



## 2023 TOOL TOUR

2023 Tool Tour will be stomping its' way to the AWFS®Fair again! The 2021 event was such a success that attendees cried for more! This could be your ace in the hole for a boot scootin' show. We lined up a plumb good marketing plan and created a thumping program to make sure fans will reach each stop on the tour! By doing so, we will continue to increase exhibitor and attendee participation for the Fair and create some a hog killing good time with a commemorative t-shirt for those attendees that complete the Tour.

**Tour t-shirts will list all participating exhibitors. LIMITED SPOTS AVAILABLE!**

### TOOL TOUR PASSPORT

- All participating companies will be on the "Tool Tour" where attendees will be directed to visit each exhibitors' booth on the tour during the show.
- AWFS®FAIR will implement a specific and comprehensive targeted marketing campaign in order to inform and to encourage buyers to attend the event and participate in the tour.

### 2023 TOOL TOUR PARTICIPANTS WILL BE HIGHLIGHTED AT THE SHOW:

AWFS®Fair Website

AWFS®Fair Show App

AWFS®Fair onsite signage at key locations

Social Media Engagement

Designated markers within their booth

### YES – I WANT TO PARTICIPATE IN THE 2023 TOOL TOUR

Participation is **FREE** and available to all contracted exhibitors, in the following areas of the hand or power tool industries: *(Please check all that apply)*

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Power Tools         | <input type="checkbox"/> Hand Tools           | <input type="checkbox"/> Power Saws                     |
| <input type="checkbox"/> Grinders & Sanders  | <input type="checkbox"/> Drills & Drivers     | <input type="checkbox"/> Routers, Cutout Tools & Lathes |
| <input type="checkbox"/> Polishers & Buffers | <input type="checkbox"/> Rotary & Oscillating | <input type="checkbox"/> Other: _____                   |

Examples of products displayed in booth: \_\_\_\_\_

\_\_\_\_\_  
Company Name AWFS Booth # Date

\_\_\_\_\_  
Contact Name Title

\_\_\_\_\_  
Phone Email

Sign & Fax back to 323.838.9443 or email to [Angela@awfs.org](mailto:Angela@awfs.org)

### DEADLINES:

March 1, 2023 – Form must be submitted by this date to be Included in the attendee brochure as a participant

June 1, 2023 - Final Deadline to participate in the Tool Tour at the 2023 AWFS®Fair

All booth numbers that are printed on the commemorative t-shirt will be as of 06/01/2023.

\*Show management will review each entry to determine that all show criteria are met correctly.

Approved by: \_\_\_\_\_