

2027 TOOL TOUR



Get ready to crank up the volume—because the Tool Tour is going totally rad at the AWFS®Fair! After the unforgettable vibes of past Tours, you asked for more... and we're delivering in full technicolor.

This year, we're throwing it back to the electric energy of the 1980s—where innovation meets neon lights, big ideas, and even bigger moments. The Tool Tour is your backstage pass to the hottest stops on the show floor, spotlighting must-see exhibitors, game-changing products, and hands-on experiences that will have you saying, "This is totally toolbular."

We've dialed up a high-energy marketing campaign and choreographed an interactive journey designed to keep attendees engaged from start to finish. Each stop on the Tour is a chance to connect, discover, and level up your business—1980s style. Lace up your high-tops, grab your Walkman, and get ready to rock the floor. And for those who complete the Tour, a gnarly, limited-edition commemorative T-shirt awaits—because no epic tour is complete without the ultimate merch.

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.

2027 TOOL TOUR PARTICIPANTS WILL BE HIGHLIGHTED AT THE SHOW:

- | | |
|---|---------------------------------------|
| AWFS®Fair Website | Social Media Engagement |
| AWFS®Fair Show App | Designated markers within their booth |
| AWFS®Fair onsite signage at key locations | |

YES – I WANT TO PARTICIPATE IN THE 2027 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)*

- | | | |
|--|---|---|
| <input type="checkbox"/> Power Tools | <input type="checkbox"/> Hand Tools | <input type="checkbox"/> Power Saws |
| <input type="checkbox"/> Grinders & Sanders | <input type="checkbox"/> Drills & Drivers | <input type="checkbox"/> Routers, Cutout Tools & Lathes |
| <input type="checkbox"/> Polishers & Buffers | <input type="checkbox"/> Rotary & Oscillating | <input type="checkbox"/> 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.

DEADLINES:

March 1, 2027 – Form must be submitted by this date to be Included in the attendee brochure as a participant.

June 1, 2027 - Final Deadline to participate in the Tool Tour at the 2027 AWFS®Fair.

All booth numbers that are printed on the commemorative t-shirt will be as of June 1, 2027.

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

Approved by: _____