



AWFS®Fair 2023

Exhibitor Email update #6

January 2023

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. 192 DAYS TILL SHOW! We can’t wait to see all of you.

HAPPY NEW YEAR

Happy New Year! May peace, love, and prosperity follow you throughout the year.

MAVERICK AWARD

The Maverick Award will honor excellence in marketing strategy and execution for Tool Tour participation at AWFS®Fair 2023. The competition will recognize one qualifying exhibitor based on a variety of criteria within seven different categories. The winner will be announced at the AWFS®Fair this July and will receive a custom trophy and featured at the show and online. Details will be sent directly to qualifying Tool Tour participants.

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](#).



EXHIBITOR REGISTRATION

Has not opened yet, it will be open very soon.

When it’s opened, only exhibitors who are paid 75% up to date will receive the link. The link for exhibitor registration will be sent to the main trade show contact only.

INVITE-A-CUSTOMER

Bring your customers to the show for FREE!

[Click here](#) to watch a short step by step video on how to create your code.

Show your customers they are important to you and invite them to the show at no charge! This program allows you to create a code in exhibitor registration to invite your customers to the show - for free! It’s easy to set up the code, and to send out. You will receive all the demographic information from those attendees who register using it. This is FREE for you, and FREE for your customers! Check out more information [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 APRIL 10, 2023

The third booth payment was due in December, please make sure you are paid up-to-date. You can pay online in your online digital booth profile. For questions on your invoice or payment – please contact Angela Hernandez, angela@awfs.org or 323.838.9440.

MARKETING MANUAL

Will be available soon.

ONLINE EXHIBITOR SERVICE KIT

Is currently in progress and coming 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, 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](#)

The one and only official hotel provider of AWFS Fair® is onPeak. Please note that hotel reservations made through any company other than onPeak are at the exclusive risk of the individual. If other companies contact you for hotel/travel bookings, they are not endorsed by AWFS Fair®.

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](#)

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



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 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

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

CWWK and Education

Adria Salvatore, AWFS® Association Director

323-215-0311

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 or 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

AWFS[®]
Fair | **JULY 25-28**
2023