.00 each (Limit 4 per day)

Online attendee Targeted Advertising Program

- **Impression based campaigns**

- 50k impressions \$2,000.00
- 100k impressions \$4,000.00
- 200k impressions \$6,000.00

- Using our sophisticated real-time bidding ad serving software, we can now target AWFS®Fair visitors while they search the internet and interact on social media. You supply the ad creative; we take care of the rest!
- Buyer visits AWFSFair.org Ad campaign activates Buyer is targeted & linked back to your website
- Each qualified site visitor leaves our website with a special AWFS®Fair identifier tag (cookie). Your digital ad campaign is then set to remarket to the AWFS®Fair cookie on other sites. We place the bid to ensure the buyer is served your banner ad on available content/websites

Attendee registration confirmation email and web page

Place a banner ad inside the confirmation email that is sent to every AWFS®Fair attendee registrant prior to the show. Your creative will land on the one email that is received by all attendees. Company logo on each confirmation email sent to attendees who pre-register online.

Confirmation Web Page – Exclusive \$4,000.00

Small ads - \$3,000.00 each (1 of 5)

Attendee e-newsletter advertising

Attendee e-news is our synopsis of what's happening at the show. Each edition delivers unique information vital to the show. Reach the cabinet and furniture attendees through these exclusive digital marketing opportunities! Limited quantities so be sure to book early!

Leader board ad \$1,500.00 each

Promo Spotlight ad \$1,000.00 each

EDUCATION SPONSORSHIPS

College of Woodworking Knowledge Sponsorship \$15,000 Exclusive

Thousands of buyers attend this top-notch education program at the AWFS®Fair. This sponsorship opportunity is chalk full of ways to gain brand recognition and make lasting connections with new and loyal customers.

Sponsorship includes:

- Logo on show site CWWK printed signage
- Logo on electronic CWWK room/door signs
- Logo on CWWK conference page of AWFS®Fair website
- Included in up to three (3) CWWK promotional social media posts
- Logo on session welcome screens
- Your 4-Color Logo printed on 1000 notepad (25 sheets each)
- Your logo on 1,000 imprinted pens
- Custom eblast to education track attendees
- Diamond level Digital Booth Package
- If bought by February 1, 2023, you will be included in conference brochure.

FreshWood Sponsorship Opportunities

The Fresh Wood Student Woodworking competition display is a “must-see” at the AWFS®Fair. Associate your company with the “cream of the crop” – the student project that an industry panel of judges found to be better than hundreds of others from across the country.

FreshWood Best in Show \$3,000 exclusive

- Participation in the Awards Reception at the trade show (a company rep may present the award)
- Photo Op of the company representative with the student, teacher and emcee
- Your company recognized on screen at the Awards Reception program
- Company recognition on the People's Choice Certificate given to the winning student
- Your company name and logo included on signage at the Fresh Wood competition display
- Your company recognized (with company name and logo and booth number) on the official competition brochure distributed at the display area
- Company Logo included on the Fresh Wood promotional poster (must be bought by 8/1 to be eligible)
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS®Suppliers Edge e-newsletter

FreshWood People's Choice \$3,000 exclusive

- Your company logo and booth number on the People's Choice electronic ballot
- Participation in the Awards Reception at the trade show (a company rep may present the award)
- Photo Op of the company representative with the student, teacher and emcee
- Your company recognized on screen at the Awards Reception program
- Company recognition on the People's Choice Certificate given to the winning student
- Your company name and logo included on signage at the Fresh Wood competition display
- Your company recognized (with company name and logo and booth number) on the official competition brochure distributed at the display area
- Company Logo included on Fresh Wood promotional poster (must be bought by 8/1 to be eligible)
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS®Suppliers Edge e-newsletter

FW Category Sponsorships \$1,000 (6 available)

The Fresh Wood categories: • Chairs • Tables • ~~Case Goods~~ • ~~Design for Production~~ • ~~Special Theme~~ • Open

- Your company recognized on screen at the Awards Reception program
- Company recognition on the Certificate given to the winning student
- Your company name and logo included in signage at the Fresh Wood competition display
- Your company recognized (with company name and logo and booth number) on the official competition brochure distributed at the display area
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS® Suppliers Edge e-newsletter

Bravo to Teachers

In kind Donation (1 large classroom prize, or approx. 30 smaller classroom prizes) Students aren't the only ones that commit time and energy to the Fresh Wood student woodworking competition! Reward the winning teachers for their dedication with a prize for their school's woodshop. This can be one large prize such as a piece of machinery given to one school through a drawing or lottery, or it could be individual prizes such as tools for all Fresh Wood teachers (approximately 30).

- Your company recognized on screen at the Awards Reception program
- Your company name and logo included in signage at the Fresh Wood competition display
- Your company recognized (with company name and logo and booth number) on the official competition brochure distributed at the display area
- Company recognition on Fresh Wood page of AWFSFair.org
- Post Show publicity in Fresh Wood press releases and the AWFS® Suppliers Edge e-newsletter

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

Official Show Sponsor for spending over \$3,500.00

▪ Show Sponsor Benefits

- Link to your website from sponsor “thank you” page on AWFSFair.org
 - Inclusion in sponsor “thank you” signs throughout the show onsite
 - Noted as a Show Sponsor on online floorplan logo bar
 - Noted as a Show Sponsor on online business card and online directory
 - First right of refusal on bought sponsorships for the 2025 AWFS®Fair
 - Deadline for first right of refusal for 2025 AWFS®Fair will be 07/01/2024.
- *Client to supply logo to use on promotional materials.

Sponsorship Loyalty Program

Exhibitors may receive added priority points based on their level of participation (overall sponsorship expenditures) for the subsequent AWFS®Fair. As an exhibitor reaches certain preset sponsorship targets, they will be awarded added priority points. An example follows below.



- 1 additional point by becoming an official Show Sponsor and spending \$3,500.00
- 2 additional seniority points by spending over \$10,000.00 in sponsorships
- 3 additional seniority points by spending over \$20,000.00 in sponsorships
- 4 additional seniority points by spending over \$30,000.00 in sponsorships
- 5 additional seniority points by spending over \$40,000.00 in sponsorships

*These added points are only for 2025 AWFS®Fair and will not be accumulated for shows beyond 2025

Secure your sponsorship today!

Contact Amy Bartz-Simmons

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