



## AWFS® Fair 2023

### Exhibitor Email update #5

### December 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.

#### HAPPY HOLIDAYS

Warmest wishes for a joyous holiday season and a happy New Year! May peace, love, and prosperity follow you always.

#### AWFS® ANNUAL MEMBER MEETING

All AWFS® member companies are invited to attend our annual AWFS member meeting. AWFS® is YOUR trade association, and we encourage you to listen, share your ideas, and get involved in our work. Hosted by AWFS® leadership, the Annual Meeting highlights Association and Fair accomplishments and updates and invites members to weigh in on a collective vision for the future of the woodworking industry. [REGISTER HERE](#)

#### INSURANCE

Each exhibitor must have current Exhibitor Liability Insurance on file with AWFS Fair. Please [click here to purchase](#) from our preferred vendor or you are welcome to send your own to us as well. [Learn more.](#)

#### OFFICIAL SHOW DIRECTORY

In an effort to make another stride in sustainability the show directory will be combined with the official show daily and available each day of the AWFS Fair 2023. Please contact (WWN info here) to learn more about this exciting new opportunity. In addition, the online floorplan (link) and show app will have the most up-to-date information at all times.

#### NEXT PAYMENT IS DUE DECEMBER 12, 2022

The third booth payment is now due. Payments should be received by 12/12/2022. You can pay online in your online digital booth profile. For questions on your invoice or payment – please contact Angela Hernandez, [angela@awfs.org](mailto:angela@awfs.org) or 323.838.9440.

#### MARKETING MANUAL

Will be available soon.

#### ONLINE EXHIBITOR SERVICE KIT

Is currently in progress and coming soon.

#### EXHIBITOR REGISTRATION

Has not opened yet, it will be open soon.

## CALLING ALL ROBOTS!

AWFS® is presenting a dynamic and interactive branding opportunity for exhibitors to put smart technology in front of 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.



## HOUSING IS OPEN

Housing is now open, and you can book your rooms in the AWFS®Fair room block. Secure your rooms at your preferred Las Vegas location.

[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.***

## 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 their 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 to 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 LOGO

It is never too early to promote your presence at the Fair, and 2023 show logos are already available to select on our [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](#)

## FOLLOW US ON SOCIAL MEDIA

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

[Instagram](#)

[TikTok](#)

[Facebook](#)

[LinkedIn](#)



## 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, Media & 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.*

Sincerely,  
Amy

Amy Bartz-Simmons  
AWFS® Fair Sales Director  
323.215.0302 direct  
760.468.6122 cell  
[amy@awfs.org](mailto:amy@awfs.org)

**AWFS<sup>®</sup>**  
*Fair* | **JULY 25-28**  
**2023**