

# AWFS<sup>®</sup> *Fair* LAS VEGAS CONVENTION CENTER



NEW  
3-DAY  
FORMAT

JULY  
13-15

2027

GROWING  
TOGETHER



EXHIBITOR PROSPECTUS

[awfsfair.org](http://awfsfair.org)



TOP 3 REASONS VISITORS ATTENDED

- 1 Find new suppliers and manufacturers
- 2 See new products in the industry
- 3 Purchase products

55%  
FIRST TIME ATTENDEES



SHOW STATS\*

Attendance ..... 13,461  
Exhibitors ..... 556  
Speakers ..... 65  
Sq. Footage ..... 245,540  
Education Sessions ..... 71

\*averages based on previous two shows

3 DAYS. MAXIMUM IMPACT.

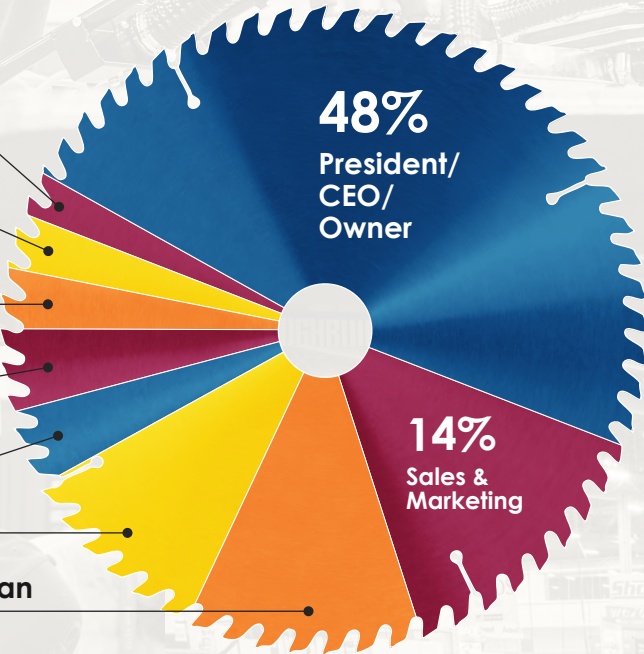
As the only major woodworking show in the Western Region, AWFS@Fair 2027 gives you direct access to the industry’s most engaged buyers. Our new three-day format is built for efficiency and results, helping you meet decision-makers, strengthen relationships, and drive measurable ROI.

*“AWFS (Fair) gives us the opportunity to spend time with our distributors, which is always wonderful. In addition to meeting new customers, meeting end users of our distributors, and offering solutions.”*

– Cayce Hewlett, Chemcraft

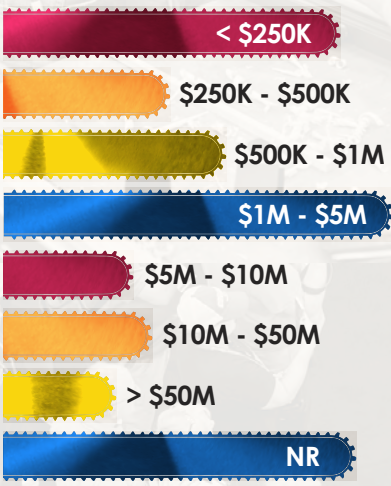
AUDIENCE PROFILE

- 2% Engineer
- 3% Design/Architect
- 3% Purchasing & Finance
- 4% Maker
- 4% Education
- 10% Other
- 12% Plant Manager/Foreman



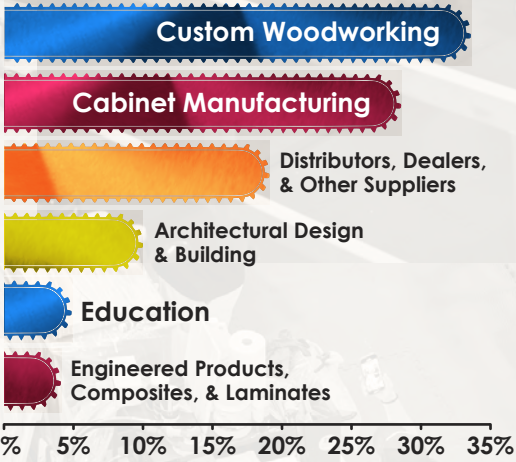
SALES VOLUME

Less than \$250,000.....	18%
\$250,000 - \$499,999.....	9%
\$500,000 - \$999,999.....	12%
\$1,000,000 - \$4,999,999.....	21%
\$5,000,000 - \$9,999,999.....	7%
\$10,000,000 - \$49,999,999.....	8%
\$50,000,000 or More .....	6%
No Response .....	19%



COMPANY TYPE

Custom Woodworking .....	34%
Cabinet Manufacturing .....	28%
Distributors, Dealers, & Other	
Suppliers.....	19%
Architectural Design & Building ..	10%
Education.....	5%
Engineered Products, Composites, & Laminates .....	4%



EXHIBITOR CATEGORIES

- Abrasives  
Adhesives  
Automation  
Biomass Equipment  
Boilers  
Building Products  
Burners  
Business Services  
Cabinet Doors  
Chippers  
Closet Components & Systems  
Components  
Construction Materials  
CNC Routers and Machining Centers  
Design Services  
Door & Window Manuf. Equipment  
Drawer Components  
Dryers  
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  
Hammer Mills  
Hand Tools  
Hardware  
Home Organization Components  
Laminating Equipment  
Machinery  
Material Handling Equipment  
Millwork Components  
Packaging  
Panel Processing Equipment  
Plastic Sheet Goods & Materials
- Plastic Processing Equipment & Supplies  
Production Services  
Robots & Robotic Equipment  
RTA Components  
Safety Equipment  
Sanding Accessories  
Sanding Equipment & Systems  
Saw Blades  
Sawdust Making Machines  
Shredders  
Shutter Components  
Software  
Solid Wood Processing Equip.  
Stair Components  
Supplies  
Tooling  
Transportation  
Veneers, Lacquers & Finishing Supplies  
Wholesale Distribution  
Window & Door Hardware

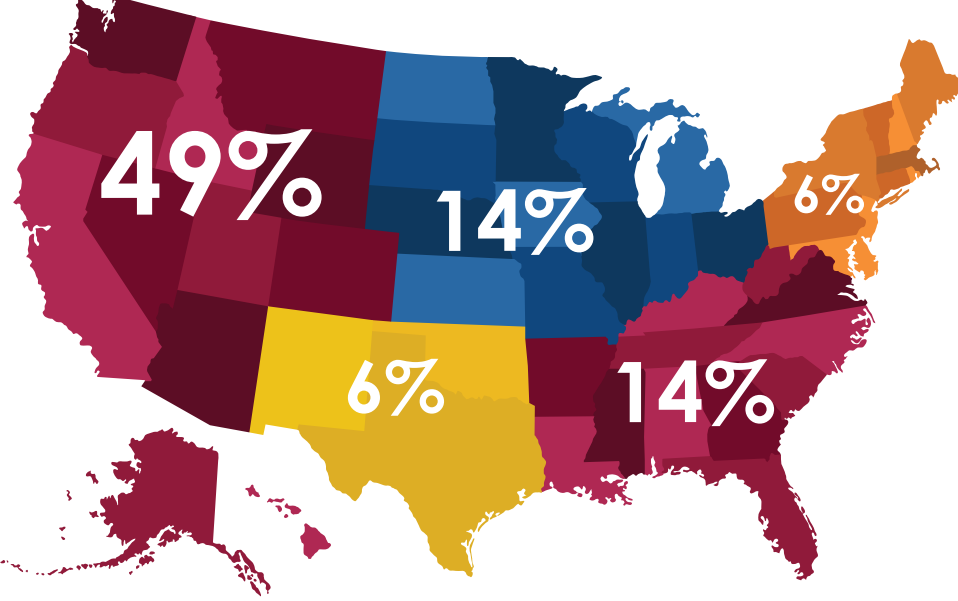
TOP 10 ATTENDING COMPANIES

- American Woodmark
- Bellmont Cabinet Company
- Closet Factory
- Inspired Closets
- Metrie, Inc.
- Pacific Crest Custom Cabinetry
- RTA Cabinetry
- Sauder Woodworking Co.
- Teknion Corp.
- Wellborn Cabinet, Inc.

*“A couple of really cool things that we’ve experienced here at AWFS@ this year, being a first-time exhibitor, has been the exposure to be able to work with brands and distributors, making some connections with magazines, other companies that might want to pick up and sell our products. So it’s been a really awesome networking opportunity.”*

– Chris Schoenberg, Temple Tools

ATTENDANCE BY REGION



11%  
of all attendees came from countries outside of the U.S., including:

- Canada
- China
- Germany
- Italy
- Mexico
- Pakistan
- Turkey
- Taiwan
- India



Attendees from

# ALL 50 STATES and 78 COUNTRIES

*"Surfprep has been an exhibitor at AWFS since 2013... From choosing a booth, to exhibiting in Las Vegas, we always come back from the show pumped up and extremely busy from connections and leads from exhibiting. We are proud to be an AWFS member and exhibitor."*

– Hannah Khalaf, SurfPrep Sanding

## PRIMARY MATERIAL USED

Wood . . . . .	66%	Engineered Non-Wood . . . . .	1%
Melamine . . . . .	7%	Composites . . . . .	1%
Engineered Wood . . . . .	7%	Panels Engineered . . . . .	1%
Laminate . . . . .	3%	Plastic . . . . .	1%
Metal . . . . .	3%	Solid Surface . . . . .	1%
MDF . . . . .	3%	Other . . . . .	6%

## PURCHASING TIMEFRAME

Purchasing immediately . . . . .	24%
Purchasing within 6-12 months . . . . .	29%
Purchasing within 12-18 months . . . . .	5%
Purchasing within 18-24 months . . . . .	3%
No plans to purchase . . . . .	20%
No response . . . . .	19%

# NEW!

ALL-INDUSTRY PARTY

The  
**Ultimate**  
Networking  
Experience

## PRIMARY PRODUCT OF INTEREST

Machinery . . . . .	56%
Tools . . . . .	22%
Materials . . . . .	9%
Cabinetry . . . . .	6%
Components . . . . .	4%

## BUYING POWER

# 80%

of attendees influence  
or approve purchase  
decisions

## DON'T MISS YOUR CHANCE TO EXHIBIT IN 2027!

Booth space starts at \$2,000.

Your Exhibit Booth Package Includes:

- Draped backwall and sidewall for standard inline booths
- Booth sign with company name and booth number
- Complimentary exhibitor badges
- Unlimited customer badges
- Monthly exhibitor email updates
- Exhibitor webinars
- Special first-time exhibitor benefits

## BECOME AN AWFS MEMBER

- \$4.00 per sq. foot discount on booth space
- Priority consideration during booth selection, booth upgrades, and relocation requests
- Access to the AWFS Fair Member Lounge for client meetings, computer access, and R&R
- \$25.00 savings on entry fees for Visionary Awards/New Product Showcase

**AWFS**  
*Fair*

**JULY 13-15, 2027**

LAS VEGAS CONVENTION CENTER  
LAS VEGAS, NEVADA  
[www.awfsfair.org](http://www.awfsfair.org)

**APPLY  
TODAY!**



[awfsfair.org](http://awfsfair.org)

## CONTACT US

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