



# Tool Tour Returns to AWFS<sup>®</sup> Fair 2023

## Get your lassos ready...

the Tool Tour is back with a western theme,  
and we are ready to get our boots kickin'!

The Tool Tour is a showcase of exhibitors who specialize in hand and power tools. As attendees, you can visit their booth to learn about and experience their new tools.

Everyone has fun and if you finish the tour, there is a free collector's t-shirt to take back to the shop!

Learn more here:

<https://www.awfsfair.org/attendee-information/tool-tour/>

Register now for the 2023 AWFS Fair to receive  
Tool Tour Updates!

# The 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, July 25-28, 2023** at the Las Vegas Convention Center. The winner will receive a custom trophy and featured at the show and online.

## The Maverick Award Criteria:

1. Must be a Tool Tour Exhibitor.
2. Must have the most registrations from the Invite-A-Customer program, not invites, registrations.
3. Must have the most post show social media promotion with a tag to AWFS® Fair on whichever social media platform.
4. Addition of Tool Tour logo on any ads, newsletters, website, emails, etc that is shared with AWFS® by the exhibitor.
5. Addition of any Tool Tour logo in print that exhibitor makes us aware of.
6. If an exhibitor shares any type of customer list to AWFS® to promote the show to.
7. If an exhibitor posts any Tool Tour promotions created by AWFS® on their advertising outlets.



**Register Now**



# 2023 Tool Tour

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## 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



### 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: \_\_\_\_\_



### 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)



Power Tools



Hand Tools



Power Saws



Grinders & Sanders



Drills & Drivers



Routers, Cutout Tools & Lathes



Polishers & Buffers



Rotary & Oscillating

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