



2027 AWFS® Fair First Time Exhibitor Benefits Package

AWFS® Fair offers “First Time Exhibitor” benefits for companies participating for the first time as an exhibitor. This ensures your first year as an AWFS® Fair exhibitor offers the best experience possible.

First Time Exhibitors are Highlighted

- Select a product to showcase in the First Time Exhibitor Product Showcase, located prominently in the West Hall Lobby, for maximum exposure.
- Pre-show email spotlighting First Time Exhibitors sent to previous AWFS® Fair attendees, currently registered AWFS® Fair attendees, and media.
- Distinctive “First Time Exhibitor” badge next to the company’s name on the AWFS® Fair Online Floor Plan Business Card.
- “First Time Exhibitor” sign displayed in booth.
- Onsite signage listing First Time Exhibitors at the AWFS® Fair within the lobby and concourse areas.
- Ad featured in the *Show Daily* listing all First Time Exhibitors by company name and booth number.

First Time Exhibitors Receive Perks

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

Boost your Exposure with our Invite-A-Customer Program!

You can invite your customers to attend the AWFS® Fair for FREE! The Invite-A-Customer program is included in your exhibitor registration.

- YOU set-up your custom code and advertise it.
- THEY use the code and receive FREE admission.
- YOU receive the information for all who use your code!

**For Booth Contracts received after June 1, 2027*

Some of the “First Time Exhibitor” benefits listed above can’t be fulfilled, due to the proximity to the show.

RESERVE YOUR BOOTH

Email: awfssales@awfs.org or Call: 800-946-2937, ext. 3

“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.”
– 2025 First Time Exhibitor