



AWFS[®]
Fair

JULY 22-25, 2025
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org



Where Innovation
IGNITES
Possibilities

Exhibitor Prospectus

Ignite **INTEREST** | Spark **SALES** | Gather **QUALIFIED LEADS**

JOIN US at the AWFS Fair

Join us at the AWFS®Fair 2025, July 22–25, 2025 where you can foster connections, unveil innovative products, generate valuable sales leads, strengthen your brand, and enjoy numerous other exciting opportunities! The AWFS®Fair follows a Tuesday–Friday schedule, with a special dealer/distributor day on Monday during set up.

Why should you join us?

The AWFS®Fair brings together a community of the most influential people and ideas, explores trends, showcases the most innovative technologies, and displays amazing new products in one place.

Ignite INTEREST & Create Success

FREE AWFSFair.org Exhibitor Listing

Attendees can search the exhibitor listings by company, keyword, or product category via awfsfair.org to find the organizations that offer the types of products and services they're looking for at the show.

Guest Invites

Provide complimentary registration invitations to your customers and prospects.

Press Relations

Get access to the national and international media covering AWFS®Fair. You can access pre-registered media list, distribute press kits, and hold press conferences during the show.

Free Customized Invite and Email

Co-branded custom invite and/or email via Feathr to help invite your customers and prospects to the show!

AWFS Fair App

Purchase ad space or push notifications in the official show app.

Digital Booth Upgrades

Each exhibitor starts with a basic digital booth. You have option to upgrade it and add your company's logo, product photos, literature, video, press releases, email contacts and Web links.

“

“Everything exceeded my expectations. I expected west coast attendance and not only got that but also a much broader nationwide attendance which was a pleasant surprise. Having not attended the show since it first moved to Vegas, I honestly did not have any expectation of booth traffic, however, I was again very pleased to see that my leads were on par with IWF and I also found these to be quality leads, those attending the show were there for a reason, not just browsing, but there to buy.”

- Jamison Scott
President
Air Handling Systems

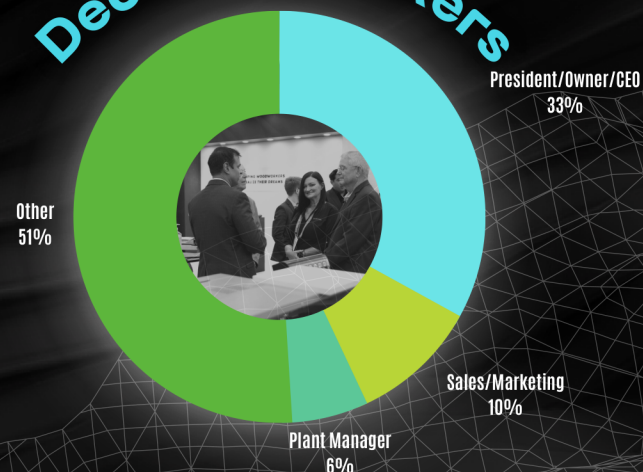
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Exhibitors Represent

- 1 Machinery
- 2 Hardware/Suppliers
- 3 Software
- 4 Wood/Lumber



Decision Makers



Visionary New Product Showcase

Make sure the new products you're bringing to the market gets the attention they require and deserve by including them in the Visionary showcase and awards.

Marketing Kit and Exhibitor Manual

Receive all of the information you need to plan a successful booth.

Spark SALES

Top 3 Reasons
to Exhibit

3 **Brand.**

2 **Leads.**

1 **Sell.**

Global Market

80 | 50

Countries | States
*Please see awfsair.org to contact your international sales rep.



Attendee Buying Power

% of attendees are looking to make a purchase

20%
IMMEDIATELY

25%
in 6 to 12 Months

60%



of Attendees recommend or have the power
to purchase machinery and materials

“SurfPrep has been exhibiting at AWFS since 2013. We have always had a fantastic experience working with AWFS® employees to make sure our tradeshow experience is as beneficial as possible. From choosing a booth, to exhibiting in Las Vegas, we always come back from the show pumped up and extremely busy from exceptional connections and leads from the four days of exhibiting. We are proud to be an AWFS member and exhibitor.”

- Hannah Khalaf
Marketing
SurfPrep Sanding

Gather QUALIFIED LEADS

AWFS Marketing
Opportunities

Direct Mail

Distribution of more than 300K direct mail pieces targeting key decision makers in every segment of the industry.

Social Media

Promotion and pre-event postings on all major social media platforms.

Email Marketing

A series of content-specific email campaigns that target over 100K prospects

Website & Mobile App

AWFS® partners with supporting trade associations representing thousands of buyers and industry professionals.

Print

Print ads run in the U.S. and International industry-related trade publications.

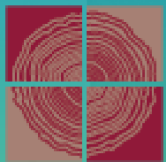
Digital Advertising

Campaigns to drive traffic and retarget audience to the AWFS® Fair Website and generate attendee registrations.

Cooperative Marketing

Complete listing in official show app.

Become an AWFS® Member



- \$4.00 per sq. foot discount on booth space
- Priority consideration during space draw selections, upgrades and relocation requests
- Access to AWFS® Fair Member Lounge for client meetings, computer access, and R&R
- \$25.00 Savings on entry fees for new product showcase

Your Exhibit Booth Package Includes:

- Draped backwall and sidewall for standard inline booths
- Booth sign with company name and booth number
- Complimentary exhibitor badges (based on size of booth)
- Monthly exhibitor email updates with important show reminders
- Specific first-time exhibitor benefits

Membership Requirements

To qualify for the member discount and member benefits, all members must pay both their 2024 & 2025 on time to their respective due dates.

All new members must submit a member application and member payment prior to or concurrent with their booth contract. No exceptions.

For more information contact:

Amy Bartz-Simmons
(323) 215.0302
awfssales@awfs.org



Fill out the 2025
AWFS® Fair Exhibit
Rental Agreement

Return the signed and
completed contract with
the deposit (and member
dues if applicable)

**RESERVE your
space TODAY!**

You should exhibit if you supply the following products or services:

3D Printing
Abrasives
Adhesives
Anti-pollution equipment
Associations
Automation
Building Products
Business Services
Cabinet Doors
Closet Components and Systems
Components
Computer Hardware
Construction Materials
CNC Routers and Machining Centers
Design Services
Door & Window Manufacturing Equipment
Drawer Components
Dust Extraction
Edgebanding
Engineered wood products
Environmental & Safety Equipment
Exotic Woods
Fabrics
Fasteners
Filling Materials
Financial Services
Finishing Equipment & Suppliers
Flooring
Framing Materials
Furniture Components
Furniture Restoration
Grinding
Hand Tools
Hardware
Home Organization Components
Laminating Equipment
Machinery
Material Handling Equipment
Millwork Components
Packaging
Panel Processing Equipment
Plastic Sheet Goods and Materials
Plastic Processing Equipment & Supplies
Production Services
Robots & Robotic Equipment
RTA Components
Sanding Accessories
Sanding Equipment & Systems
Saw Blades
Shutter Components
Software
Solid Wood Processing Equipment
Stair Components
Supplies
Tooling
Transportation
Veneers, Lacquers & Finishing Supplies
Wholesale Distribution
Window & Door Hardware



Ignite the spark, **ELEVATE** your experience

ELEVATE & Secure your Exhibit Space!



Unparalleled Exposure

Our diverse attendance represents a broad spectrum of professionals from the woodworking industry, giving you the chance to gain exposure on a national and international scale. Maximize your brand visibility and expand your reach like never before.



Tailored Solutions

We understand the unique challenges you face, from supply chain disruptions to staffing and housing issues. That's why we have crafted specific features and resources that address these concerns, providing you with practical solutions and a renewed sense of optimism.



Network Opportunities

Connect with industry leaders, experts, and potential collaborators who can offer valuable insights and support. Forge new relationships and partnerships that will fuel your growth and help you navigate the changing landscape.

About AWFS®

The Association of Woodworking & Furnishings Suppliers® (AWFS®), is a non-profit organization whose mission is to help strengthen the woodworking industry. As the owner and management group behind AWFS®Fair, proceeds from the show are reinvested back into the industry through legislative and education initiatives as a means of fulfilling AWFS' core purpose of helping woodworking and furnishings suppliers and their customers sustain strong, profitable businesses.

Our Vision

To be a global leader in advancing the woodworking and furnishings industry, fostering innovation, and creating opportunities for growth, collaboration, and business opportunities.

Our Mission

To support and showcase innovative technologies, products, and solutions that drive progress within the industry.

Our Purpose

Serve as a premier event and resource hub aiming to bring together industry stakeholders, provide access to cutting-edge products and technologies, offer educational opportunities, and promote the overall growth and prosperity of the industry.



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