

AWFS[®]
Fair

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

AWFS[®] *Fair* **THRIVE**
IN 25'

**MARKETING
NAVIGATOR**

Thank you for exhibiting at AWFS® Fair 2025!

We're committed to helping you make your AWFS® Fair experience as profitable and productive to your business as possible – that's why we've created this Marketing Manual with valuable information and a selection of materials to boost your ROI and success. The Manual is loaded with everything you need to promote both AWFS® Fair and your presence at the show. We appreciate your support and look forward to an exceptional event in Las Vegas this July.

86% of attendees rely on face-to-face interactions at exhibits to become aware of new products.

Here's an outline to help you take advantage of the promotions available to you.

FIRST, ELEVATE YOUR BOOTH BY DOING THESE THINGS. THEY ARE ALL INCLUDED WITH YOUR BOOTH AT NO ADDITIONAL COST!

- Submit your free listing for the online directories.
- If you are a First Time Exhibitor, submit your product into our First Time Exhibitors New Product Showcase.
- Use complimentary customized invitations to invite prospective customers to the show.
- Promote your AWFS® Fair booth on your website and electronic promotions. Free banner ads, customized landing pages and logos can be downloaded to make this easy.

NEXT, INCORPORATE SOME OF THESE IDEAS INTO YOUR PLAN:

- Increase your exposure by taking advantage of our advertising options which deliver high value and marketing impact.
- Have a new product to promote? Enter your new product into our Visionary Awards New Product Showcase.
- Upgrade your free listing in the online directory to a Platinum or Diamond package to provide more comprehensive information and company branding.
- Become a sponsor to give your company a more prominent role at AWFS® Fair.
- Place your print advertisement in one or more of the publications to gain greater market coverage and alert readers of your participation at AWFS® Fair.
- Send news releases to trade media and develop a digital press kit for the Media Center. Schedule a Press Conference at the event if you have new products or technology to debut.
- Utilize social media to promote your participation at AWFS® Fair.

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DEALER/DISTRIBUTOR DAY

Monday, July 21, 2025 9:00AM. - 5:00 P.M.*

*Distributor Hours. Only attendees with Distributor badges will be able to access the show floor.

SHOW HOURS EXHIBITS OPEN

Tuesday, July 22 9:00 A.M. - 5:00 P.M.

Wednesday, July 23 9:00 A.M. - 5:00 P.M.

Thursday, July 24 9:00 A.M. - 5:00 P.M.

Friday, July 25 9:00 A.M. - 2:00 P.M.

EXHIBITOR MOVE-IN

Thursday, July 17 7:00 A.M. – 4:30 P.M.

Friday, July 18 7:00 A.M. – 4:30 P.M.

Saturday, July 19 7:00 A.M. – 4:30 P.M.

Sunday, July 20 7:00 A.M. – 4:30 P.M.

Monday, July 21 7:00 A.M. – 4:30 P.M.

EXHIBITOR MOVE-OUT

Friday, July 25 2:01 P.M. - 8:00 P.M.

Saturday, July 26 8:00 A.M. - 4:30 P.M.

Sunday, July 27 8:00 A.M. - 4:30 P.M.

Monday, July 28 8:00 A.M. - 2:30 P.M.

EXHIBITORS ONLY REGISTRATION

Friday, July 18 1:00 P.M. - 4:30 P.M.

Saturday, July 19 8:00 A.M. - 4:30 P.M.

Sunday, July 20 8:00 A.M. - 4:30 P.M.

ATTENDEE & EXHIBITORS REGISTRATION

Sunday, July 20 8:00 A.M. - 6:00 P.M.

Monday, July 21 8:00 A.M. - 4:30 P.M.

Tuesday, July 22 8:00 A.M. - 4:30 P.M.

Wednesday, July 23 8:00 A.M. - 4:30 P.M.

Thursday, July 24 8:00 A.M. - 4:30 P.M.

Friday, July 25 8:00 A.M. - 1:30 P.M.

PLEASE NOTE!

The conference registration area will be open 30 minutes prior to the start of all CWWK™ sessions.

Please refer to **Target Move-In Map/Floorplan** for all assigned times.

Exhibitor Marketing Schedule & Worksheet

DEADLINE	TASK	STATUS
IMMEDIATELY	Register your staff Get the promotion widget code via Exhibitor Dashboard Deploy Feathr products to customers and prospects Become an official show sponsor Participate in a show feature Upgrade your digital booth	
IMMEDIATELY	Complete your online directory listing via Exhibitor Dashboard REQUIRED - select product categories - submit new products and photos - upload video and show specials (upgraded booths only)	
ONGOING	Plan pre-show advertising using the AWFS®Fair logo Create a social media plan and follow AWFS®Fair on all platforms	
IMMEDIATELY	Complete your online exhibitor directory listing	
March 4	Exhibitor Webinar #1	
MARCH 25	Exhibitor Webinar #2	
APRIL 29	Exhibitor Webinar #3	
MAY 20	Exhibitor Webinar #4	
JUNE	Visionary New Product Awards entry form due First Time Exhibitor Showcase entry form due Submit your application to participate in the Tool Tour	
JUNE 8	Schedule a media briefing Request a list of registered media	
JULY 24	Visionary New Product Showcase and Award entries delivered First Time Exhibitor Showcase entries delivered <i>All entries must be delivered to the main lobby. Do not ship entries to the AWFS® office.</i>	
JULY 22	Smile and have a great show!	

Meeting & Function Space Order Form

6

There is a charge of \$400 paid to AWFS[®] that must accompany this request.

The charge is for room set and a 22" x 28" easel sign. Any and all additional charges, such as food & beverage and audio visual must be paid directly to the Las Vegas

Convention Center or respective vendor.

Event Name: _____

Event Date: _____ Anticipated Attendance: _____ Start Time: _____ End

Time: _____

Type of Event: (i.e. sales meeting, reception) _____ Contact Name: _____

Contact Email: _____

Event Room Set: conference (board room) theatre style hollow square school room round tables
 other

Head Table: YES NO

1) You must be an exhibitor in good standing to secure meeting & function space. Should you cancel your exhibit space, your meeting and function space and your deposit will be automatically forfeited.

2) Any and all additional charges related to your function, including but not limited to food and beverage and audio visual are your responsibility to pay directly to the vendor(s) involved.

3) Any and all additional requirements at the Las Vegas Convention Center must be secured through the Convention Center's exclusive vendors, i.e. Center Plate for food and the 2025 AWFS®Fair official vendors, i.e. Freeman for audio visual.

For catering services, please contact Nate Jiron at Center Plate Nate.Jiron@Sodexo.com

For audio visual services call Freeman at 714.772.9049.

Company Name: _____

Booth #: _____ Contact Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact Email: _____

Payment Info

Card holder's name: _____

Billing Address: _____

Card #: _____ Exp date: _____

Signature: _____

Return to: AWFS®Fair – Attn: Kim Roehricht – Email: kim@awfs.org

Exhibitor Registration Widget

Promote your booth with this free feature!

CompuSystems, the official registration and lead retrieval provider for the 2025 AWFS® Fair, is pleased to offer exhibitors a free and easy way to promote your booth and the show from your company's own website, by means of the Exhibitor Registration Widget. This widget is a small snippet of code that exhibitors can download from the show's Registration Dashboard and place on your corporate website. The widget matches the look and feel of the show's website and dynamically displays the exhibitor's company name and booth number, and also allows a visitor single-click access to the event's registration page.

Once placed on your website, you will also be able to see how many people clicked on the widget - as well as how many registrations resulted from those clicks, via your exhibitor Registration Dashboard. You will also have access to the list of registrants who registered via your widget, which includes, phone, email and date registered.



Features

- Downloadable from exhibitor's Registration Dashboard
- Displays exhibiting company's name and booth number
- Single click access to the show's registration page
- User statistics viewable via the Exhibitor's

Registration Dashboard

- Exhibitor access to a list of registrants who registered via their @widget 3 simple steps.

1. Access the exhibitor registration website and log-in to your Registration Dashboard.
2. Access the Registration Widget by selecting the icon under Booth Promotion in your exhibitor dashboard.
3. Add 'Widget Code' to the web page of your corporate website where you want it displayed.

For more information, call Exhibitor Services Support @ 1708.786.5565

Invite your customers to AWFS® Fair

We've made some changes to how the exhibitor guest program works for 2025. Your customers will be registered via the attendee site and they will receive a complimentary show badge as long as they have your assigned company invitation code in the Exhibitor Invitation Code field found at the bottom of the registration Welcome page of the attendee site.

You can either send or give the unique code to your guests or you can use the email system provided in the Booth Promotion tab of your exhibitor dashboard to send a customizable email from the template provided. You can send up to 5 emails at one time and you can send an invitation email multiple times.

We know you're interested in getting the contact information for the people who use your code and that is available to you as an excel file through your exhibitor dashboard, booth promotion tab. Sending your customers your company's invitation code really is the best way to allow them to register themselves with quality contact and demographic information that is valuable to both you and show management.

The best part is, this year their badge registration is free so you no longer have to pay \$5 per person. We are no longer allowing exhibitor guests to use the company name of the exhibitor who invited them. This was a direct result of the guests wanting their own company name represented on their badge and since the badge is no longer being paid for them, we were able to meet this request.

Email Address

* Email Address

Exhibitor Invitation Code
If you received an invitation from an exhibitor, enter it in the box provided below. Please note, not all invitations include a discount.

→ Exhibitor Invitation Code

Start New Registration

✉ Exhibitor Invite a Guest SAMPLE COMPANY Sign out

[Return to Registration Dashboard](#)

Exhibiting companies can now invite their exhibitor guests to the show with a complimentary invitation. Just follow the few simple steps below and you can send your customer an email with a link that allows them to register for the show.

- 1. Create Company Code**
Your code has already been created: **SAMPLE**
Proceed to step 2.
- 2. Send Code to Customers**
Click "Send Email"
Send Email ←
OR
Copy and paste the link below into an email or document and send it to your customer.
`https://www.compsystems.com/servlet/r?wfs_sdr=443&ci=20250406wfs103shvqk30&company_code=SAMPLE`
Copy to clipboard
- 3. Reporting**
Company Code: **SAMPLE**
Number of Registrants: **2**
Download a csv file of registrants who registered using your Exhibitor VIP Code.
Download List ←

Countdown to AWFS® Fair 2021 122 days

Print Us Show Information

Register Your Staff

All exhibit booth personnel must register for a Fair badge in order to enter exhibits.

If you are paid up-to-date with your booth payments, then you should have received an email directly from CompuSystems. The email is sent directly to the Trade Show Contact on the Exhibitor Space Rental Agreement. This email link and password will only be sent to the Trade Show Contact.

The booth reservation process does not register individuals for badges. Each exhibiting company is allotted a certain number of complimentary Exhibitor personnel badges, based on the following formula: 8 badges for the first 100 sq. feet, plus 2 badges for each additional 100 sq. feet.

For example

100 sq. ft.....	8 badges
200 sq. ft.....	10 badges
300 sq. ft.....	12 badges
400 sq. ft.....	14 badges
800 sq. ft.....	22 badges
1000 sq. ft.....	26 badges
2000 sq. ft.....	46 badges
4000 sq. ft.....	86 badges
5000 sq. ft.....	106 badges

Additional exhibitor personnel badges beyond the complimentary allotment may be purchased at \$5.00 each.



Custom Web Marketing with Feathr

Spread the word to your network about participating in the AWFS® Fair with these free tools and drive more customers to your space on the show floor!

If a representative from Feathr has not yet reached out to you, they will very soon. Each Exhibitor will receive a unique landing page, custom email template, and web banners to send directly to their customer base.

The best part is that you get to keep all of the leads that register using your custom landing page link! If you have not received your unique URL, please contact Kim Roehricht at kim@awfs.org.

Pictured here are examples of what your unique, co-branded items will look like.









Welcome to your Personal Guest Invites Dashboard

Announce to your prospects and customers that you'll be at AWFS Fair 2023 and effortlessly create a touchpoint using these ready-made promotional tools. We've created a complimentary digital promotion toolkit that includes customized marketing materials like banner graphics, a ready-to-send HTML email, a landing page, and social media sharing tools.

1. Get started by adding your logo/headshot and updating your description by clicking into "Edit My Information."
2. Share the landing page with your followers on Facebook, LinkedIn, or Twitter to encourage them to register for AWFS Fair 2023.
3. Invite My Network allows you to send a templated email to your audience - simply upload your list, or download the HTML to send through your own system, and spread the word about AWFS Fair 2023.
4. Download Personalized Banner Graphics: these graphics have been customized for you to share with your followers!

Having technical issues? Email us at clientservices@feathr.co

 Edit My Information	 See My Landing Page	 Invite Customers
 Get My Banners	 How-To-Guide	 Video Walkthrough



Join us at the AWFS Fair



Welcome to the AWFS Fair 2023 in Las Vegas. We are excited to have you exhibiting this year at the AWFS Fair 2023 in Las Vegas.

Consent to participate in the AWFS Fair 2023 in Las Vegas by clicking on the "I Agree" button on the registration page.

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Use the Power of Social Media

Social media has the power to connect you with targeted audiences. Twitter/X, Instagram, Facebook, YouTube, LinkedIn, and others can help keep your audience informed with up-to-the minute details about your participation at AWFS® Fair.

What platforms should I use?

Twitter/X: Post updates about your company, new products, special offers and more.

Facebook: Announce your plans to exhibit at AWFS® Fair. Engage with attendees before, during, and after the event.

Instagram: Catch the attention of the AWFS® Fair community by showcasing product photos or videos.

YouTube: Create long form videos (more than 60s) to connect with your customers, give sneak previews of products, or offer tutorials.

LinkedIn: Develop relationships with customers and prospects.

Twitter/X

We'll be at @awfsfair July 22-25, 2025. Be sure to stop at booth (insert your booth #) to see our products in action! or We're gearing up for the #AWFSFair in #LasVegas.

Visit us July 22-25 at booth (insert your booth #).

Instagram

See [your product] live and in person at our booth at @awfsfair2025 July 22-25 in Las Vegas!

or

Come see [your product] in action at [your booth #] at #AWFSFair in Las Vegas this July

Facebook and LinkedIn

We are excited to be a part of @AWFSFair this year and we would love to see you there. Don't forget to plan to visit us at [your booth #] while you're at the show! We will have special products, innovative ideas, and solutions you need.

or My company [Company name] will be participating in AWFS® Fair this year!

Come see our new [product launch info] at [your booth #].

YouTube

Shoot a 1-5 minute video of the new products you'll be featuring at AWFS® Fair and post it. Be sure to mention your booth number, company name, and any show features you'll be participating in and don't forget to include your booth number and company name in the description of the video. Then link the video to Facebook



FACEBOOK

<https://www.facebook.com/AWFSFair>



INSTAGRAM

<https://www.instagram.com/awfsfair/>



X

<https://twitter.com/AWFSFair>



LINKEDIN

<https://www.linkedin.com/company/association-of-woodworking-&-furnishings-suppliers-awfs-/>

#THRIVEin25
#AWFSFAIR2025
#AWFSTOOLTOUR

Get free advertising through the press!

Trade shows provide the perfect opportunity to increase your company's exposure to the trade press. Journalists are constantly looking for news stories and your company can be one of them. Take advantage of this communication channel by distributing press materials about your company and products before, during, and after AWFS® Fair.

There are many ways you can reach the media:

- Send press releases to the media 2-3 months before AWFS®Fair — especially publications planning a special AWFS®Fair issue.
- Schedule one-on-one interviews with key trade media and your top executives.
- Schedule a press conference during the event.
- Develop a press information kit for the Press Room which includes news releases and background information on your company and products, photos, digital photo and release files, multimedia CD's, etc. Exhibitors can deliver kits to the Media Center the day prior to show opening. For Media Center questions, please contact Kim Roehricht at kim@awfs.org.

Pre-Show and Post-Show Press Conferences

If you have a new product development or a newsworthy announcement regarding your company, schedule a press conference through AWFS®Fair and invite the trade press to attend. Schedule on-site meetings for the purpose of demonstrating new products and pitching article ideas. AWFS®Fair will provide, by request, a list of pre-registered editors and can assist you in scheduling your press conference. If you do want to host a press conference, please fill out the Media Briefing/Event Scheduling Form (page 15).

You need clearance to hold a press conference before or after regular hours of trade show operation.

Please notify the Trade Show Director,
Kim Roehricht at kim@awfs.org or 323.215.0315 to make special arrangements for early or late access.

Press list

The AWFS®Fair Press list will be available to all exhibitors three weeks prior to and after the show. You may request the press list by contacting: Kim Roehricht, kim@awfs.org or 323.215.0315.

Food and Beverage for Press Conferences

All food and beverage items must be purchased through Center Plate. Please contact Nate Jiron = nate.jiron@sodexo.com

Media Briefing/ Event Scheduling Form

All media briefings and events must be registered with the AWFS® Media Relations staff, including those held in a booth or outside of the Las Vegas Convention Center. Registered briefings will be listed on the Official Media Event Calendar (posted in the Press Room), and distributed to all editors in attendance. [Print and fill out the form below or [click here](#) to fill it out digitally].

Name of Company: _____ Booth: _____
Press Contact in Booth: _____
Address: _____ City: _____
State: _____ Zip: _____ Country: _____
Telephone: _____ E-mail: _____ Web site: _____

Type of Event
 Large Media Briefing
 Media Reception
 Single Media Interview
 Other (Please list): _____

Topic/Title/Description: _____
Date of Event: _____ Time of Event: _____

Location
 Exhibitor's booth # _____ (if different from above)
 The Press Room (Interview only)
 Other Location:
 To be announced. Please contact us.

Event is
 Open to all members of the Media By invitation only

Return this form to: Kim Roehricht
AWFS® Fair Media Relations email: kim@awfs.org
2300 Katella Ave, Suite 440
Anaheim, CA 92806

AWFS® Fair exhibitors will receive a FREE digital booth, accessible through our online interactive floor plan. Update your digital booth profile online to ensure the information is accurate for the Official Show App and Official Show Dailies. Verify this information. (Contact Show Management for changes.)

- Exhibitor/Company Name
- Booth Number
- Company Address
- Company Phone
- Company Fax
- Company Email
- Company Website URL
- Company Contact Name (one individual only) Edit/update/add
- Company Profile (limit – 200 online word description)
- Brands List
- Product Categories

Important Deadline

Listings must be reviewed and updated by May 15th for changes to appear in the printed Show Dailies.

Upgrade Your Online Listing

Make it easy to be found. All exhibitors receive the free Standard listing. Increase your exposure by upgrading to the Platinum or Diamond level. This enhanced listing allows you to increase the online information available to attendees, while reinforcing your brand (see page 20 for this form).

Information in Printed Show Daily; Information in Digital Booth Profile

While email addresses, phone numbers, fax numbers, and company contacts are collected online for use in the printed Show Daily, they appear in the online digital booth profile closer to the show date. We withhold this information in the online profile close to the show in an effort to minimize third-party solicitations to exhibitors.

Brands/Additional Listings

We are offering 5 free “Brand Listings” to each exhibitor. These Brand listings are updated in your online company profile, they are visible in your online floorplan “business card” and the brands are searchable online. **You can upgrade or the Platinum Digital Booth Package to increase to 15 Brand listings.**

Show features are one of the best ways to connect and engage with buyers outside of one-on-one contact at the booth.

This year AWFS®Fair is offering exhibitors new ways to interact with attendees to help you make the most out of your time at the fair.

In the next few pages you will find the details on how you can make the most out of these show features, many of which cost no additional fees for participation!

Tool Tour

For the 2025 Tool Tour, we've lined up a bang-up marketing plan and created a program to make sure fans sure will reach each stop on the tour, to increase exhibitor and attendee participation for the Fair. We'll also create some lasting fun with a commemorative t-shirt that lists all participating exhibitors for those attendees that complete the Tour.

AWFS Fair Live: Rapid Fire Presentations

The Rapid Fire Presentations will return to the AWFS®Fair Live stage! Please contact Tovi Spero at tovi@awfs.org to learn more. Spots are filling up quickly!

Visionary New Product Showcase and Awards

The AWFS®Fair Visionary New Product Awards are prestigious awards recognizing exhibitors for innovation for new-to-market products, which includes any product that has been introduced to the industry since the 2023 AWFS®Fair. Read more in following pages.

First Time Exhibitor Product Showcase

AWFS®Fair offers First Time Exhibitor benefits for companies who are participating for the first time as an exhibitor. One of these benefits is the opportunity to feature a product in its own designated showcase. They can also submit this product to be judged for the Visionary Award.

Hellobot

A dynamic opportunity to put smart technology in front every humanbot that enters AWFS®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 Kim Roehricht at kim@awfs.org to learn more.



Groove on down and tune in because the Tool Tour is back with a groovy Woodstock vibe, and we're ready to rock your socks off! This sensational showcase puts handheld power tools in the limelight, inviting attendees to vibe out and experience the latest innovations firsthand at each exhibitor's booth. And guess what, man? For those hip souls who complete the tour, there's a free collector's tie-dye t-shirt to proudly sport back at the shop! But dig this, cats and kittens—we've got a righteous plan in place to make sure everyone gets hip to the tour.

With a stellar campaign and easy access through the AWFS®Fair App, we're dialing up the excitement and participation for both exhibitors and attendees alike. And don't miss the chance to be the talk of Woodstock, with participants getting primo recognition across our website, app, social media, and groovy onsite signage.

Ready to vibe the tour? Mark your calendars—March 1, 2025, is your deadline to join the love-in and secure your place in the attendee brochure. And remember, June 1, 2025, is your last chance to hop on the magic bus for the 2025 Tool Tour. Email: Nicole@awfs.org

The Maverick Award

The Maverick Award will honor excellence in marketing strategy and execution for Tool Tour participation at *AWFS® Fair 2025*.

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 22-25, 2025* 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.



2025 Tool Tour

2025 Tool Tour will be stomping its' way to the AWFS® Fair again!

The 2025 event was such a success that attendees cried for more! We lined up a plumb good marketing plan and created a thumping pro- gram 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.

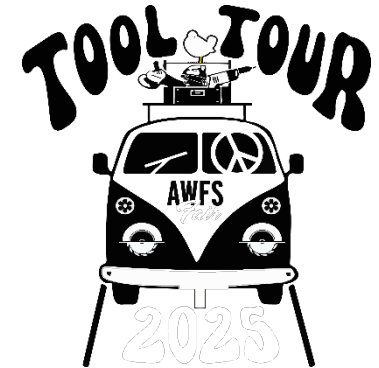
Tour t-shirts will list all participating exhibitors. **LIMITED SPOTS AVAILABLE!**

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.

2025 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, 2025 – Form must be submitted by this date to be included in the attendee brochure as a participant

June 1, 2025 - Final Deadline to participate in the Tool Tour at the 2025 AWFS®Fair All booth numbers that are printed on the commemorative t-shirt will be as of 06/01/2025.

*Show management will review each entry to determine that all show criteria are met correctly.

Approved by: _____

YES – I WANT TO PARTICIPATE IN THE 2025 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
- Grinders & Sanders
- Polishers & Buffers
- Hand Tools
- Drills & Drivers
- Rotary & Oscillating
- Power Saws
- Routers, Cutout Tools & Lathes
- Other: _____

Examples of products displayed in booth: _____

Company Name _____ AWFS Booth # _____ Date _____

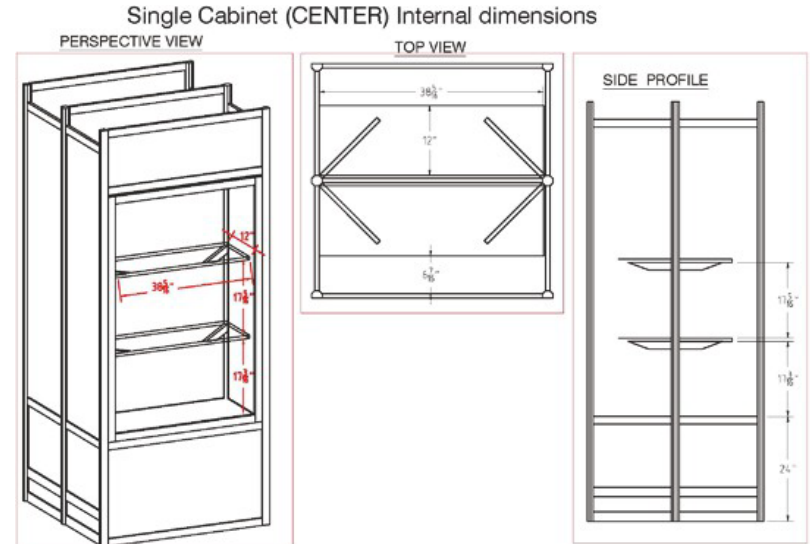
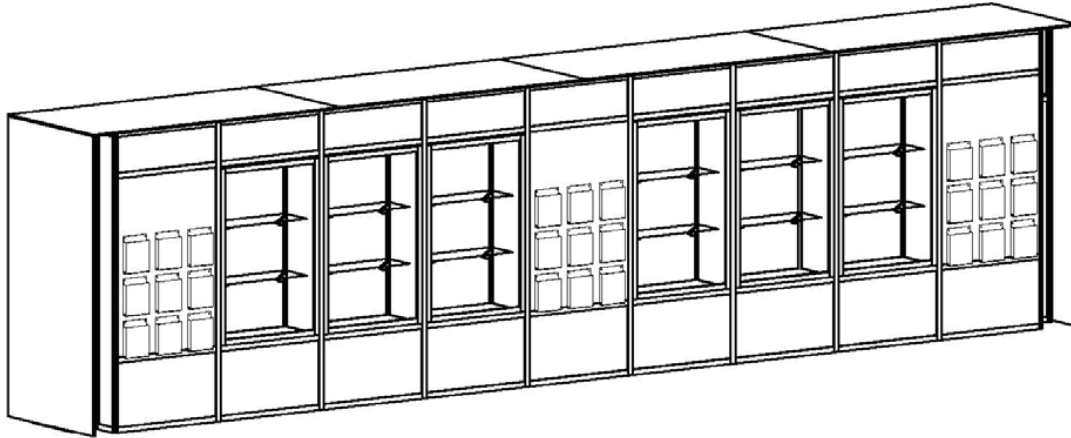
Contact Name _____ Title _____

Phone _____ Email _____

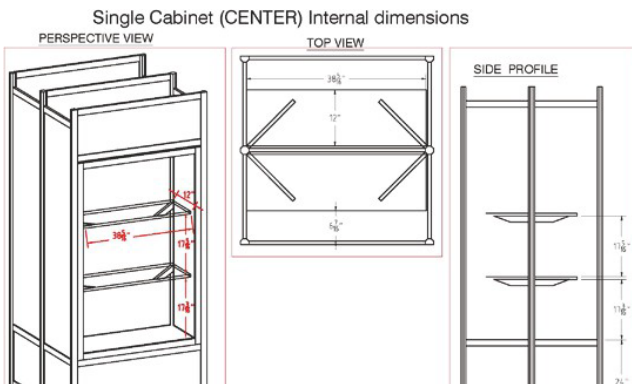
Sign & Fax back to 323.838.9443 or email to Angela@awfs.org

Please do not send product to the AWFS® Fair office in advance.

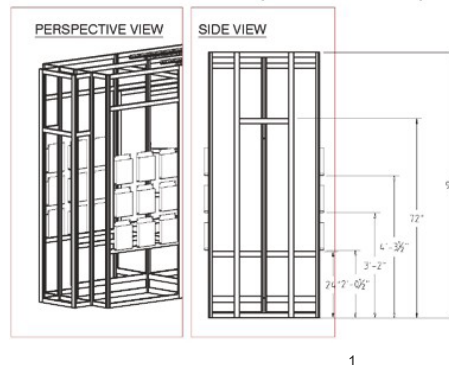
All product entries to be at Las Vegas Convention Center for check-in on July 21, 2025 at the Visionary Showcase Booth



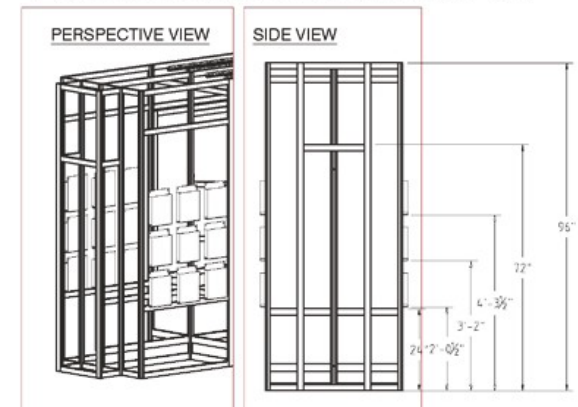
Shelves: $38\frac{5}{16}$ " wide x 12" deep
 Base: 24" high
 From base to bottom shelf: $17\frac{3}{16}$ "
 From first shelf to second shelf: $17\frac{5}{16}$ "



End Cabinet dimensions (Built at show site)



End Cabinet dimensions (Built at show site)



Base to bottom of first row: 2' $\frac{1}{2}$ "
 Base to bottom of second row: 3' 2"
 Base to bottom of first row: 4' $3\frac{1}{2}$ "
 Base to top: 96"

Please contact Angela Hernandez at angela@awfs.org with any questions.

The AWFS®Fair Visionary New Product Awards are prestigious awards recognizing exhibitors for innovation for new-to-market products, which includes any product that has been introduced to the industry since the 2023 AWFS® Fair. All entries that are accepted will have their product featured in the New Product Showcase for the duration of the show regardless of whether they are chosen as finalists. This showcase will be located in the West Hall lobby, outside of the show's main entrance and has proven to be one of the Fair's most popular features.

These awards are presented at the Fair, and the recipients will gain favorable media coverage in post-show publications. Add to that, the unlimited opportunities for self-promotion that winning a prestigious award offers, and it's obvious that the potential benefits are well worth the effort of entering and competing for these awards.

To enter your new product in the AWFS®Fair Visionary New Product Awards, please fill in the AWFS®Fair Visionary New Product Awards application when it becomes available on visionaryaward25.artcall.org and be aware that you may enter your product for judging in more than one category. In addition, you will also be able to submit photos, brochures and other product information along with your answers to the New Product questions. Visionary New Product Award winners will be announced on July 23, 2025, at 9:00am, in front of the Visionary Showcase in the West Hall main lobby. **Please do not send product to the AWFS®Fair office in advance.**



How to Enter:

Deadline is June 2, 2025

- 1) Complete the AWFS®Fair Visionary New Product Awards application online at visionaryaward25.artcall.org. This site for all Visionary entries will be available on April 1, 2025.
- 2) You may enter your product to judge in more than one Main Category. In addition, you will also be able to submit photos brochures, and other product information along with your answers to the New Product questions.

Finalists will be:

- Highlighted by a booth showcase designation as a New Product Finalist at the show.

Winning companies will:

- Be posted on AWFSfair.org, Facebook, Instagram, X and LinkedIn directly from the show.
- Be included in a press release announcing the winners.
- Be provided with a press release template and logo with media list to promote the win.

For all Visionary New Product Entries

- Entries must be received no later than June 2, 2025, through Visionaryaward25.artcall.org.
- All entries will be guaranteed space in the Visionary Showcase
- Entry payment must be emailed to Angela Hernandez at angela@awfs.org before New Product Awards applications will be accepted. This form may be found on the following page.
- Entry products are to be hand delivered to the Las Vegas Convention Center no later than July 21, 2025, by 3:00pm.

Visionary New Product Showcase and Awards

Deadline: June 2, 2025, for all Material

- This special display area will be created to highlight and preview new products offered by our exhibitors.
- Each entry receives a sign with product name, company, booth number, along with a product information sheet with a brief product description.
- Use one entry form per new product. You may enter this product in multiple Award Categories if applicable.
- Visit visionaryaward.artcall25.org for complete details and to complete the submission process and to submit your product for judging in the Visionary New Product Awards.
- All entries subject to show management approval.
- Entry Fees: \$175 AWFS® Members and \$200 Non-Members per entry per Category.
No extra cost to enter a product in multiple subcategories.

Products larger than 4' in length, 60" in height and/or 20" in depth will not fit in the display cases and will need to have a photo, model or sample submitted in place of the product. (Space restriction may change dependent upon number of entries. Products accepted upon a first-come first-serve basis.)

NAME OF PRODUCT: _____

Company Name: _____
Booth #: _____ Contact Name: _____
Company Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Contact Email: _____

PAYMENT INFO

Card holder's name: _____
Billing Address: _____
Card #: _____ Exp date: _____
Signature: _____

CATEGORY – Check one:

- Components
- Software
- AI/Machine Learning/Robotics
- Machinery under \$50,000
- Machinery over \$50,000
- Power Tools
- Hardware
- Tooling
- Other: _____

No. of entries: _____

SUB-CATEGORY (check at least one)

- Product Innovation
- Productivity
- Environmental/Biomass
- Safety/ergonomics

Rate \$ = _____ Total: \$ _____

Check enclosed (Payable to AWFS) \$ _____

Return to: AWFS®Fair, 2300 E Katella Ave, Suite 440, Anaheim, CA 92806

Phone: 800.946.2937; Fax: 323.838.9443

If faxing, be sure to call 323.838.0305 to confirm receipt.

AWFS[®] *Visionary* Awards



Please do not send products to the AWFS[®] Fair Office in advance.
All product entries must be at the Las Vegas Convention Center for
check-in no later than 3:00 PM July 21, 2025
at the Visionary Showcase Booth.



Exhibitors new to AWFS®Fair may enter the First Time Exhibitor Showcase at no charge (unless you want to enter the product into the Visionary Award, in which normal entry fees would apply). **This is a FREE program for all exhibitors NEW to AWFS®Fair in 2025! See a complete list of New Exhibitor Benefits on page 30 of your Marketing Navigator and take advantage of these opportunities before the June 10th deadline passes you by!!**

This Showcase will be located within the Visionary Showcase in the grand lobby and is an exceptional way for exhibitors, new to the Fair, to gain exposure to thousands of buyers making their way onto the show floor.

To participate in the First Time Exhibitor Showcase please visit: visionaryawards25.artcall.org. After June 10, your product can be displayed. However, it will not have a tent card and printed materials provided by AWFS®.

DEADLINES:

Submit by June 10 to have literature printed.

Questions? Email: angela@awfs.org



First Time Exhibitor Benefits Package

AWFS®Fair First Time Exhibitor Benefits Package

AWFS®Fair offers special benefits for companies participating for the first time. Our goal is to help ensure your first year as an AWFS®Fair exhibitor is the best experience possible. **This is a FREE program for exhibitors NEW to AWFS®Fair! Please take advantage of this opportunity before the June 10th deadline passes you by!!**

First Time Exhibitors are Highlighted

- **Complimentary Product Showcase Entry** – Display a product to showcase in the First Time Exhibitor Product Showcase, located prominently for maximum exposure.
- **Pre-Show Email Spotlight** – Be featured in a pre-show email spotlighting First Time Exhibitors.
- **Online Distinction** – Distinctive First Time Exhibitor badge next to the company's name on the AWFS®Fair Online Floor Plan Business Card.
- **Onsite Distinction** – Included in the signage listing First Time Exhibitors at the AWFS®Fair within the lobby and concourse areas. First Time Exhibitors also receive a distinctive sign in the booth to highlight participation.
- **Media Attention** – Listed in an ad in the Show Daily listing all First Time Exhibitors by company name and booth number.

First Time Exhibitors Receive Perks

- **Sponsorship/Signage Discount** – Receive \$100 off any sponsorship or signage at the Fair. (Digital booth packages excluded.)
- **Helpful Hints** – Receive helpful hints and attend a First Time Exhibitor webinar for a successful exhibitor experience.

Questions? Contact:

Mike McNally
(727) 330-5427
mike@awfs.org

Nicole Taylor
(945) 251-1479
nicole@awfs.org

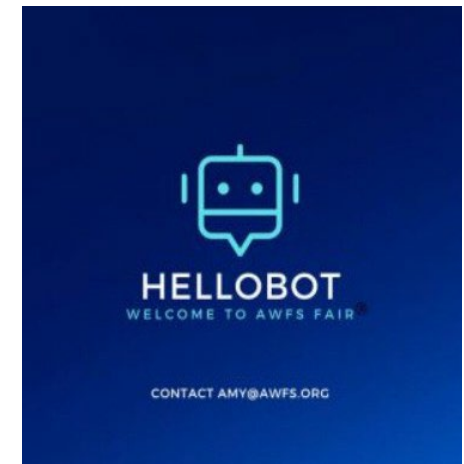
Some of the First Time Exhibitor benefits listed above cannot be fulfilled for contracts received after June 10, 2025 due to the proximity to the show.

HELLOBOT – AWFS®Fair 2025

A dynamic opportunity to put smart technology in front every humanbot that enters AWFS®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.



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mike@awfs.org

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INCREASE EXPOSURE

ELEVATE YOUR BRAND

BUILD YOUR NETWORK

SPONSORSHIP REWARDS PROGRAM.....

EXPO-WIDE OPPORTUNITIES.....

DIGITAL OPPORTUNITIES.....

EDUCATION OPPORTUNITIES.....

ONLINE LISTING UPGRADES.....

SPEAKING OPPORTUNITIES.....

ONSITE SIGNAGE.....

INDOOR SIGNAGE LOCATIONS.....

OUTDOOR SIGNAGE LOCATIONS.....

ATTENDEE OF THE DAY SPONSORSHIP FORM.....

SPONSORSHIP ORDER FORM.....

SIGNAGE ORDER FORM.....

AWFS® Fair Sponsorship Rewards Program

Official Show Sponsor

Spend \$3,500 or more in sponsorships

Benefits Include:

- Noted as a Show Sponsor on the online floor plan logo bar.
- Noted as a Show Sponsor on online business card and online directory.
- Onsite inclusion in sponsor “Thank You” signs throughout the show.
- Link to your website on the “Thank You” AWFS®Fair webpage.
- First right of refusal on purchased sponsorships for the next Fair.

Exhibitor to supply logo for use on promotional materials.



Sponsorship Loyalty Program

Exhibitors may receive added priority points based on their level of participation (overall sponsorship expenditures) for the subsequent AWFS®Fair. As an exhibitor reaches certain preset sponsorship targets, they will be awarded added priority points based on the following schedule:

- 1 additional seniority point by becoming an Official Show Sponsor and spending \$3,500.
- 2 additional seniority points by spending over \$10,000 in sponsorships.
- 3 additional seniority points by spending over \$20,000 in sponsorships.
- 4 additional seniority points by spending over \$30,000 in sponsorships.
- 5 additional seniority points by spending over \$40,000 in sponsorships.

These added points are only for 2027 AWFS®Fair and will not be accumulated for shows beyond 2027.

Questions? Contact:

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(727) 330-5427

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