

HIGH-VOLUME EXPOSURE.

HIGH-VALUE LEADS.

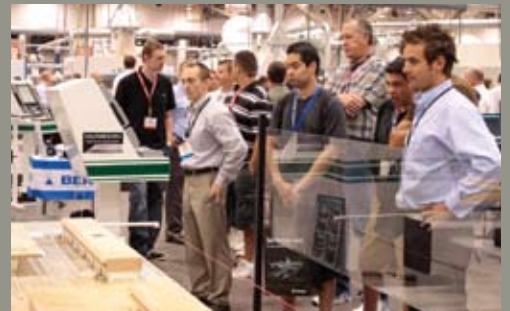
INCREASED SALES.

2009

# AWFS® VEGAS: DESIGNED TO BUILD YOUR BUSINESS.



JULY 15-18, 2009 | LAS VEGAS, NV  
LAS VEGAS CONVENTION CENTER  
[www.awfsfair.org](http://www.awfsfair.org)



HIGH-QUALITY BUYERS.

NON-STOP BUSINESS.

MAXIMUM IMPACT.



## AWFS®VEGAS IS YOUR MOST POWERFUL SELLING TOOL IN 2009. USE IT.

The economy's changing. Things aren't as certain as they used to be. But one thing is absolutely sure: AWFS®Vegas is the one industry trade event in 2009 that will efficiently and cost-effectively bring you together with your buyers. Now more than ever, the growing potential of woodworking's Innovation Marketplace is your best sales-building tool. Get down to business. [Exhibit at AWFS®Vegas 2009.](#)



### WRITE ORDERS.

AWFS®Vegas combines quality with quantity to deliver a buyer demographic that can translate into onsite sales for you.

### DO BUSINESS WITH PREMIUM BUYERS.

Thousands of key buyers from the fastest growing companies come to this show with focused purchasing intent and money to spend.

### CULTIVATE NEW BUSINESS.

**54%** of AWFS®Vegas buyers look to this show to find new suppliers and resources.

### INTRODUCE YOUR NEW TECHNOLOGIES.

Known for its innovation, AWFS®Vegas attracts the buyers who want to see what's new. **87%** are here to see new products, and **63%** use the show to stay up-to-date on the newest trends and technologies.

### GENERATE LEADS.

Non-stop traffic results in great exposure and year-round business. Last year's show generated the most leads in AWFS®Fair history—with more than **138,000** qualified leads.

### BROADCAST YOUR BRAND.

As the fastest growing event in North America, reaching across the country and around the world—AWFS® gives you a global presence in the marketplace.

### MEET WITH YOUR CURRENT CUSTOMERS.

AWFS®Vegas provides a high-quality, professional environment that is ideal for solidifying relationships, presenting your products and writing business.



"I collected over 200 leads in two days. With the amount of leads I get, I wish the show happened more often!"

*Simon Vaillancourt  
Doucet Machineries, Inc.*

**9 OUT OF 10 AWFS®VEGAS BUYERS WILL MAKE PURCHASES AT THE SHOW. WILL THEY BE BUYING FROM YOU?**

**Only if you're here. If you supply products or services in any of the following categories, this event is an essential part of your selling strategy. Make plans now to exhibit.**

- |                                       |  |
|---------------------------------------|--|
| Abrasives                             | Home organization components           |
| Adhesives                             | Home theatre components                |
| Anti-pollution equipment              | Industry services                      |
| Associations                          | Laminating equipment                   |
| Building products                     | Linings                                |
| Business services                     | Material handling equipment            |
| Cabinet doors                         | Packing                                |
| Closet components and systems         | Panel processing machinery             |
| Components                            | Plant maintenance & operation          |
| Computer hardware                     | Power tools                            |
| Construction materials                | Production services                    |
| Coverings                             | Robots & robotic equipment             |
| Door & window manufacturing equipment | RTA components                         |
| Drawer components                     | Sanding accessories                    |
| Edgebanding                           | Sanding equipment                      |
| Engineered wood products              | Shutter components                     |
| Environmental & safety equipment      | Software                               |
| Exotic woods                          | Solid wood processing equipment        |
| Fabrics                               | Special products & accessories         |
| Fasteners                             | Springing materials                    |
| Filling materials                     | Stair components                       |
| Financial services                    | Supplies                               |
| Finishing equipment & supplies        | Tooling                                |
| Flooring                              | Transportation                         |
| Foundations                           | Trims                                  |
| Framing materials                     | Upholstery & bedding                   |
| Furniture components                  | Veneers, lacquers & finishing supplies |
| Furniture restoration supplies        | Wholesale distribution                 |
| Glass hand tools                      | Window & door hardware                 |
| Green building products & supplies    |  |
| Hardware                              |  |



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BROAD COVERAGE.

VALUABLE CONNECTIONS.

TANGIBLE RETURN ON INVESTMENT.



## USE AWFS®VEGAS TO GENERATE HIGH-QUALITY SALES RESULTS.

**AWFS®Vegas delivers 19,000+ buyers**—including one-man operations and the largest mass-production facilities in the country—from every market segment. With the best exhibitor to attendee ratio in the business, it gives you an unmatched, value-loaded opportunity to do more business, add more sales and see more real results.

### KEY DECISION-MAKERS.

**52%** of AWFS®Vegas attendees are presidents, owners, or CEOs, and **93%** either have final say or recommend the purchase of products or services for their company.

### NATIONAL AND INTERNATIONAL REACH.

Every geographic segment of the industry comes together here—including international attendance, which had double-digit growth in 2007.

### EXCLUSIVE CONTACTS.

**55%** of attendees visit no other show.

### ENORMOUS PURCHASING POWER.

**91%** of attendees plan to buy from at least one new supplier at the show, and **50%** represent organizations with annual purchasing budgets for woodworking products and services of **\$100,000** or more.



## PROMOTE YOUR COMPANY.

Take advantage of cost-effective sponsorships to maximize your exposure—and your investment. Contact Rick Calvert at 800.946.AWFS, ext.14 to create the sponsorship program that fits your company's needs, no matter what the size.

"We utilized marketing programs and promoted our booth beforehand with flyers, mailings, website and ads in trade magazines—it was a very successful show."

*Pat Hall  
Freud*

## PUT EXHIBITOR FEATURES AND BENEFITS TO USE FOR YOUR BUSINESS.

### FIRST-TIME EXHIBITOR SHOWCASE.

Introduce your company and products to buyers as they enter the exhibit hall. Free to new participants.

### NEW PRODUCTS SHOWCASE.

If you're bringing new products to market, make sure they're featured here. Items are identified with exhibitor and booth number, so they're easy to find on the show floor. Showcase includes the prestigious Sequoia New Product Awards.

### UNIQUE PRODUCT DEMONSTRATIONS.

Present your equipment and technology in action. SMART (Specialty Machinery and Relevant Technology) Demos are conducted daily on the show floor before exhibits open.

### THE BEST EDUCATIONAL CONFERENCE AVAILABLE.

Educated buyers are excellent customers. Top-quality, in-depth seminars in targeted tracks appeal to vertical buying teams who use the information they acquire to help them buy smart.

### MARKETING SUPPORT.

Take advantage of the AWFS® Vegas Marketing Kit, Exhibitor Service Manual and Exhibitor Update Newsletters to ensure a successful tradeshow experience.

### NETWORKING OPPORTUNITIES.

More than 24 trade associations hold meetings and events during AWFS® Vegas. Use these well-attended industry gatherings to connect with your customers.



Put your products and company name in front of buyers from every segment of the market:

Residential Cabinets	Dimensional Lumber
Solid Surface	Plastic Fabrication
Windows and Doors	and Distribution
Residential Furniture	Wood Components
Commercial Cabinets	Composite Panels
Upholstered	Store Fixtures
Furniture	RTA Furniture
Institutional	Architectural
Casegoods	Millwork
Flooring	Office Furniture
Custom	Designers/Architects
Wood Products	

## A FAR-REACHING MARKETING PROGRAM DELIVERS QUALITY BUYERS.

- **Multi-tiered direct mail** campaign targets key companies and decision-makers from around the world, with over 1,000,000 direct mail pieces scheduled to be delivered to prospective attendees.
- **Aggressive advertising** promotes AWFS® Vegas to more than 600,000 industry professionals. 30 leading trade publications targeting every major category including architectural millwork, flooring, upholstery, furniture, cabinets and many more.
- **Electronic promotions** reach further than ever. Online advertising, comprehensive website and broadcast e-mail campaigns.
- **Co-marketing with supporting organizations** promotes attendance among members. More than two-dozen key trade associations representing thousands of buyers and industry professionals.
- **Personalized invitations** bring your customers in. Professionally designed invitations provided to exhibitors and machine supply distributors can be customized with your company name and booth number.



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MAKE YOUR EXHIBIT PLANS NOW.



# EXHIBIT AT AWFS® VEGAS AND GET DOWN TO BUSINESS.

## SHOW LOCATION

Las Vegas Convention Center  
Las Vegas, Nevada USA

## SHOW SCHEDULE

Wednesday, July 15 - Friday, July 17  
9:00 am - 5:00 pm

Saturday, July 18  
TBD

## MOVE IN

Thursday, July 9 - Tuesday, July 14  
(Targeted floor plan dates will be assigned)

## MOVE OUT

Saturday, July 18 - Tuesday, July 21, 5:00pm

## EXHIBITOR SPACE RATES

100 - 599	\$20.00 per sq. ft.
600 - 999	\$19.50 per sq. ft.
1,000 - 3,499	\$19.00 per sq. ft.
3,500 - 3,999	\$18.50 per sq. ft.
4,000 +	\$18.00 per sq. ft.

AWFS® Members receive \$4 discount per square foot off of published rate.

## FREE WITH EACH EXHIBIT

- 8' pipe & drape backwall
- 4' pipe & drape sidewalls
- 1 standard 7" x 22" company ID sign
- 1 company listing in Official Show Directory
- Listing on AWFS® Fair website
- Admittance to AWFS® Party on Tuesday, July 14  
(Island booths do not include pipe and drape)

## STRONG ASSOCIATION. STRONG BUSINESS.

AWFS® (Association of Woodworking & Furnishings Suppliers®) represents you, the exhibitor. We are a national association with international membership that includes manufacturers and distributors of machinery, hardware, lumber, upholstery materials, bedding, wood products and other suppliers to furniture and cabinet manufacturers. From our headquarters in Southern California, AWFS® works closely with other trade groups of mutual concern to protect your interests and strengthen the future of the industry.



## 2009 AWFS®Vegas Committee:

CHAIR:

Archie W. Thompson

Mark S. Chappell, Alexander Dodds Co.  
Jamie Goodwin, Accuride International, Inc.  
Kristy McCoskey, Decore-ative Specialties  
Robert Slater, Stiles Machinery Inc.  
Skip Hem, Royal Plywood Co.  
Tom Elliott, Costa & Grissom Mach. Co.  
Dan Hershberger, Holz-Her U.S., Inc.  
Jeff Nobil, California Door Corporation  
Philip Martin, Hafele America Co.  
Jan Fitzpatrick, Grass America, Inc.  
Joan Kemp, CP Adhesives, Inc.  
Alycia B. Schulz, Koch Ltd. Machinery & Systems

Reserve Your Prime Exhibit Space Now.  
It's as easy as 1 - 2 - 3:

1. Review the enclosed floor plan and select your preferred booth location.
2. Complete the enclosed contract, indicating your first through fourth choices.
3. Return the completed, signed contract and required deposit to AWFS®:

500 Citadel Dr., Suite 200  
Commerce, CA 90040

For more information, contact:  
Rick Calvert, Sales Manager  
T: 800.946.AWFS, ext. 14  
E: Rick@AWFS.org



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"We were floored by the fact that these buyers really are decision makers with purchasing power. From a leads and orders perspective, AWFS® is a great show for us."

*Mark Campbell  
Saber Diamond Tools, Inc*

## USE AWFS® VEGAS TO GROW YOUR SALES.

Put woodworking's Innovation Marketplace to use for your company—reaching buyers, generating leads, elevating brand, increasing sales and strengthening your position in the changing economy.



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