



## AWFS® Fair 2023

### Exhibitor Email update #7

### February 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.

160 DAYS TILL SHOW! We can’t wait to see you! 😊

### MARKETING MANUAL

Is now available and online! This is your primary source for all information on how to promote your presence and advertise for the show. You can find all the information and more for:

- [Visionary New Product Showcase & Awards](#) (Visionary Site will be live on March 1 to enter)
- Promotions and Opportunities
- And more!

Please [click here](#) to see the entire manual.

### ONLINE EXHIBITOR SERVICE KIT

Is currently in progress and coming soon. The move in map will be released soon. Here are the forms that are on the website now:

- [Freeman square foot packages](#)
- [Show schedule](#)
- [Booth design rules and regulations](#)

### EXHIBITOR REGISTRATION

Is now OPEN, only exhibitors who have paid 75%, and are considered up to date will receive the link. The link for exhibitor registration will be sent to the main trade show contact only.

**Problems with registration or want to check on the status of your registration?**

Contact (224) 563-3761

Email: [AWFSFair@csreg.zohodesk.com](mailto:AWFSFair@csreg.zohodesk.com)

### 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](#).

### 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 – Only 1 spot available!

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](#).



## 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®.**

## 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](#).

## LIST RENTALS/SCAMS

Beware of Imposters and Unofficial Vendors.

In the months leading up to the AWFS®Fair, sometimes exhibiting companies are contacted by individuals that claim to represent AWFS®Fair – often selling advertising in fake show directories or offering “attendee lists” for sale. Don’t be tricked! [Click here](#) for more information.

## 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.

## FINAL PAYMENT IS DUE APRIL 10, 2023

The final payment is due April 10. 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.

## ONLINE EXHIBITOR SERVICE KIT

Is currently in progress and coming soon.

## 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!



## FOLLOW US ON SOCIAL MEDIA

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

[Instagram](#)

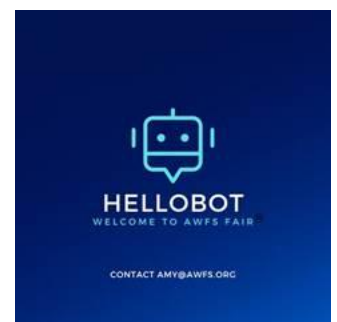
[TikTok](#)

[Facebook](#)

[LinkedIn](#)

## 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.



## AWFS MEMBER COMPANY LOGO

AWFS® Member companies, can now proudly share with all that they are part of the association. Post on your website, email footers, advertisements, and anywhere you see fit! Thank you for being a member and supporting the association! Please email Adria with any questions on the member logo. Adria Salvatore, [adria@awfs.org](mailto:adria@awfs.org)



## 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](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)

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.*