



August 24-27  
2016

# *Promotion & Advertising Guide*





## Table of Contents

Introduction .....	Page	4
Checklist and Deadlines .....	Page	5
General Pre-Show Promotion Guidelines .....	Page	6
Sample Pre-Show Promotion Timeline .....	Page	7
Building Media Awareness through Press Relations and Pre-Show Publicity .....	Pages	8-11
What's New at IWF Directory .....	Page	12
What's New at IWF Directory Submission Form .....	Page	13
Technical Sources Directory .....	Page	14
Technical Sources Directory Submission Form .....	Page	15
Press Event Scheduling .....	Page	16
Press Event Scheduling Order Form .....	Page	17
Press List Request Form .....	Page	18
Pre-Show Advertising & Promotion Opportunities .....	Page	19
International Buyer Program .....	Page	20
Digital Atlanta Advantage Magazine Advertising .....	Page	21
Digital Atlanta Advantage Magazine Form .....	Page	22
Co-op Email Information & Submission Form .....	Page	23
Pre-Show Buyer Registration List Advertising .....	Page	24
IWF List Usage Letter of Agreement .....	Page	25
Experient™ Pre Show Promotions Order Form .....	Pages	26-28
Experient™ Post Show Promotions Order Form .....	Pages	29-31
Guess Pass Information .....	Page	32
myIWF Show Planner .....	Page	33
Buyer's Preview Deck, Exhibitor Showcase Literature Pocket & Adhesive Front Door Marketing Package .....	Pages	34-35
On-Site Advertising and Promotion Combination Packages .....	Page	36
Marketing and Promotion Combination Packages .....	Page	37
Combination Packages Order Form .....	Page	38



## Table of Contents

<b>IWF Official Fair Directory Special Position Advertising</b>	Page	<b>39</b>
<b>IWF Official Fair Directory Regular Position Advertising</b>	Page	<b>40</b>
<b>IWF Official Fair Directory Regular Ad Insertion Form</b>	Page	<b>41</b>
<b>IWF Official Fair Directory Multiple Directory Listing</b>	Page	<b>42</b>
<b>IWF Official Fair Directory Logo Listing</b>	Page	<b>43</b>
<b>IWF Pocket Guide</b>	Page	<b>44</b>
<b>IWF Badge Lanyard Distribution and Submission Form</b>	Page	<b>45</b>
<b>IWF Education Session and Symposium Order Form</b>	Page	<b>46</b>
<b>IWF Press Room Breakfast or Lunch Sponsorship</b>	Page	<b>47</b>
<b>Indoor Banner Advertising Ordering and Request Form</b>	Page	<b>48</b>
<b>Column Wrap Advertising Ordering and Request Form</b>	Page	<b>49</b>
<b>Indoor Flag Advertising Online Ordering and Request Form</b>	Page	<b>50</b>
<b>New Product Showcase Overview</b>	Page	<b>51</b>
<b>New Product Showcase Rules and Regulations</b>	Page	<b>52</b>
<b>New Product Showcase Entry Form</b>	Page	<b>53</b>
<b>IWF Technology Theater Presentation Order Form</b>	Page	<b>54</b>
<b>IWF Technology Theater and New Product Showcase Display Diagram</b>	Page	<b>55</b>
<b>Special Media Coverage &amp; Exhibitor Special Advertising Rates and Packages</b>	Page	<b>56</b>
<b>Notes</b>	Page	<b>57</b>
<b>Woodworking Business Ads</b>	Pages	<b>58-66</b>



## Welcome to IWF 2016

*In August, IWF 2016 will be the place to meet face-to-face with buyers looking for new technology, new suppliers, new products and new ways to help them be more competitive, produce less waste and reduce turn-around time. They'll be looking to you - the exhibitor - for the things that will help them achieve their goals. Make sure they know how to find you at IWF!*

*IWF has spent more than two years developing and implementing a comprehensive marketing, promotion, advertising, and press campaign plan to attract prospective buyers to IWF. It's up to you to make sure you stand out among the other exhibitors. This guide is designed to help you create a comprehensive marketing and promotion plan – or augment your current plan – to help you stand out and draw buyers to your booth.*

**Please review this guide carefully.** As an exhibitor, you have many choices and options available to help you get your company's message in front of all the participants at IWF. Your success at IWF depends on how well you promote your products, services, and expertise before, during and after IWF.

*Your campaign should spotlight the benefits your products offer, what is new or different about them, your company image, and reasons why a customer should seek you out among the other exhibiting companies that will be at IWF.*

### Advance Promotion is essential!

**Make sure your PR, Marketing Department or Advertising Agency receives and reviews this guide today!**

*We want to do everything possible to help you make your time spent at IWF 2016 a success. If you have any questions about any part of this Promotion and Advertising Guide, or you are new to trade show promotion and need to discuss the best way to improve your promotion and marketing plans, please do not hesitate to contact Jim Wulfekuhle, IWF Vice President of Sales and Marketing.*

**Jim Wulfekuhle**  
International Woodworking Fair, LLC  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305

Phone: 404-693-8333  
Fax: 404-693-8350  
E-mail: [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com)

## Checklist

Review this entire Guide and make notes, or forward to the appropriate department (if applicable)

Date completed:

Decide on which advertising, sponsorship, pre-show and at-show promotion activities are appropriate for your company and your budget.

Date completed:

Complete and submit the appropriate forms (see deadlines below).

Date completed:

Create your own checklist and timeline that includes all elements of your pre-show, at-show and post-show promotion and marketing campaign

Date completed:

## Important Deadlines\*

	Deadline	Page(s)	Completed
What's New at IWF Submission Form .....	May 27, 2016 .....	12-13.....	<input type="checkbox"/>
Technical Sources Directory Submission Form .....	May 27, 2016 .....	14-15.....	<input type="checkbox"/>
Press Event Scheduling Order Form .....	July 22, 2016.....	16-17.....	<input type="checkbox"/>
Atlanta Digital Advantage Magazine Ad and Form .....	April 1, 2016 .....	21-22.....	<input type="checkbox"/>
Co-Op Emailing Submission Form.....	May 2, 2016 .....	23 .....	<input type="checkbox"/>
Experient Lead Management Order Form.....		26-31 .....	<input type="checkbox"/>
Guest Pass .....		32 .....	<input type="checkbox"/>
myIWF Show Planner .....		33 .....	<input type="checkbox"/>
Buyer's Preview Deck, Exhibitor Showcase Literature			
Pocket & Adhesive Front Door Marketing Package.....		34-35.....	<input type="checkbox"/>
On-Site Advertising and Promotion Opportunities .....		36 .....	<input type="checkbox"/>
Marketing and Promotion Combination Packages .....	June 17, 2016.....	37 .....	<input type="checkbox"/>
IWF Official Fair Directory Special Position Ad .....	June 17, 2016.....	39 .....	<input type="checkbox"/>
IWF Official Fair Directory Regular Position Ad Insertion .....	June 17, 2016.....	40 .....	<input type="checkbox"/>
IWF Official Fair Directory Multiple Listing Order Form .....	June 17, 2016.....	42 .....	<input type="checkbox"/>
IWF Official Fair Directory Logo Listing Order Form.....	June 17, 2016.....	43 .....	<input type="checkbox"/>
IWF Pocket Guide Advertising Order Form.....	June 17, 2016.....	44 .....	<input type="checkbox"/>
Badge Lanyard Distribution .....	June 17, 2016.....	45 .....	<input type="checkbox"/>
IWF Education Session and Symposium Order Form .....	June 17, 2016.....	46 .....	<input type="checkbox"/>
IWF Press Room Breakfast or Lunch Sponsorship .....	June 17, 2016.....	47 .....	<input type="checkbox"/>
Indoor Banner Advertising Ordering and Request Form .....	June 17, 2016.....	48 .....	<input type="checkbox"/>
Column Wrap Advertising and Request Form .....	June 17, 2016.....	49 .....	<input type="checkbox"/>
Indoor Flag Advertising Online Order and Request Form .....	June 17, 2016.....	50 .....	<input type="checkbox"/>
New Product Showcase Overview .....	June 17, 2016.....	51 .....	<input type="checkbox"/>
New Product Showcase Entry Form .....	July 22, 2016.....	53 .....	<input type="checkbox"/>
New Technology Theatre Presentation Order Form .....	July 22, 2016.....	54 .....	<input type="checkbox"/>
Special Media Coverage & Exhibitor Advertising Rates .....	July 22, 2016.....	56 .....	<input type="checkbox"/>

Each month, you will receive an IWF Exhibitor Update Newsletter by email or fax.  
Please read it carefully for additional information about deadlines.

\*\*On-Site Promotion Opportunities include: Indoor Banner Advertising, Column Wrap Advertising, Indoor Flag Advertising, New Product Showcase, Technology Theatre Presentations and Press Room Sponsorships.

All offers will be available on a first-come, first-serve basis.



# General Pre-Show Promotion Guidelines

*Are you prepared for IWF 2016? After making considerable investment in your booth, are you prepared to do what needs to be done to attract active buyers to you during IWF?*

*Most trade show attendees (buyers) plan how they will spend their show days in advance. To make sure your customers and prospects know you're exhibiting at IWF, a pre-show promotion strategy is necessary. By using this guide, IWF can help you get started.*

## General guidelines for developing a pre-show promotion plan

*Use these guidelines and the timeline on page 5 to develop your own unique plan. Keep in mind that these are very generic, so tailor them to your company's unique marketing needs and goals to generate the best results. Most important, plan to get your message out to prospective buyers before they decide how to spend their time at IWF.*

- **Review the information in this Promotion and Advertising Guide** for some ideas on publicity, press coverage, pre-show, online and on-site promotion and advertising opportunities and the New Product Showcase.
- **Complete each order form in this manual** appropriate to the services you want and return them on or before the deadlines.
- **Know why you're exhibiting.** Determine your exhibit goals and objectives. Discuss these with your sales force and staff that will be working at IWF.
- **Know your plan.** What is the best way to let buyers know you're at IWF? At-show advertising, at-show promotions, display ads in industry trade publications are a few ways to get your message out to potential buyers. See page 5 if you need help getting started.
- **Know your budget.** If you have not already, create a budget that includes aspects of your pre-show promotion plan. Remember to include expenses such as advertising, sponsorships, promotions (at-show and direct mail), incentive items, etc.
- **Stay on schedule.** Create a schedule of important dates and check it often. Don't wait until the last minute to do something because you may run into unexpected delays that might drive up your cost. Use the sample timeline on the next page as a guide.
- **Don't forget to follow-up.** How will you follow-up with the leads you generate during IWF? Creating a proactive plan to keep in contact with the buyers you meet during IWF is extremely important.

*Your success depends on how well you promote your products, services and expertise before, during and after IWF. Make sure IWF's buyers are familiar with your company and know why they should seek you out, among all the other exhibiting companies at IWF.*

## Get the word out that you're exhibiting at IWF!

Here is a generic timeline to help you establish a pre-show promotion plan. These are just suggestions. Every company is unique, so customize this schedule to fit your needs and add projects as necessary.

## March 2016

- Create a preliminary budget. Remember to include: advertising, promotion opportunities email, direct mail, incentive items, press kits, and any hospitality planned.
- Create a detailed project schedule that encompasses all deadlines and important dates. Keep it in a handy place and refer to it often.
- *Complete and return all the necessary forms to reserve any advertising or promotion opportunities planned.*
- *Decide on a theme. Integrate this theme into your booth graphics and all your promotion and marketing materials for the show to ensure a consistent message.*
- *Develop advertisements, direct mail pieces and product information based on your theme.*
- *Select a list of targeted publications for advertising.*
- *Establish budget and plan for any pre-show direct mail or email (see page 19 for ideas).*
- *Establish plan for pre-show and on-site public relations and publicity (see page 6).*
- *Review the IWF Exhibitor Information Manual carefully.*
- *Create a Social Media Marketing Plan.*
- *Place IWF banners on your website that link to the IWF website.*

## Promotions

For more information and creative ideas about how best to market and promote your company at a trade show, contact IWF at [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com).

## April 2016

- Select and order any incentives or promotional items for distribution at your IWF booth.
- Plan and write your press releases and press kits (both pre-show and on-site).
- Place advertisements.
- Order booth graphics and any necessary printed literature that you will need during IWF.

## May 2016

- Check on production progress for graphics, signage and any on-site literature you are planning.
- Review your pre-show direct mail or email schedule to make sure you don't miss any deadlines.

## June 2016

- *Double check incentive delivery.*
- *Distribute your pre-show press kits.*
- *Identify prospects and customers to email or direct mail.*

## July 2016

- *Mail your direct mail piece to arrive on buyer's desks approximately one to two weeks prior to the show.*
- *Meet with booth staff and organize a booth coverage schedule. Be sure to account for breaks and all show hours.*
- *Email your prospects and customers.*

## August 2016

- *Ship your on-site press kits to arrive at the IWF Press Office on August 22 or 23.*

## After IWF

- *Hold a "Post-Show" meeting and discuss how the show went for all involved. This is an excellent way to brainstorm ideas on how to improve your exhibit for IWF 2018.*
- *Follow-up with your leads collected during IWF by email, phone, fax or mail.*

## *How to attract the attention of the press ...and get FREE publicity for your products and services!*

IWF works with contacts at more than 100 international trade and business publications to gain exposure and high-visibility for your company and the products you will be demonstrating at IWF 2016. By following the guidelines and using the resources available in this Promotion and Advertising Guide, IWF can help you attract the attention of publications before, during and after IWF that can result in free publicity for your products and services and often, its publicity that money can't buy.

### **Guidelines to press relations and pre-show publicity**

Get to know the industry publications. Contact Jim Wulfekuhle at 404-693-8333 or email [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com) for a Press List. These publications are most likely to show an interest in your company, and your products or services, if they are aware you are exhibiting at IWF 2016. How you should contact them will depend on your targeted message. Do you have a revolutionary new product that will increase efficiency, reduce costs and labor, or enhance the industry in a major way? If it's big news, editors want to know about it, so contact them by phone. On the other hand, if your product is not changing the way business is conducted but is still a good product, a news release may serve just as well.

### **Guidelines for contacting members of the press:**

- Send a letter or email to each editor and invite them to visit your booth during IWF 2016. Be sure to list the specific reasons why they should visit.
- Make your contact with them newsworthy.
- If you plan to send a news release, include an image of your product and list a knowledgeable contact for the press.
- Target your message according to the publication.

### **Target your message**

Target your press information according to the editorial coverage of each publication. For example, if your product is only for the upholstery industry, only contact publications that cover the upholstery industry. If you are not familiar with a publication, call and ask for a sample copy, go online and review their web page, or contact the editor and inquire about what kind of information they will print.

### **Offer a "hook" or a "take away"**

Ask yourself what you want each publication—and your potential customer—to know. Your message can take many forms and/or angles, but must remain centered on one general theme or topic. This topic or theme is often called the "hook". Make sure your news release or your call to an editor contains a "hook".

### **Examples:**

- A new product or service. Something considered "new" to editors is usually less than a year old. If it's being unveiled at IWF 2016, that is even more of a "hook".
- Your company and product is an IWF Challengers Award Entrant or Finalist.
- A new feature or applied technology. Have you added something unique to your product?
- Live demonstrations that will be taking place at IWF 2016 (be sure to supply the day and time).
- Does your product or service do something that no other product can do?
- Can your product or service improve the business of the buyer? If so, how?

Even if you don't have a "hook", IWF 2016 is a good opportunity to make contact with the editors you identify as key contacts. Get to know them so when you do have something that merits editorial space (i.e. a "hook"), they will be familiar with you and your company and more likely pay attention to your press release.

*continued...*



## Prepare a professional press kit

We recommend two versions if your budget allows, one to distribute before the show, and one for on-site distribution in the IWF Press Office and your booth.

## A pre-show press kit should include:

1. **Detailed news releases.** These should cover the new products you will be introducing at IWF 2016. Write as concisely as possible. You are competing for space and the editor's attention, so keep it as short as possible and to the point. Use a short, but catchy headline. Urge the editor to read the entire release by making your opening paragraph a summary of the topic at hand. Keep the release to one page, two pages at the most.
2. **Provide digital images and support materials on a CD/DVD format.**
3. **Support materials.** If it will add emphasis to your press release, include information you have about that product or service, such as product literature. Consider the literature back-up information for your press release.
4. **Contact information.** Be sure to include contact information on the top right-hand corner of your press release. Typically, this needs to include a name, phone and fax number and e-mail address (if available). The contact person should be a knowledgeable source who can quickly answer an editor's questions. Be sure your contact knows they are listed, and is aware when the press release goes out and is prepared to answer questions.

## An on-site press kit should include:

1. **New or updated information.** Do not repeat the information you sent prior to the show.
2. **New or updated digital images.**
3. **Information** available on the direction of your company in the next six to 12 months: expansions, mergers, buy-outs, new directions, new product lines expected.
4. **Information** on any new products or services released since you sent the pre-show press release.

## Go Green - Consider an electronic press kit

Many editors now use e-mail as a main source of communication. If you have the capability to send your information electronically, ask the editors of your targeted publications if they would prefer this method. Electronic documents and e-mails make it easier for the editor to place and edit your information – increasing your likelihood of getting placements in trade magazines.

## Build relationships with the press

Building relationships and credibility with the press is an ongoing process. The information provided in your press kit, or in conversation, could be used as background and attributed directly to you or your company. It is always a good idea to follow-up with editors who visited your booth to see if they have any other questions or need additional information. This will give you the opportunity to become known to the editor. A knowledgeable, cooperative source will be remembered, and your chances of being called for future quotes will increase.

## How IWF can help you get noticed

We cannot stress enough the importance of an exhibiting company creating its own promotion campaign. Only your own publicity, promotion, social media, advertising and direct mail efforts will assure that you attract qualified buyers to your booth. IWF can help in the following ways, BUT remember, it's your own promotional efforts that will bring your direct message to the attention of the customer you are trying to reach.

continued...



# Building Media Awareness through Press Relations and Pre-Show Publicity (continued)

## Let IWF help you get the word out to the press

IWF produces two directories specifically designed to help you get your message to the press during IWF 2016. The **What's New at IWF Directory** and the **Technical Sources Directory** will be distributed to supporting publications throughout the world that attend the show to help them plan how best to cover IWF 2016. These two directories offer you two unique opportunities to introduce your company, its products, and your technical experts to a targeted international audience. For more information about these, see pages 12-15.

## Press briefings

If you are introducing a product or service that will revolutionize the way industry does business, a press briefing or conference may be in order. This is an excellent way to make major announcements directly to the press in attendance, good photo opportunity and you can also answer any immediate questions the attending press might have. If you choose to have a press briefing, IWF can supply a suitable room and will notify the editors prior to IWF of the specific day and time. To find out more about Press Event Scheduling see page 16-17 of this guide.

## Appoint an IWF 2016 press contact

Decide who will be your contact person for the press. It may be someone from your organization or an outside agency. This person should be knowledgeable and prepared to talk about your company and products with any member of the press who may want an interview. Or it could be someone who can quickly locate a knowledgeable person within your company who has expertise on a particular subject. When editors drop by your exhibit, they often ask for the press contact first, so make sure your press contact is at your booth as much as possible.

## Take advantage of the IWF Press Office

IWF 2016 will have an official Press Office during the Fair, undoubtedly the best place to have your press kit distributed. This is where all the editors will register, where they will look for press kits and information, conduct interviews, and relax away from the exhibit floor. Make sure your press kit is there for them to see! It is recommended that you send at least 50 press

kits, but no more than 100. At IWF 2016, more than 100 press attended, but many were from the same publication and a press kit for everyone is not necessary.

**Shipping address for on-site press kits:**

IWF 2016 Press Office  
c/o Georgia World Congress Center  
285 Andrew Young International Blvd., NW  
Atlanta, GA 30313-1591

### IMPORTANT\*

**Time your delivery to arrive either  
August 22 or 23, 2016**

**If hand-delivering press kits:** Bring them to the IWF 2016 Press Office between Monday, August 22 and Tuesday, August 23, 2016.

**\*NOTE: Do not ship press kits to IWF's Atlanta office.** They will not be forwarded to the show site. Do not ship your press release to arrive before August 22, as many shows are held at the Georgia World Congress Center and they do not have room to store large quantities of packages and will refuse to accept your package.

## Guidelines for shipping your press materials to the IWF Press Office:

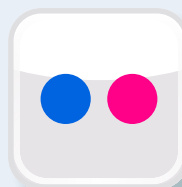
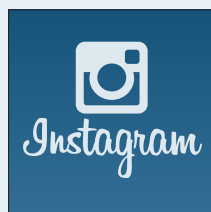
- Be sure your materials are properly marked for delivery to the IWF 2016 Press Office.
- Time the delivery to arrive Monday, August 22 or Tuesday, August 23, 2016.
- Record your shipping number in case you need to trace your package.
- Assign your press contact person, or some other designated person, to check in the IWF Press Office and make sure your press kits arrived.

### For more information:

Contact Jim Wulfekuhle at 404-693-8333;  
fax: 404-693-8350

Expand your reach using the following to create awareness  
and spread the word.

Join IWF Atlanta on:





# What's New at IWF Directory

**2016 Order Deadline: May 27, 2016**

**Cost: None**

## List your new products and services

The **What's New at IWF Directory** is distributed to all trade and press editors in the IWF database. It is used as a reference guide by editors looking for new information or stories to publish on IWF exhibiting companies. Be sure your company's new products are included in this important resource.

## Prospective buyers will know to look for you

If you complete and submit the **What's New at IWF Directory** Submission Form by May 27, 2016, an icon will appear next to your name in the IWF Digital Atlanta Advantage Magazine (which will be emailed in June 2016 to over 20,000 buyers) and the IWF Pocket Guide (which will be handed out to all buyers attending IWF). Make sure buyers know your exhibit will feature a new product or service by submitting the **What's New at IWF Directory** form on the next page.

## Guidelines for entries

Information supplied must have news value. Editors are only interested in information they have not received before. Products and services listed must be displayed in your booth at IWF 2016 and must be new since IWF 2014. Please type or clearly print descriptions. You may also e-mail the description, along with your company name, to [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com). If you e-mail information, you must still send the completed form, just make note that you submitted the description electronically.

- You may list up to five new products or describe a new general product line.
- Do not include attachments such as literature or photos.
- Describe your products in a "news style". Do not use superlatives such as "the greatest, the best, the leading", etc. This alerts editors that they are reading promotional copy rather than genuine news information.

**What's New at IWF 2016 Directory Submission Form is on next page.**





# What's New at IWF Directory Submission Form

**2016 Order Deadline: May 27, 2016**

**Cost: None**

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
Contact \_\_\_\_\_ Signature \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## Guidelines for Entry

- Product must be new to the market since August 2014
- Each contracted Exhibitor can list up to five products or product lines
- Do not include photos or attach literature as they will not be included
- Describe your product in a "news" style and avoid superlatives

If preferred, you can e-mail your product descriptions to [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com), but please also send this form with the top portion completed so we can contact you if needed. Please make the "subject" line of your e-mail "What's New Submission". Please note: your submission will be edited if it contains more than 50 words.

Check which applies: ☐ Information submitted by e-mail as described above.  
☐ Please use the following Information:

## Submission Information (limit five submissions)

**Product or product line description (please type or print)** Photocopy this form if entering more than one product.

Name of Product: \_\_\_\_\_  
New as of (date): \_\_\_\_\_  
Description (50 words or less): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*(Product Descriptions are subject to editing)*

## Return this completed form to:

International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Email: [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com)

**Photocopy this form for your records**



**2016 Order Deadline: May 27, 2016**

**Cost: None**

## List your company experts

*The **Technical Sources Directory** will be distributed to trade and business publication editors. Editors are often looking for sources who can speak authoritatively on a subject of current interest in the industry.*

*This valuable resource guide will alert editors to people in your company who have expertise in a particular manufacturing, marketing, or service area.*

*If you have someone who is an "expert" in your company, listing them may earn you a phone call from an editor for a story or an interview. Keep in mind that editors will not be interested in sales pitches.*

*Topics should be generic in content and address a particular "how to" angle, solve a problem, or generate ideas that advance the industry.*

## Technical Sources Directory submission guidelines:

- Make sure the "expert" you list knows they might be receiving phone calls.
- Sales pitches will not be tolerated by editors.

**The Technical Sources Directory Submission Form is on next page.**



# Technical Source Directory Submission Form

27

**2016 Order Deadline: May 27, 2016**

**Cost: None**

*This form is submitted by:*

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

**Please list the following person as our technical source:**

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

*Please list the topic(s) on which this person can speak with authority. Please list subject or specific title or topic. Be as specific as possible. DO NOT list your product lines.*

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*Please list your company contact for general information (PR or marketing contact):*

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

**Return this completed form to:**

International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Email: [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com)

**Photocopy this form for your records**

**2016 Order Deadline: July 22, 2016**

**Cost: None**

## Schedule your press event with the IWF Press Office

*Remember to register your press events with IWF. A master calendar of all press events taking place during IWF will be distributed to all business and trade publication editors from the IWF Press Office. Ensure your event is listed on the Official IWF Press Master Calendar by completing the Press Event Scheduling Form on page 17. Registering your event is required for any event held in the Georgia World Congress Center even if it is held in your booth. It is also strongly recommended that you register any press events scheduled outside of the Georgia World Congress Center to avoid conflicts and ensure that all press attending IWF are notified of your event.*

### Need to conduct interviews?

*If you need a place to conduct an interview in a quiet setting, the IWF Press Office is available on a limited basis. To reserve a private space in the IWF Press Office complete the Press Event Scheduling Form on page 17.*

### Need to hold a press conference?

*A press conference room will be available to all IWF exhibiting companies. Register to use the press conference room by completing and submitting the Press Event Scheduling Form on page 17 by July 22, 2016. Your event must be scheduled with IWF if you would like to use the IWF Press Conference Room.*

### Would you like to hold a press reception at the Georgia World Congress Center?

*If you would like to hold a press reception at the Georgia World Congress Center, complete the Press Event Scheduling Form on page 17 as soon as possible. A limited amount of rooms are available for hospitality events, so act quickly to ensure a space. Also, consider distributing reception invitations to the press and having Levy cater your event. For more information about organizing catering for your reception, check the appropriate box on the Press Event Scheduling Form. Please do not schedule during show hours.*

### Would you like to hold a press reception at another location?

*If your company plans to hold a press reception at a location other than the Georgia World Congress Center it is advised that you still register your event with the IWF Press Office. This will help avoid any timing conflicts with other exhibiting companies or IWF sponsored activities –and– by notifying IWF, we can notify the editors of the day and time. If you need help finding a suitable place to hold a press reception other than the Georgia World Congress Center, complete the Press Event Scheduling Form on page 17, indicate you would like suggestions on where to hold your event, and IWF can work with you to find an appropriate location.*

**To ensure your press event is listed with the IWF Press Office, complete the form listed on page 17 of this guide.**





# Press Event Scheduling Order Form

**2016 Order Deadline: July 22, 2016**

**Cost: None**

All events registered with the IWF Press Office will be listed on the Official IWF Press Calendar and distributed to all business and trade editors in attendance. Registering your event is required for any event held in the Georgia World Congress Center even if it is held in your booth.

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_

Contact \_\_\_\_\_ Signature \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Type of event: ☐ press conference or briefing  
☐ press reception  
☐ press interview  
☐ other (please list): \_\_\_\_\_

Topic: \_\_\_\_\_

Day of event: ☐ Wednesday, August 24  
☐ Thursday, August 25  
☐ Friday, August 26  
☐ Saturday, August 27

Time of event: \_\_\_\_\_ ☐ AM ☐ PM

Location: ☐ Our booth. Number \_\_\_\_\_ (if different than listed above)  
☐ IWF Press Office (interviews only)  
☐ GWCC (press reception or press conference)  
☐ A location other than the GWCC and still to be determined, please contact us.  
☐ Other: \_\_\_\_\_

Is your event open to all members of the press or by invitation only?

☐ all members (will be published to Press)  
☐ invitation only (will not be published to Press)

## Return this completed form to:

Jim Wulfekuhle, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Email: jamesw@iwfatlanta.com

**Photocopy this form for your records**



# Press List Request Form

**No Deadline**

**Cost: None**

*IWF works with over 40 trade publication and business publications throughout the world. Names and address sometimes change and we try to give you the most current available information available to IWF.*

*Press members generally register about six weeks out from the show and to secure the most current list we have please fill out this form. If you would like a list of a trade publications or press list please fill out the information below.*

- ☐ **Please send press list**
- ☐ **Please send publication list**

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## Return this completed form to:

Jim Wulfekuhle, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Email: [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com)

**Photocopy this form for your records**



# Pre-Show Advertising and Promotion Opportunities

## **The Digital Atlanta Advantage Magazine** ..... **Deadline: April 1, 2016**

Strategically timed to reach potential buyers 12 weeks before IWF 2016, the Digital Atlanta Advantage Magazine will serve as a special pre-show planning guide, and will include: show information, exhibitor listing, Georgia World Congress Center floor plan, technical conference information, travel information, housing form and registration information. Twelve pages of advertising are available in this comprehensive guide to IWF 2016. See pages 21-22 for more information.

## **Email** ..... **Deadline: May 2, 2016**

Have the Digital Atlanta Advantage Magazine sent to your customers and prospects at no cost to you with the IWF Co-Op Email Program. Participating in this one-time email campaign is a great way to ensure your current and potential customers learn about IWF. See page 23 for more information.

## **IWF Pre-Show Registration List Rental** ..... **No deadline**

As an exhibitor, you have access to the IWF 2016 pre-registered list of buyers. Sending a pre-show direct mail promotion or email to this targeted list of buyers is an excellent way to help your company stand out among the other exhibiting companies at IWF 2016. See pages 24-27 for more information.

## **myIWF Show Planner** ..... **No deadline**

A free service that automatically matches and selects the best possible connections for IWF 2016 participants based on the information they provide. It automatically matches you with registered attendees, lets you promote your products, publish news releases and schedule meetings before, during and after the show! *myIWF Show Planner* will be available at the end of January 2016.

## **Direct Mail Sponsorships** ..... **April-August 2016, No deadline**

A limited number of company logo placements on IWF direct mail pieces are available on a first come, first served basis for a cost of \$1,000 per each logo. Contact Jim Wulfekuhle at [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com) for more information.

## **Product Spotlights** ..... **No deadline**

Take advantage of the opportunity to bring your products into the spotlight by highlighting them in IWF electronic advertising pieces for a cost of \$1,000 each. Contact Jim Wulfekuhle at [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com) for more information.

## **Registration Confirmations** ..... **SOLD OUT**

## **Housing Confirmations** ..... **SOLD OUT**

\* A limited number of advertisements are available

## ***International Buyer Program - reach IWF 2016 International Buyers through the DOC Export Interest Directory and International Business Center.***

*IWF 2016 has once again been chosen to participate in the U.S. Department of Commerce's International Buyer Program. The International Buyer Program promotes the show and its exhibitors through U.S. commercial officers and trade missions around the world. This worldwide promotion is executed through the offices of the Commercial Service in 74 countries representing America's major trading partners and also in U.S. Embassies in countries where the Commercial Service does not maintain offices.*

*As part of the International Buyer Program, IWF will host an international business center where exhibitors can meet with Department of Commerce experts to discuss export opportunities, learn about U.S. Department of Commerce products and services and other government export assistance programs, and meet with international buyers interested in buying US products.*

*In addition, IWF will publish an electronic directory of exhibitors interested in exporting products. The Export Interest Directory will include your company contact information, the products and services you wish to export, and the country or geographic region to which the company is seeking to market its products. The directory will be distributed to Department of Commerce officers around the world prior to the show for use in buyer planning and will be distributed to international attendees at the show.*

*Note: In accordance with DOC policy, products and services included in the Export Interest Directory must be either: (i) produced or manufactured in the United States; or, (ii) if produced or manufactured outside of the United States, be marketed under the name of a U.S. firm and have U.S. content representing at least 51% of the value of the finished product or service being exported. U.S. - sourced inputs that may be considered as contributing to U.S. content, to the extent that they are incorporated into the finished product or service being exported, may include but are not limited to: materials; components; packaging; labor; production equipment and factory overhead; research & development; design; intellectual property; warehousing; distribution; sales; administration & management; advertising; and marketing and promotion.*

*If your company's products meet these criteria and currently exports or is interested in exporting products and wishes to be included in the Export Interest Directory, email to [debbie@iwfatlanta.com](mailto:debbie@iwfatlanta.com).*







## Digital Atlanta Advantage Magazine Advertising

**Deadline: April 1, 2016**

**Cost: \$1,000**

### Reach over 32,000 potential buyers for only \$1,000 with your ad in June

*Twelve exhibiting companies have the opportunity to place a full-page, four-color ad in the Digital Atlanta Advantage Magazine, a comprehensive guide to IWF, the magazine will email to more than 32,000 targeted industry executives in June 2016, well in advance of the Fair.*

*The 2016 Digital Atlanta Advantage Magazine will be a 20+ page digital publication. Designed to work as a pre-show planning guide, it will include show information, exhibitor listing, a floor plan overview, detailed technical conference information, travel information, housing form and registration information.*

**Advertising specifications and artwork deadlines will be supplied upon notification.**



# Digital Atlanta Advantage Magazine Form

**Deadline: April 1, 2016**

**Cost: \$1,000**

## Digital Atlanta Advantage Advertising

- ☐ I would like to participate for advertising space in the  
Digital Atlanta Advantage Magazine

### Terms and Payment Details

All ads are non-commissionable. Advance payment in full is required. No cash discounts available. All ads are subject to IWF approval. No coupons accepted for publication. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. Advertiser must be a contracted IWF 2016 exhibitor to advertise in any IWF publication. IWF will accept insertion orders from the advertising agencies selected by the exhibitor. However, it will hold the exhibitor primarily responsible for payment of all charges along with the agency.

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Credit Card Information: ☐ Amex ☐ Visa ☐ MasterCard \*CVV Code \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ expiration date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

\*The security code is a 3 digit number on the back of a Visa or MasterCard and is a 4 digit number on the front of American Express

\*\*NOTE: A 2% processing fee will be added to the amount entered here for all credit card payments.

## Return this completed form to:

Jim Wulfekuhle, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Email: jamesw@iwfatlanta.com

**Photocopy this form for your records**



# Co-op Email Information & Submission Form

**2016 Order Deadline: May 2, 2016**

**Cost: None**

## Join IWF's Buyer Promotion Campaign

*One way to ensure your current and potential customers know about IWF is for you to include them in IWF's Digital Atlanta Advantage magazine emailing in June.*

## Make sure your customers know about IWF 2016 and help them plan ahead

*Strategically timed to reach potential buyers 12 weeks before IWF 2016, the Digital Atlanta Advantage magazine will serve as a special pre-show planning guide, and will include: show information, exhibitor listing, Georgia World Congress Center floor plan diagram, technical conference information, travel information, housing form and registration form.*

*By submitting your customer list, IWF will email your customers the Digital Atlanta Advantage magazine at no cost to you.*

☐ I am interested in submitting my customer list for the IWF Co-Op mailing.

**Please contact me with details.**

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_

Contact \_\_\_\_\_ Signature \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## General Information and Guidelines

- Your list must be provided in electronic format.
- If you submit your list electronically, it will be de-duped against an email database on file at IWF to reduce the chance of buyers receiving more than one piece.
- Your customer list will ONLY be used for the Atlanta Advantage Magazine Email campaign. It WILL NOT be duplicated, permanently merged with another list or used for any other purpose and will not be released to any third parties.

## Return this completed form to:

Jim Wulfekuhle, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Email: jamesw@iwfatlanta.com

**Photocopy this form for your records**



## Pre-Show and Post-Show Buyer Registration List

**Order Deadline: None**

**Cost: Varies**

*Make your IWF 2016 marketing message stand out from the crowd. With over 900 exhibiting companies at IWF, you need to grab their attention before and after the Fair begins. Get ahead of your competition by sending a well timed mailing piece or email to the pre-registered buyer registration list. Then stay connected by following up with all registered buyers after the close of the Fair.*

*You can choose to send your message to the entire buyer Pre or Post show registration list or a segmented list. You can segment the list by the following demographic breakdown: location of business by Geographic Region or State, Job Title, Type of Business, Number of Employees, and Approximate Sales Volume. The price is determined by the amount of names on the list. See the order forms on pages 26-31 for more details.*

*Once the list rental payment and the sample of the piece has been approved by IWF, Experient can email your message or collate and mail the piece or send the list to a bonded third party mail house that you have selected.*

1. Call Ann Cusimano with Experient at 866.297.5247 or email her at [Ann.Cusimano@experient-inc.com](mailto:Ann.Cusimano@experient-inc.com) for determining the price of a list.
2. Send payment, list rental agreement, a sample of the piece to be mailed/emailed and demographic choices to:

*Experient  
1888 North Market Street  
Frederick, MD 21701  
Phone: 866-297-5247  
Fax: 301-694-3549*

*Need help with a message or the mailing? Experient can be your one-stop shop for list rental, collation and mailing or emailing your piece.*





# ***IWF List Usage Letter of Agreement***

## **International Woodworking Fair List Usage Letter of Agreement**

We the undersigned understand that all names and addresses furnished to us by the International Woodworking Fair remain the exclusive property of the International Woodworking Fair. We agree to send only one mailing and will not copy or duplicate this list, or any future lists in any way or allow a third party to do so. We certify that we will not make this list available to any other person, firm or corporation.

We also agree that the list will not be used to enhance a house file, or any other list by using the names, addresses or other information supplied on the list. We understand that the supplied list is for mailing for mailing from our company promoting IWF 2016 and is not to be used for any other purpose. Additionally, the list does contain seeded (decoy) names to detect unauthorized usage.

Upon completion of this one-time mailing, we agree to return all mailing list information to International Woodworking Fair and to destroy any and all unused mailing material that contains names and addresses supplied by International Woodworking Fair.

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

The list to be used must be sent directly to a bonded mail house.  
Please provide the name, address and contact information of the mail house to be used.

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_

**Return this completed agreement, demographic selects and a sample of the exact mail piece to be used to:**

*International Woodworking Fair  
3520 Piedmont Road, Suite 120  
Atlanta, GA 30305  
Phone: 404-693-8333  
Fax: 404-693-8350*

# Pre-Show Promotions

**International Woodworking Fair 2016** August 24 - 27, 2016 ▪ Atlanta, Georgia

**As a value added service to IWF 2016 Exhibitors, Experient will assist with your promotional mailings. We do the work...You get the sales results.**

## Easy To Do:

1. Create your own promotional piece.
2. Choose your target audience from the IWF 2016 Buyer Demographics Form.
3. Return the forms to Experient.
4. Please call with questions or additional information.

## Minimum Requirements

- Minimum orders specified to the right
- Prices do not include postage or applicable Sales Tax
- Prices listed are per buyer name

**Note:** phone number, fax number and email will not be included on the list.

## Select a Distribution Method:

- ☐ Mailing Labels:\* Pressure Sensitive (Peel & Stick)  
☐ 3rd Party Exhibitor: Appointed Mail House ☐ Excel ☐ Delimited

\* \$20 charge only applies if mailing labels are selected

## IWF Buyer Registration Data Fees:

- 2016 Total attendees List- \$.15/ Name
- 2016 Attendees by Demographics- \$.20/ Name  
Minimum Order: \$300.00

## Postcard Fulfillment (Exhibitor Supplies Printed Postcards)

- \$.20/ Name Includes labeling or printing of address
- Postage not included and will vary depending on size of postcard
- IWF Buyer Registration Data Fees extra but reduced to  
2016 Total attendees List- \$.12/ Name  
2016 Attendees by Demographics- \$.15/ Name  
Minimum Order: \$200.00

Exhibiting Company: \_\_\_\_\_

Booth #: \_\_\_\_\_

Check if information is for: ☐ Exhibiting Company ☐ Third Party

3rd Party Company (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Order Online:** <https://exhibitor.experientswap.com>

**Order by Mail:** Experient, 5202 Presidents Court, Suite 310, Frederick, MD 21703

**Order by Fax:** 301.694.3286

## Indicate Payment Method

- ☐ Check (Orders cannot be processed unless received with payment.)  
☐ Visa ☐ MasterCard ☐ American Express ☐ DISCOVER

Signature: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_

## For Assistance Contact:

Ann Cusimano

**P:** 866.297.5247

**E:** [Ann.Cusimano@experient-inc.com](mailto:Ann.Cusimano@experient-inc.com)

*It is against Experient's security policy to accept credit card information via email.*

# Pre-Show Promotions

**International Woodworking Fair 2016** August 24 - 27, 2016 ▪ Atlanta, Georgia

## IWF 2016 Buyer Demographics

**Select the buyers that you would like to include in your mailings from the demographic categories below. The price will be calculated according to number of buyers registered in the categories chosen at the time your order is received.**

### BusinessCategory:

- A ☐ Home Furnishings
- D ☐ Business/Institutional Furnishings
- AA ☐ Custom Woodworking- Residential (Libraries, Home Theaters, Built-ins etc)
- BB ☐ Cabinetry: Commercial and Institutional
- CC ☐ Cabinetry: Kitchen & Bath, Drawer and or Cabinetry Doors
- DD ☐ Green Sustainable Products
- EE ☐ Closets/Organization Systems
- FF ☐ Flooring
- GG ☐ Doors and Windows: Manufacturing/Design
- H ☐ Architectural Woodwork: Custom Manufacturing Design to Specs
- I ☐ Stock Millwork and Moulding
- J ☐ Retail Environment Store Fixtures/Partitions
- II ☐ Countertops
- JJ ☐ Advanced and Non-wood Materials - processing, fabrication and installation
- K ☐ Veneers and Laminates, Wood and Non-wood
- KK ☐ Coverings and Panels - materials and processing
- L ☐ Builders, Remodelers: Commercial or Residential Construction
- LL ☐ Architect, Engineer, Designer, Interior Designer and related
- M ☐ Engineered Products
- MM ☐ 3-D imaging and processing
- N ☐ Forest Products/Harvesting/Saw Mills/Certification
- NN ☐ Hobbyist
- OO ☐ Outdoor Living, Design, Decking, Hardscaping
- P ☐ Plastics Fabrication
- PP ☐ Composites Manufacturing or Fabrication
- Q ☐ Machinery, Tooling, Metals
- R ☐ Software, Educational Materials, Publications, Assoc.
- S ☐ Accessories, Gift, Toys, Specialty items
- T ☐ Distributor

### Employ:

- A ☐ 1 to 9
- B ☐ 10 to 19
- C ☐ 20 to 39
- D ☐ 40 to 99
- E ☐ 100 to 249
- F ☐ 250 or more

### Sales:

- A ☐ Less than \$250,000
- B ☐ \$250,001 to \$500,000
- C ☐ \$500,001 to \$1 million
- D ☐ \$1,000,001 to \$5 million
- E ☐ \$5,000,001 to \$10 million
- F ☐ \$10,000,001 to \$50 million
- G ☐ \$50,000,001 or more

### Business Type:

- A ☐ Manufacturer
- B ☐ Designer
- C ☐ Installer
- D ☐ Specifier
- E ☐ Supplier
- F ☐ Architect
- G ☐ Custom Builder
- H ☐ Remodeler
- I ☐ General Contractor

- J ☐ Builder
- K ☐ Fabricator
- L ☐ Thermoformer
- M ☐ Consultant
- N ☐ IT
- Q ☐ Wholesaler
- R ☐ Retailer

### Material:

- A ☐ Wood
- B ☐ Laminate
- C ☐ Lighting
- D ☐ Plastic
- E ☐ Metal
- F ☐ Upholstered
- G ☐ Glass
- H ☐ MDF
- I ☐ Light-weight Panels
- J ☐ Stone/Tile
- K ☐ Engineered Products - Wood
- L ☐ Engineered Products - Advanced Materials/Non-wood
- M ☐ Composites
- N ☐ Tile
- O ☐ Solid Surface
- P ☐ Panels - Engineered
- Q ☐ Concrete
- R ☐ Alternative Plant-based materials
- S ☐ Melamine
- T ☐ Other
- D1 ☐ Plastic Rods
- D2 ☐ Plastic Sheets
- D3 ☐ Plastic Tubes

### Customer Type:

- A ☐ Commercial Builder
- B ☐ Residential Builder
- C ☐ Homeowner
- D ☐ Retailer
- E ☐ Manufacturer
- F ☐ Government
- G ☐ Developer

### Business Responsibilities:

- A ☐ Owner/CEO/COO/President/VP/General Manager
- B ☐ Sales/Marketing/Purchasing
- C ☐ Factory or Shop position: Production/Engin/Technical/QC/Maintenance
- D ☐ Designer/Consultant/Educator
- E ☐ Information Technology/Accounting
- F ☐ Logistics /Material Handling/Physical Plant/Transportation

### Influence

- A ☐ Approve purchase of materials
- B ☐ Approve purchase of machinery/equipment
- C ☐ Specify materials
- D ☐ Specify machinery/equipment
- E ☐ Recommend materials
- F ☐ Recommend machinery/equipment
- G ☐ Buyer/purchasing agent
- H ☐ No purchasing/specifying role

### Products of Interest:

#### Machinery

- MA1 ☐ Assembly/Optimization/Testing/Measuring/ Routers/CNC Machinery and Systems/3D
- MA2 ☐ Cutting/Sawing/Sharpening Machinery and Cutting Tools
- MA3 ☐ Dust Collection/Air Handling Systems/Pumps/ Compressors/Environmental Systems and Accessories
- MA4 ☐ Machinery Parts, Accessories and Services
- MA5 ☐ Material Handling/Robotics/Automation/Logistics/ Storage Systems
- MA6 ☐ Moulder/Planer/Shaper/Lathes/Boring/Laminate Machinery
- MA7 ☐ Power Tools, Fastening Tools
- MA8 ☐ Pressing/Clamping/Forming/Bending/Joining/Veneers Machinery and Accessories
- MA9 ☐ Sanding/Finishing/Polishing/Curing/Drying Machinery Systems and Accessories
- MA10 ☐ Wood Waste-Recycling/Recovery/Grinding/Pelletizing/ Cogeneration Machinery
- MA11 ☐ Advanced Materials
- MA12 ☐ Imaging/Plotters/Scanners
- MA13 ☐ Packaging

#### Supply

- SU1 ☐ Abrasives, Adhesives and Fasteners
- SU2 ☐ Cabinetry Components, Drawers and Fronts, Countertops
- SU3 ☐ Computer Software/Hardware/EquipmentDesign/ Estimating/Financial/Logistics/Scheduling
- SU4 ☐ Finishing Materials, Supplies and Equipment
- SU5 ☐ Furniture Components and Parts
- SU6 ☐ Hardware- Decorative and functional
- SU7 ☐ Hand Tools, Metering Equipment, Safety Products and Apparel
- SU8 ☐ Moulding and Trim, Laminates, Metal, Plastic and Wood
- SU9 ☐ Panel Products: Beadboard, Plywood, MDF, Particleboard, Hardboard, Veneer, Lumber, Flooring
- SU10 ☐ Upholstery and Packaging Supplies and Equipment
- SU11 ☐ Advanced Materials - Non-Wood Related Products
- SU12 ☐ Kitchen and Bath Accessories
- SU13 ☐ Countertops/Materials/Processing/Fabrication
- SU14 ☐ Flooring
- SU15 ☐ Outdoor Living
- SU16 ☐ Advanced Materials - Wood based, Composites, Metal, Other

#### Service

- SV1 ☐ Associations/Trade Publications/Trade Journals or Books
- SV2 ☐ Contract Manufacturing/Custom Finishing/Digital Imaging
- SV3 ☐ Economic Development
- SV4 ☐ Equipment Lease and Financing
- SV5 ☐ Forest Certification
- SV6 ☐ Industry Promotion/Consulting
- SV7 ☐ Insurance, Business and Commercial
- SV8 ☐ Plant Layout/Engineering
- SV9 ☐ Product Testing
- SV10 ☐ Training/Education Services, Materials and Institutions
- SV11 ☐ Building/Machinery/Supplies

**CLICK FOR  
CONTENTS**

# Pre-Show Promotions

**International Woodworking Fair 2016** August 24 - 27, 2016 ▪ Atlanta, Georgia

## International Woodworking Fair List Usage Letter of Agreement

We the undersigned understand that all names and addresses furnished to us by the International Woodworking Fair remain the exclusive property of the International Woodworking Fair. We agree to send only one mailing and will not copy or duplicate this list, or any future lists in any way or allow a third party to do so. We certify that we will not make this list available to any other person, firm or corporation.

We also agree that the list will not be used to enhance a house file, or any other list by using the names, addresses or other information supplied on the list. We understand that the supplied list is for a mailing from our company promoting IWF 2016 and is not to be used for any other purpose. Additionally, the list does contain seeded (decoy) names to detect unauthorized usage.

Upon completion of this one-time mailing, we agree to return all mailing list information to International Woodworking Fair and to destroy any and all unused mailing material that contains names and addresses supplied by international Woodworking Fair.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

The list to be used must be sent directly to a bonded mail house.  
Please provide the name, address and contact information of the mail house to be used.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

**Return this completed agreement, demographic selects and a sample of the exact mail piece to be used to:**

Ann Cusimano  
Experient  
5202 Presidents Court, Suite 310  
Frederick, MD 21703  
Phone: 866.297.5247  
Fax: 301.694.3286  
Email: ann.cusimano@experient-inc.com

**CLICK FOR  
CONTENTS**

# Post-Show Promotions

**International Woodworking Fair 2016** August 24 - 27, 2016 ▪ Atlanta, Georgia

**As a value added service to IWF 2016 Exhibitors, Experient will assist with your promotional mailings. We do the work...You get the sales results.**

## Easy To Do:

1. Create your own promotional piece.
2. Choose your target audience from the IWF 2016 Buyer Demographics Form.
3. Return the forms to Experient.
4. Please call with questions or additional information.

## Minimum Requirements

- Minimum orders specified to the right
- Prices do not include postage or applicable Sales Tax
- Prices listed are per buyer name

**Note:** phone number, fax number and email will not be included on the list.

## Select a Distribution Method:

- ☐ Mailing Labels:\* Pressure Sensitive (Peel & Stick)  
☐ 3rd Party Exhibitor: Appointed Mail House ☐ Excel ☐ Delimited

\* \$20 charge only applies if mailing labels are selected

## IWF Buyer Registration Data Fees:

- 2016 Total attendees List- \$.15/ Name
- 2016 Attendees by Demographics- \$.20/ Name  
Minimum Order: \$300.00

## Postcard Fulfillment (Exhibitor Supplies Printed Postcards)

- \$.20/ Name Includes labeling or printing of address
- Postage not included and will vary depending on size of postcard
- IWF Buyer Registration Data Fees extra but reduced to  
2016 Total attendees List- \$.12/ Name  
2016 Attendees by Demographics- \$.15/ Name  
Minimum Order: \$200.00

Exhibiting Company: \_\_\_\_\_

Booth #: \_\_\_\_\_

Check if information is for: ☐ Exhibiting Company ☐ Third Party

3rd Party Company (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Order Online:** <https://exhibitor.experientswap.com>

**Order by Mail:** Experient, 5202 Presidents Court, Suite 310, Frederick, MD 21703

**Order by Fax:** 301.694.3286

## Indicate Payment Method

- ☐ Check (Orders cannot be processed unless received with payment.)  
☐ Visa ☐ MasterCard ☐ American Express ☐ DISCOVER

Signature: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_

## For Assistance Contact:

Ann Cusimano

**P:** 866.297.5247

**E:** [Ann.Cusimano@experient-inc.com](mailto:Ann.Cusimano@experient-inc.com)

*It is against Experient's security policy to accept credit card information via email.*



# Post-Show Promotions

**International Woodworking Fair 2016** August 24 - 27, 2016 ▪ Atlanta, Georgia

## IWF 2016 Buyer Demographics

**Select the buyers that you would like to include in your mailings from the demographic categories below. The price will be calculated according to number of buyers registered in the categories chosen at the time your order is received.**

### BusinessCategory:

- A ☐ Home Furnishings
- D ☐ Business/Institutional Furnishings
- AA ☐ Custom Woodworking- Residential (Libraries, Home Theaters, Built-ins etc)
- BB ☐ Cabinetry: Commercial and Institutional
- CC ☐ Cabinetry: Kitchen & Bath, Drawer and or Cabinetry Doors
- DD ☐ Green Sustainable Products
- EE ☐ Closets/Organization Systems
- FF ☐ Flooring
- GG ☐ Doors and Windows: Manufacturing/Design
- H ☐ Architectural Woodwork: Custom Manufacturing Design to Specs
- I ☐ Stock Millwork and Moulding
- J ☐ Retail Environment Store Fixtures/Partitions
- II ☐ Countertops
- JJ ☐ Advanced and Non-wood Materials - processing, fabrication and installation
- K ☐ Veneers and Laminates, Wood and Non-wood
- KK ☐ Coverings and Panels - materials and processing
- L ☐ Builders, Remodelers: Commercial or Residential Construction
- LL ☐ Architect, Engineer, Designer, Interior Designer and related
- M ☐ Engineered Products
- MM ☐ 3-D imaging and processing
- N ☐ Forest Products/Harvesting/Saw Mills/Certification
- NN ☐ Hobbyist
- OO ☐ Outdoor Living, Design, Decking, Hardscaping
- P ☐ Plastics Fabrication
- PP ☐ Composites Manufacturing or Fabrication
- Q ☐ Machinery, Tooling, Metals
- R ☐ Software, Educational Materials, Publications, Assoc.
- S ☐ Accessories, Gift, Toys, Specialty items
- T ☐ Distributor

### Employ:

- A ☐ 1 to 9
- B ☐ 10 to 19
- C ☐ 20 to 39
- D ☐ 40 to 99
- E ☐ 100 to 249
- F ☐ 250 or more

### Sales:

- A ☐ Less than \$250,000
- B ☐ \$250,001 to \$500,000
- C ☐ \$500,001 to \$1 million
- D ☐ \$1,000,001 to \$5 million
- E ☐ \$5,000,001 to \$10 million
- F ☐ \$10,000,001 to \$50 million
- G ☐ \$50,000,001 or more

### Business Type:

- A ☐ Manufacturer
- B ☐ Designer
- C ☐ Installer
- D ☐ Specifier
- E ☐ Supplier
- F ☐ Architect
- G ☐ Custom Builder
- H ☐ Remodeler
- I ☐ General Contractor

- J ☐ Builder
- K ☐ Fabricator
- L ☐ Thermoformer
- M ☐ Consultant
- N ☐ IT
- Q ☐ Wholesaler
- R ☐ Retailer

### Material:

- A ☐ Wood
- B ☐ Laminate
- C ☐ Lighting
- D ☐ Plastic
- E ☐ Metal
- F ☐ Upholstered
- G ☐ Glass
- H ☐ MDF
- I ☐ Light-weight Panels
- J ☐ Stone/Tile
- K ☐ Engineered Products - Wood
- L ☐ Engineered Products - Advanced Materials/Non-wood
- M ☐ Composites
- N ☐ Tile
- O ☐ Solid Surface
- P ☐ Panels - Engineered
- Q ☐ Concrete
- R ☐ Alternative Plant-based materials
- S ☐ Melamine
- T ☐ Other
- D1 ☐ Plastic Rods
- D2 ☐ Plastic Sheets
- D3 ☐ Plastic Tubes

### Customer Type:

- A ☐ Commercial Builder
- B ☐ Residential Builder
- C ☐ Homeowner
- D ☐ Retailer
- E ☐ Manufacturer
- F ☐ Government
- G ☐ Developer

### Business Responsibilities:

- A ☐ Owner/CEO/COO/President/VP/General Manager
- B ☐ Sales/Marketing/Purchasing
- C ☐ Factory or Shop position: Production/Engin/Technical/QC/Maintenance
- D ☐ Designer/Consultant/Educator
- E ☐ Information Technology/Accounting
- F ☐ Logistics /Material Handling/Physical Plant/Transportation

### Influence

- A ☐ Approve purchase of materials
- B ☐ Approve purchase of machinery/equipment
- C ☐ Specify materials
- D ☐ Specify machinery/equipment
- E ☐ Recommend materials
- F ☐ Recommend machinery/equipment
- G ☐ Buyer/purchasing agent
- H ☐ No purchasing/specifying role

### Products of Interest:

#### Machinery

- MA1 ☐ Assembly/Optimization/Testing/Measuring/ Routers/CNC Machinery and Systems/3D
- MA2 ☐ Cutting/Sawing/Sharpening Machinery and Cutting Tools
- MA3 ☐ Dust Collection/Air Handling Systems/Pumps/ Compressors/Environmental Systems and Accessories
- MA4 ☐ Machinery Parts, Accessories and Services
- MA5 ☐ Material Handling/Robotics/Automation/Logistics/ Storage Systems
- MA6 ☐ Moulder/Planer/Shaper/Lathes/Boring/Laminate Machinery
- MA7 ☐ Power Tools, Fastening Tools
- MA8 ☐ Pressing/Clamping/Forming/Bending/Joining/Veneers Machinery and Accessories
- MA9 ☐ Sanding/Finishing/Polishing/Curing/Drying Machinery Systems and Accessories
- MA10 ☐ Wood Waste-Recycling/Recovery/Grinding/Pelletizing/ Cogeneration Machinery
- MA11 ☐ Advanced Materials
- MA12 ☐ Imaging/Plotters/Scanners
- MA13 ☐ Packaging

#### Supply

- SU1 ☐ Abrasives, Adhesives and Fasteners
- SU2 ☐ Cabinetry Components, Drawers and Fronts, Countertops
- SU3 ☐ Computer Software/Hardware/EquipmentDesign/ Estimating/Financial/Logistics/Scheduling
- SU4 ☐ Finishing Materials, Supplies and Equipment
- SU5 ☐ Furniture Components and Parts
- SU6 ☐ Hardware- Decorative and functional
- SU7 ☐ Hand Tools, Metering Equipment, Safety Products and Apparel
- SU8 ☐ Moulding and Trim, Laminates, Metal, Plastic and Wood
- SU9 ☐ Panel Products: Beadboard, Plywood, MDF, Particleboard, Hardboard, Veneer, Lumber, Flooring
- SU10 ☐ Upholstery and Packaging Supplies and Equipment
- SU11 ☐ Advanced Materials - Non-Wood Related Products
- SU12 ☐ Kitchen and Bath Accessories
- SU13 ☐ Countertops/Materials/Processing/Fabrication
- SU14 ☐ Flooring
- SU15 ☐ Outdoor Living
- SU16 ☐ Advanced Materials - Wood based, Composites, Metal, Other

#### Service

- SV1 ☐ Associations/Trade Publications/Trade Journals or Books
- SV2 ☐ Contract Manufacturing/Custom Finishing/Digital Imaging
- SV3 ☐ Economic Development
- SV4 ☐ Equipment Lease and Financing
- SV5 ☐ Forest Certification
- SV6 ☐ Industry Promotion/Consulting
- SV7 ☐ Insurance, Business and Commercial
- SV8 ☐ Plant Layout/Engineering
- SV9 ☐ Product Testing
- SV10 ☐ Training/Education Services, Materials and Institutions
- SV11 ☐ Building/Machinery/Supplies

**CLICK FOR  
CONTENTS**

# Post-Show Promotions

**International Woodworking Fair 2016** August 24 - 27, 2016 ▪ Atlanta, Georgia

## International Woodworking Fair List Usage Letter of Agreement

We the undersigned understand that all names and addresses furnished to us by the International Woodworking Fair remain the exclusive property of the International Woodworking Fair. We agree to send only one mailing and will not copy or duplicate this list, or any future lists in any way or allow a third party to do so. We certify that we will not make this list available to any other person, firm or corporation.

We also agree that the list will not be used to enhance a house file, or any other list by using the names, addresses or other information supplied on the list. We understand that the supplied list is for a mailing from our company promoting IWF 2016 and is not to be used for any other purpose. Additionally, the list does contain seeded (decoy) names to detect unauthorized usage.

Upon completion of this one-time mailing, we agree to return all mailing list information to International Woodworking Fair and to destroy any and all unused mailing material that contains names and addresses supplied by international Woodworking Fair.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

The list to be used must be sent directly to a bonded mail house.  
Please provide the name, address and contact information of the mail house to be used.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

**Return this completed agreement, demographic selects and a sample of the exact mail piece to be used to:**

Ann Cusimano  
Experient  
5202 Presidents Court, Suite 310  
Frederick, MD 21703  
Phone: 866.297.5247  
Fax: 301.694.3286  
Email: ann.cusimano@experient-inc.com

**CLICK FOR  
CONTENTS**

### Complimentary Guest Passes

Guest Passes give your customers a free badge registration for IWF. You can either register for your customers, using their contact information and have the confirmation sent to them, or send your guest pass code to your customers allowing them to register themselves.

*Note:* Your code will only work for the number of allotted passes. There are no refunds and IWF is not responsible for unauthorized registrations using your code. Please take care when sharing it. We recommend that you register guests online rather than emailing the code to guests.

Your allotment of free Guest Passes can be found on your Exhibitor Registration and Housing Portal, along with the number of passes that have been used and your Guest Pass code. You can access your Exhibitor Registration and Housing portal from your IWF Exhibitor Dashboard. To log in go to [www.iwfatlanta.com](http://www.iwfatlanta.com) and click on Exhibitor Login under the "Exhibitor" menu or click here <http://iwf16.exh.mapyourshow.com> and enter your exhibitor ID and password found on your booth confirmation email.

Additional Guest Passes can be purchased for \$5.00 each by clicking the "Purchase Guest Pass" bar from your portal interface. Simply enter the number of passes needed, "Update" your cart and click on the "Pay Now" button on the right. After you have completed payment, your guest pass allotment will be increased by the number of passes purchased. Guest passes purchased after August 1<sup>st</sup> are \$10.00 each.

Use the regular online Attendee registration site to register your customers. Enter your unique guest pass code in the "Comp Code" box on the registration profile page. Enter their email address and the confirmation will be sent directly to them. You can then send your customer an email with their log in information and they can add education sessions and/or hotel reservations to their registration.

*If you have questions about the Guest Pass program, contact show management at [LCH@iwfatlanta.com](mailto:LCH@iwfatlanta.com) or call 404-693-8333.*

**myIWF Show Planner** is a free service that automatically matches and selects the best possible connections for IWF 2016 participants based on the information they provide. It automatically matches you with registered attendees, lets you promote your products, publish news releases and schedule meetings before, during and after the show!

- **Expand Your Network of Contacts:** *Search, match and connect with your peers and colleagues and interested attendees!*
- **Begin Connecting Today:** *Start networking before the event begins!*
- **Schedule Times to Connect:** *Plan meetings at the show with attendees and exhibitors*
- **Build Business Relationships:** *Grow your network of industry contacts!*
- **Promote Products and Services:** *Create product listings and company descriptions for attendees searching online for IWF 2016 exhibitors.*

Access to **myIWF Show Planner** is available to all registered attendees. Take advantage of this free tool to promote your company by logging into your **Exhibitor Dashboard** Account and completing your company information. **myIWF Show Planner** will automatically match you to qualified attendees using this information.

## Purchase Enhancements to Increase Your Company's Visibility

### IWF Digital Marketing Packages

The IWF 2016 website houses the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the show.

**Visibility** - Create a competitive advantage by moving your company to the top of search results when attendees search for keywords and product categories relevant to your booth. Regardless of how big or small your booth is, or where it's located, it's easy to stand out online and on the mobile app.

**Content** - Our website allows you to upload your company logo, product images, descriptions, press releases, and videos for attendees to see. Your Exhibitor Dashboard allows you to upload, edit, delete and refresh your advertising content as often as you like throughout the show cycle.

**Lead Generation** - Attendees use the exhibitor directory and floor plan to create a list of exhibitors they want to visit at the show. As they add your booth to their show planners you will receive access to their contact information and you can reach out to this list of leads at anytime before, during and after the show.

**More visibility + more content = more leads.**



## Advertising and Marketing Opportunities

*Take advantage of marketing and sponsorship opportunities to increase sales, drive booth traffic and create brand awareness. These unique services provided by expomarkit Media Group are very cost-effective methods of reaching your target buyers.*

### Buyer's Preview Deck



The Buyer's Preview Deck is the only "Official" pre-show mailer sent to all pre-registered attendees 3 weeks prior to the show and distributed at the show. Participating exhibitors can be featured on a 5.5" x 7" card front and back with your product information. Promote your company, show specials, your company's website or new products while encouraging pre-show calls and at show visits resulting in increased product interest, booth traffic and qualified leads.

*Pricing as low as \$3,250 – Includes production, printing & postage*

### Exhibitor Showcase

Showcase your company's promotional literature in high-traffic lobby locations with the Exhibitor Showcase. This **New Updated** rotating literature distribution system helps you increase booth traffic by getting your literature into attendees' hands before they ever step on the show floor. This new kiosk features literature distribution pockets, mini billboards and eight back-lit marquee panels.



*Pricing as low as \$395 – Call today to reserve your literature space!*



### Adhesive Solutions



Gain valuable front entrance exposure as attendees arrive to the show! Display your company's logo, new products and other images on the entrance doors to the Georgia World Congress Center. These 2-sided, 4-color panels are vibrant and eye catching as buyers make their way to registration and the show floor.

*Pricing as low as \$1,250 per door (front and back),  
Production included – Limited Availability*

**Please contact expomarkit Media Group for additional information  
or to participate in the opportunities outlined above:  
205-332-1413 ext. 101 | E-mail to: [info@expomarkit.com](mailto:info@expomarkit.com)**

**CLICK FOR  
CONTENTS**





Company Name (PLEASE PRINT)			Booth Number		
Contact Name			E-Mail Address		
Mailing Address		City	State	Zip	
Phone		Fax			

**X**

Authorized Signature	Date
----------------------	------

SERVICE	DESCRIPTION	RATE	Total
<b>Buyer's Preview Deck Pre-Show Mailer</b> (production included)	<b>■ Jumbo Card: 7" x 5.375"</b>  <b>■ Premium – Window Card (only 1 available)</b>  <b>■ Color Added to Back of Card</b>  <b>■ Additional 1,000 Cards for Your Distribution</b>	\$3,250  \$4,950  \$650  \$450	\$ _____  \$ _____  \$ _____  \$ _____
	<b>Exhibitor Showcase Literature Pocket</b> Multiple Pocket Sizes Available Mini Billboard Non Distribution Options	\$375 per space	\$ _____
	<b>Exhibitor Showcase Back-Lit Marquee</b> 40" x 14" <i>Back-Lit</i> Panel (Only 8 available on each Showcase)	\$2,995 per panel	\$ _____
	<b>Adhesive Solutions Front Door Marketing Package</b> (Limited Availability)  Three 20"x 20" 2-sided Adhesive Door Panels (includes production, installation & removal)	\$3,500	\$ _____
		<b>TOTAL:</b>	\$ _____

**Method of Payment:**    ☐ Check                      ☐ American Express                      ☐ MasterCard                      ☐ Visa                      ☐ Discover

If paying by credit card please advise. We value your credit card security and, as a result, we would rather not receive your credit card information via email or fax. Instead, we will have Secure Net, our online credit card collection agency, email you a secure link that you may use to enter your credit card information directly.

**TERMS:**

Signature on this contract for the company above warrants authority to bind the company. **Payment is due by the first day of the show** to ensure inclusion on the "Showcase." All International orders must be prepaid. Orders totaling \$1,000+ incur a cancellation fee of 25% of list price. All other orders will incur a \$95 cancellation fee. All cancellations must be submitted in writing 10 days prior to production. Failure to send artwork does not constitute cancellation of service. There is a \$75 late fee for artwork received after the deadline date. Unused portions of literature will be made available to you at the "Showcase" at the conclusion of the show. Any unclaimed literature will be recycled unless specifically directed otherwise in writing before the show. The location of the "services" are subject to change without prior notice.

**expomarkit Media Group**  
2245 Keller Way, Suite 310  
Carrollton, TX 75006

**Please Contact 205-332-1413 ext. 101 or**  
**E-mail This Form to: [info@expomarkit.com](mailto:info@expomarkit.com)**

**CLICK FOR  
CONTENTS**



# On-Site Advertising and Promotion Opportunities

**Marketing & Promotion Combination Packages** .....Deadline: June 17, 2016  
Purchase a combination of marketing and promotion opportunities and get a discount. Four levels to choose from or create your own. See pages 31-32 for more information.

**The IWF 2016 Official Fair Directory**.....Deadline: June 17, 2016  
The directory is distributed to all buyers at IWF and is used throughout the four-day show to help them locate your booth. Prime advertising spots are available. See pages 33-35 for more information.

**IWF Official Fair Directory Multiple Listings**.....Deadline: June 17, 2016  
If your company is known by more than one name, a multiple listing in the IWF Official Fair Directory will help buyers find you during and after IWF. See page 36 for more information.

**IWF Official Fair Directory Logo Listings** .....Deadline: June 17, 2016  
Make your complimentary Official Fair Directory listing stand out on the page by publishing your company logo just above your company name, booth number, address, contact information and company product description. See page 37 for more information.

**Pocket Guide Advertising** .....Deadline: June 17, 2016  
The IWF 2016 Pocket Guide is like no other information source at IWF. It will be available with the Official Fair Directory, which will be given to all buyers in attendance as they register to help them navigate around IWF. Prices begin at \$750 up to \$5,000 each. See page 38 for more information.

**Badge Lanyard Distribution** .....**SOLD OUT**  
An exclusive opportunity to raise awareness of your company name. Each person attending IWF will receive a lanyard providing your company maximum exposure. See page 39 for more information.

**Education Session and Symposium Sponsorships**.....Deadline: June 17, 2016  
Exhibitors will have the opportunity to sponsor IWF education sessions and fully day symposiums. From \$1,000 up to \$5,000. See page 40 for more information.

**IWF Press Room Sponsorship**.....Deadline: None  
Get the press members attention at IWF 2016 and sponsor a breakfast or lunch for the media. See page 41 for more information.

**Indoor Banner Advertising** .....Deadline: June 22, 2016  
Purchase an eye-catching banner inside the Georgia World Congress Center and increase your visibility. See page 42 for more information.

**Column Wrap Advertising**.....Deadline: June 22, 2016  
These backlit Column Wraps, also known as kiosks, are large, customized, advertisements and an excellent way to promote your advertising message. See page 43 for more information.

**Indoor Flag Advertising**.....Deadline: June 22, 2016  
Purchase an eye-catching flag inside the Georgia World Congress Center and increase your visibility. See page 44 for more information.

**New Product Showcase Entries**.....Deadline: June 22, 2016  
Create the recognition your New Products deserve! Your products will be on display in a high visibility area which is a Must-See for all buyers coming to the show. See pages 45-47 for more information.

**Technology Theatre Presentations** .....Deadline: June 17, 2016  
Exhibitors have the opportunity to create strong brand awareness for their company's products, services and latest technology advancements during a 20 minute presentation to the IWF attendees as an industry expert. See page 48-49 for more information.

\*Limited advertising is available, see the following pages for detailed information.

\*\*Exclusive opportunity. Only one exhibitor will be chosen for this promotion opportunity. All other promotion opportunities are on a first-come, first-serve basis.



# Marketing & Promotion Combination Packages

**Deadlines Begin: June 17, 2016**

**Cost: varies**

## Gain higher visibility during IWF (and save money) by purchasing a Marketing and Promotion Combination Package

Your company name and advertising message can be displayed multiple times in a variety of ways during IWF - all at a discount - with the purchase of one of these Combination Package Levels.

### LEVEL 1

Directory ad (1-page, 4-color) .....	\$1,500
Column Wrap (back lit) .....	\$2,000
<b>Total without discount .....</b>	<b>\$3,500</b>
Discount .....	10% (you save \$350)
<b>Package Cost .....</b>	<b>\$3,150</b>

### LEVEL 2

Directory ad (2-page, 4-color) .....	\$1,850
2 Column Wraps (back lit) .....	\$4,000
<b>Total without discount .....</b>	<b>\$5,850</b>
Discount .....	15% (you save \$877.50)
<b>Package Cost .....</b>	<b>\$4,972.50</b>

### LEVEL 3

Directory ad (2-page, 4-color) .....	\$1,850
2 Column Wraps (back lit) .....	\$4,000
Indoor Banner (3' x 8') .....	\$4,500
<b>Total without discount .....</b>	<b>\$10,350</b>
Discount .....	20% (you save \$2,070)
<b>Package Cost .....</b>	<b>\$8,280</b>

### LEVEL 4

Directory ad (2-page, 4-color) .....	\$1,850
2 Column Wraps (back lit) .....	\$4,000
Indoor Banner (4' x 20') .....	\$6,000
<b>Total without discount .....</b>	<b>\$11,850</b>
Discount .....	25% (you save \$2,962.50)
<b>Package Cost .....</b>	<b>\$8,887.50</b>

You can also create your own combination package by choosing from the following items.

Indoor Banners  
Column Wraps  
Indoor Flags  
IWF Directory Ads  
(regular position only)  
Directory Logos  
New Product Showcase Entries  
[myIWF Show Planner](#) Online Listings

Discounts will apply at these price points:

Purchase \$3,175 get 10% discount  
Purchase \$5,600 get 15% discount  
Purchase \$9,600 get 20% discount  
Purchase \$11,600+ get 25% discount

**To order a package complete the form on the next page or contact James Wulfekuhle**

### For more information, contact:

James Wulfekuhle  
Email: [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com)  
International Woodworking Fair  
3520 Piedmont Road NE, Suite 120, Atlanta, GA 30305 USA  
Phone: 404-693-8333  
Fax: 404-693-8350



# Combination Packages Order Form

**Deadlines Begin: June 17, 2016**

**Cost: Varies**

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
Contact \_\_\_\_\_ Signature \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

## Combination Packages

☐ I would like to order the following Combination Packages:

- ☐ Level 1 (cost \$3,150)  
☐ Level 2 (cost \$4,972.50)  
☐ Level 3 (cost \$8,280)  
☐ Level 4 (cost \$8,887.50)

-OR-

☐ Call me to create my own combination package.

IWF Use Only

☐ Specs sent

Received \_\_\_\_\_

Notified \_\_\_\_\_

Materials Received \_\_\_\_\_

### General Information

Combination Packages are available to contracted IWF 2016 Exhibitors only. All artwork is the sole responsibility of the exhibitor. IWF Directory Advertising artwork is due no later than June 17, 2016. Production deadlines for Column Wraps, Indoor Banners and Indoor Flags will be sent upon receipt of this order form.

### Print Advertising Terms and Policies

All ads are non-commissionable.

### Terms

Advance payment in full is required. No additional discounts available. All ads are subject to IWF approval. No coupons accepted for publication. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. Advertiser must be a contracted IWF 2016 exhibitor to advertise in any IWF publication. IWF will accept insertion orders from the advertising agencies selected by the exhibitor. However, it will hold the exhibitor primarily responsible for payment of all charges along with the agency.

### Payment Information

Payment in full is required at time order is submitted. Payments submitted by either check or money order, should be made payable to IWF 2016 and drawn in US dollars from a US bank. You may also pay by credit card when ordering online.

## Return this completed form to:

Jim Wulfekuhle, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350

*Photocopy this form for your records*



# IWF Official Fair Directory Special Position Advertising

**SOLD OUT**

**Deadline: JUNE 27, 2016**

**Cost: Varies**

**The advertising space sales campaign for the  
IWF 2016 Official Fair Directory is now underway...**

## Special positions Advertising Rates: (all 4-color)

• Back Cover.....	\$2,800	• Tab One (Floor Plan & Exhibitor Locator).....	\$2,050
• Inside Front Cover.....	\$2,300	• Tab Two (Exhibitor Listing & Product Description) .....	\$2,050
• Inside Back Cover .....	\$2,300	• Tab Three (Product & Service Finder) .....	\$2,050
• Page Facing Inside Back Cover	\$2,300	• Tab Four (Cross Reference Listing) .....	\$2,050
		• Tab Five (Brand Locator).....	\$2,050

*All Special Position Directory have been sold for IWF 2016.*

## Ad Submission Information

**Bleed Ads:** No additional charge

**Inserts:** Rates and specifications on request

**Material Deadline:** June 17, 2016

**Electronic Submission:** (PDF Format) Only.

**Ad Size:** Full page only, for spreads create two full pages with bleed in gutter. Allow 1" for gutter space.

**Trim Size:** 8-3/8" x 10-7/8"

**Live image size:** 7-7/8" x 10-3/8"

**Bleed size:** 8-5/8" x 11-1/8"

**Also required:** matchprint or color proof.

**All artwork must be 4-color process (cmyk).**

**Binding:** Perfect Bound

**Printing:** Web Offset

**Electronic Submission Only:** Advertising artwork will only be accepted in Adobe Acrobat PDF File format. Complete instructions will be sent to you upon receipt of your Ad Insertion Form or upon request.

*Film and camera-ready artwork will not be accepted.*

*Artwork submitted in different formats will be charged an additional fee for conversion.*

**Note:** SWPO printing standard apply, saturation of color not to exceed 300%

## Shipping Information

*Ship PDF and color proof to:*

Jessica Kirn Stilts, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120, Atlanta, GA 30305 USA  
Phone: 404-693-8333 Fax: 404-693-8350  
Email: [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com)





# IWF Official Fair Directory Regular Position Advertising

**Order Deadline: June 17, 2016**

**Cost: Varies**

**Act now and ensure the Official IWF 2016 Directory features your advertising message.**

## Place your regular advertisement by June 17, 2016

To book your advertising space, complete the IWF Official Fair Directory Regular Ad Insertion Form on page 39. Space is limited, so act quickly to ensure your ad is included. Advertising in the IWF Official Fair Directory will be open until June 17, 2016.

## Advertising Rates

	<i>Four-Color Process</i>
<i>Full Pages</i>	<i>\$ 1,500</i>
<i>Two-Page Spread</i>	<i>\$ 2,050</i>

## Ad Submission Information

**Bleed Ads:** No additional charge

**Inserts:** Rates and specifications on request

**Insertion Deadlines:** Print Advertising Insertion Form must be submitted no later than June 17, 2016.

**Material Deadline:** June 17, 2016

**Electronic Submission (PDF Format) Only.**

**Ad Size:**

Full page only, for spreads create two full pages with bleed in gutter. Allow 1" for gutter space.

**Trim Size:** 8-3/8" x 10-7/8"

**Live image size:** 7-7/8" x 10-3/8"

**Bleed size:** 8-5/8" x 11-1/8"

**Also required:** matchprint or color proof.

**Binding:** Perfect Bound

**Printing:** Web Offset

**Electronic Submission Only:** Advertising artwork will only be accepted in: Adobe Acrobat PDF File format. Complete instructions will be sent to you upon receipt of your Ad Insertion Form or upon request. Film and camera-ready artwork will not be accepted. Artwork submitted in different formats will be charged an additional fee for conversion.

**Note:** SWPO printing standard apply, saturation of color not to exceed 300%

## Artwork Submittal

**Deadline for Regular Position Ads: June 17, 2016**

**Send Adobe Acrobat PDF File Format to:**

Jessica Kirn Stilts, International Woodworking Fair

Email: [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com)



# IWF Official Fair Directory Regular Position Ad Insertion Form

**Order Deadline: June 17, 2016**

**Cost: Varies**

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
Contact \_\_\_\_\_ Signature \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

## Regular Position Ads (run-of-book)

- ☐ Please reserve the following Official IWF Fair Directory advertisement:  
(Check appropriate box and enter amount due. Payment due at time of order.)

Full-Page Ads ☐ Four-color process \$ 1,500.00

Two-Page Spread Ads ☐ Four-color process \$ 2,050.00

**Amount due: \$** \_\_\_\_\_

**Advertising Terms and Policies**  
All ads are non-commissionable.

### Terms

Advance payment in full is required. No cash discounts available. All ads are subject to IWF approval. No coupons accepted for publication. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. Advertiser must be a contracted IWF 2016 exhibitor to advertise in any IWF publication. IWF will accept insertion orders from the advertising agencies selected by the exhibitor. However, it will hold the exhibitor primarily responsible for payment of all charges along with the agency.

### Payment Information

Payment for IWF Fair Directory Regular Position advertisements must be made at time of order. Payments submitted by either check or money order, should be made payable to IWF 2016 and drawn in US dollars from a US bank. You may also pay by credit card when ordering online.

IWF Use Only	Ad specs sent
Order Received _____	
Payment Received _____	
Materials Received _____	
Format _____	

## Return this completed form to:

Jessica Kirn Stilts, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Email: [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com)

*Photocopy this form for your records*



# IWF Official Fair Directory Multiple Directory Listings

**Order Deadline: June 17, 2016**

**Cost: \$1,705 or \$200**

Contracted IWF 2016 Exhibitors can now add a multiple alphabetical listing for a separate company division or manufacturer to the IWF Official Fair Directory.

- ☐ For \$1,705, you can add one Full Listing for a separate division or manufacturer to the Alphabetical Exhibitor Listing and Product Description section of the Official Fair Directory.  
Each separate Full Listing will include:
- Division or Manufacturer Name
  - Address, Phone, Fax, E-mail and Web site address
  - Company description (up to 50 words)
  - Option to also purchase a Company Logo listing for an additional \$150.
  - Booth number references that correspond to the contracted IWF Exhibiting Company
- ☐ For \$200 you can add a one-line Limited Listing for a separate division or manufacturer to the Exhibitor Listing and Product Description section of the Official Fair Directory.  
Each separate Limited Listing will include:
- Division or Manufacturer name with the contracted exhibiting company name booth number (only)

Primary Exhibitor: \_\_\_\_\_ Booth #: \_\_\_\_\_

Exhibitor Listing: \_\_\_\_\_ Booth #: \_\_\_\_\_

Website: \_\_\_\_\_ E-mail: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

**Return this completed form to:**

**Questions? Call 404-693-8333**

Debbie Hulsey, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Email: [debbie@iwfatlanta.com](mailto:debbie@iwfatlanta.com)

*Photocopy this form for your records*



# IWF Official Fair Directory Logo Listings

**Order Deadline: June 17, 2016**

**Cost: \$200**

**Add your company logo and make your listing  
in the IWF Official Fair Directory really stand out!**

*For \$200, we'll print your black and white company logo just above your listing.*

*Acceptable formats:*

*Black and White camera-ready line art (no screens)*

*Electronic format (TIFF, EPS, JPEG or GIFF) saved at 150 dpi or higher, measuring 2" or larger saved on a CD or send by email to [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com)*

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

**Questions? Call 404-693-8333**

**Return this completed form to:**

Jessica Kirn Stilts, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Email: [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com)

*Photocopy this form for your records*



# IWF Pocket Guide Advertising Order Form

**Sales Begin: June 17, 2016**

**Cost: Varies**

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
Contact \_\_\_\_\_ Signature \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

## IWF Pocket Guide Advertising

- ☐ I would like to be the exclusive advertiser in the IWF Pocket Guide
- ☐ Premium Ads \$5,000.00 (2 available)
- ☐ Standard Ads \$750.00 (15 available)
- ☐ Double Stack \$1,500.00 (3 available)

## An exclusive on-site advertising opportunity

The IWF 2016 Pocket Guide will be an easy-to-carry, easy-to-use reference guide.

## A one-of-a-kind show guide

The IWF 2016 Pocket Guide will be like no other information source at IWF. It will be available with the Official Fair Directory, which will be given to all buyers in attendance as they register to help them navigate around IWF. In addition, extra copies of the Pocket Guide will be available at the Registration Areas and Information Desks, offering you maximum exposure.

The contents will include an exhibitor listing, floor plans, shuttle schedules, restaurant listings, technical conference information and more.

All Pocket Guide advertising space will be sold on a first come, first served basis. Payment must accompany order form. For credit card payment, please request a credit card payment authorization form from Jim Wulfekuhle.

Mechanical Specifications and film/digital file deadlines will be supplied upon notification.

### IWF Use Only

Received \_\_\_\_\_

Notified \_\_\_\_\_

Materials Received \_\_\_\_\_

Payment Received \_\_\_\_\_

### Advertising Terms and Policies

All ads are non-commissionable.

### Terms

Advance payment in full is required. No cash discounts available. All ads are subject to IWF approval. No coupons accepted for publication. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. Advertiser must be a 2016 contracted IWF exhibitor to advertise in any IWF publication. IWF will accept insertion orders from the advertising agencies selected by the exhibitor. However, it will hold the exhibitor primarily responsible for payment of all charges along with the agency.

## Return this completed form with full payment to:

Jessica Kirn Stilts, International Woodworking Fair  
3520 Piedmont Road, Suite 120  
Atlanta, GA 30305  
Fax: 404-693-8350  
Email: [jk@iwfatlanta.com](mailto:jk@iwfatlanta.com)





# Badge Lanyard Distribution and Submission Form

**SOLD OUT**

Does your company already have badge lanyards produced and ready to give the buyers coming to IWF? If yes, then this is a great opportunity to maximize your company's exposure during the show.

## Description

IWF will place the lanyards in the registration areas and the badge holder pickup locations where they will be available on a self service basis for all the buyers. IWF will replenish the self service locations for the duration of the show or until the supply of lanyards has been depleted.

## Specifications

The exhibitor must supply a minimum of 20,000 lanyards that have two clips. Exhibitor is responsible for all production costs of the lanyards and their delivery to show site. IWF has final artwork approval.

## On-site

IWF will manage the labor to stock and replenish all distribution locations.

Exhibiting Company				Booth #	
Contact				Title	
Address					
City		State		Zip	
Country					
Telephone				Fax	
E-mail					
Credit Card Information:	Amex	Visa	MasterCard	CVV Code	
Credit Card Number:				expiration date:	
Card Holder Name:					
Card Holder Signature:					

### Advertising Terms and Policies:

This opportunity is only available to contracted IWF 2016 exhibitors. Advance payment in full is required. This opportunity cannot be bought as part of a combination package. IWF has final artwork approval.

**Please fax this form to 404-693-8350 or contact:**

International Woodworking Fair  
3520 Piedmont Road NE, Suite 120, Atlanta, GA 30305 USA  
Phone: 404-693-8333  
Fax: 404-693-8350



# Education Session and Symposium Order Form

**Deadline: June 17, 2016**

**Cost: \$1,000 - \$5,000**

*Exhibitors will now have the opportunity to sponsor the IWF education sessions and full day symposiums.*

## How does it work?

*IWF will offer the opportunity, on a first-come, first-serve basis, for exhibiting companies to sponsor each of the 20+ educational sessions.*

- ☐ There will be a maximum of five sponsorships per session.
- ☐ Sponsorships cost \$1,000 each.
- ☐ Exhibitor will be designated as a sponsor in the Digital Atlanta Advantage Magazine\*, IWF Official Fair Directory\*\*, on the IWF website and on signage outside of each session room.
- ☐ Sponsors can supply their printed marketing information to IWF prior to their sponsored session and it will be placed on each seat within the session room and made available to each session participant.
- ☐ Sponsor will receive two tickets to the sponsored session.
- ☐ Sponsors will be mentioned by session moderator at the conclusion of the session.
- ☐ The list of registered participants in the sponsored session will be sent to each sponsor electronically.

*\*deadline date for inclusion in the Atlanta Advantage Digital Magazine is April 1, 2016.*

*\*\*deadline date for inclusion in the IWF Official Fair Directory is June 17, 2016.*

## For Education Session Listings and Symposium Sponsorship Information Contact Jim Wulfekuhle

*Advance payment in full is required. Advertiser must be a contracted IWF 2016 to sponsor education sessions and symposiums.*

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
Contact \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
Credit Card Information: ☐ Amex ☐ Visa ☐ MasterCard \*CVV Code \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_ expiration date: \_\_\_\_\_  
Card Holder Name: \_\_\_\_\_  
Card Holder Signature: \_\_\_\_\_

*\*The security code is a 3 digit number on the back of a Visa or MasterCard and is a 4 digit number on the front of American Express*

*\*\*NOTE: A 2% processing fee will be added to the amount entered here for all credit card payments.*

*Photocopy this form for your records*

## Return this completed form to:

Jim Wulfekuhle, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
E-mail: jamesw@iwfatlanta.com

IWF Use Only

Received \_\_\_\_\_

Notified \_\_\_\_\_

Materials Received \_\_\_\_\_



# IWF Press Room Breakfast or Lunch Sponsorship

**Deadline:** June 22, 2016

**Cost:** Varies

## Press Room Sponsorship

Get the press members attention at IWF 2016 and sponsor a breakfast or lunch for the media. Sponsoring the press room is a great opportunity to get your name and your press information in their hands. Sponsoring the press room breakfast or lunch will maximize your company's exposure to major players in the media.

IWF will provide a sign indicating your sponsorship of the press room including your company logo and booth number. IWF will distribute your press materials during your sponsored breakfast or lunch.

You can control your costs as your company will directly work with Levy to choose your menu. There are no additional charges for the sponsorship other than what you order for food and beverage for your sponsored breakfast or lunch.

For more information contact Jim Wulfekuhle at [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com)

**Please Fax this form to 404-693-8350**

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
Contact \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State Zip \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

*Photocopy this form for your records*

**For more information, please fax this form to 404-693-8350 or contact:**

Jim Wulfekuhle, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120, Atlanta, GA 30305 USA  
Phone: 404-693-8333  
Fax: 404-693-8350  
E-mail: [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com)



**Deadline: June 17, 2016**

**Cost: \$4,500 - \$11,000+**

Gain huge brand awareness and catch the eye of every buyer at IWF. Display your company name or a giant picture of your product on banners placed in high-traffic areas throughout the Georgia World Congress Center. Banners are a great way for your company to build brand awareness and increase booth traffic. Banner locations are always in high demand and space is limited so please plan ahead.

These items are sold on a first-come, first-serve basis.

## Description

Banners will be hung on each level of the Georgia World Congress Center for the duration of the show. This program is a complete package and includes the production of the banner and labor to install and remove. Each location is numbered and sized accordingly. There are many different sizes and shapes to choose from. When this request for information is received (see below), IWF will send you a special advertising floor plan showing all locations to choose from.

## Production Responsibility

IWF will order the banner and coordinate artwork with exhibitor.

Exhibitor is responsible for providing completed artwork layout on disk per the specs to be provided by IWF.

## Specifications

Each banner varies in size depending on the location, but will be made to meet the indoor specs for rigging. Banner sizes range from 3' high x 6' wide (\$4,500 each) to 4' high x 20' wide (\$6,500 each) to 10' high x 20' wide (\$11,000 each). IWF has final artwork approval for the banners.

## On-site

IWF will manage the labor to install the banners. Exhibitors will be given the banner at the end of IWF.

Using a check or wire transfer, please complete the form below.

Exhibiting Company	_____					Booth #	_____
Contact	_____			Title	_____		
Address	_____						
City	_____	State	_____	Zip	_____	Country	_____
Telephone	_____		Fax	_____		E-mail	_____

**For more information, please fax this form to 404-693-8350 or contact:**

Jim Wulfekuhle, International Woodworking Fair  
3520 Piedmont Road NE, Suite 120, Atlanta, GA 30305 USA  
Phone: 404-693-8333 Fax: 404-693-8350  
Email: jamesw@iwfatlanta.com



**Deadline: June 17, 2016**  
**Sales Open**

**Cost: \$2,000** (cost is per panel)

*Freestanding column wrap billboards are strategically located in high visibility areas throughout the Georgia World Congress Center. Each billboard panel offers an easy and innovative way to get your company's name, advertising message and booth number in front of all the buyers as they enter the show and move through the facility.*

*These items are sold on a first-come, first-serve basis.*

## Description

*This program is a complete package and includes the production of the sign and frame, as well as electricity for backlit panels. Each billboard is numbered and sold separately. When this request for information is received (see below), IWF will send you a special advertising floor plan showing all locations to choose from.*

## Production Responsibility

*IWF will order the sign and coordinate artwork with exhibitor.*

*Exhibitor is responsible for providing completed artwork layout on disk per the specs to be provided by IWF.*

## Specifications

*Overall dimensions of backlit panels are 86-1/4" high x 38-3/8" wide, printed on a mylar transparent material and placed in a white plexiglass background with a light box behind. IWF has final artwork approval for the signs.*

## On-site

*IWF will manage the labor to install the signs.*

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**For more information, please fax this form to 404-693-8350 or contact:**

Jim Wulfekuhle, International Woodworking Fair  
 3520 Piedmont Road NE, Suite 120, Atlanta, GA 30305 USA  
 Phone: 404-693-8333 Fax: 404-693-8350  
 Email: jamesw@iwfatlanta.com





**Deadline: June 17, 2016**

**Cost: \$2,000** (cost is per flag)

Flags are a very cost-effective way to promote your company, products and booth number to all the foot traffic during the entire show. These flags will be placed in a high-traffic area along the concourses leading to the entrances to exhibit halls. For maximum impact, purchase multiple flags positioned over every escalator. Flag locations are limited and are always in high demand so please plan ahead.

These items are sold on a first-come, first-serve basis.

## Description

Each flag will hang from the columns directly over the escalators leading to each level and to the exhibit hall level. This program is a complete package and includes the production of the flag and labor to install and remove it. Each location is numbered and sold separately. When this request for information is received (see below), IWF will send you a special advertising floor plan for each location.

## Production Responsibility

IWF will order the flag and coordinate artwork with exhibitor. Exhibitor is responsible for providing completed artwork layout on disk per the specs to be provided by IWF.

## Specifications

Each flag is 6' high x 3' wide and is double-sided with a pole pocket in the top. IWF has final artwork approval for the flags.

## On-site

IWF will manage the labor to install the flags.

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**For more information, please fax this form to 404-693-8350 or contact:**

Jim Wulfekuhle, International Woodworking Fair  
 3520 Piedmont Road, Suite 120  
 Atlanta, GA 30305 USA  
 Phone: 404-693-8333  
 Fax: 404-693-8350  
 Email: jamesw@iwfatlanta.com



**Entry Deadline: July 22, 2016**

**Cost: \$200**

(per entry)

At IWF 2016, thousands of woodworking professionals will be walking the show floor looking for the latest manufacturing process and innovative production ideas.

The IWF New Product Showcase are the perfect opportunity to put the spotlight on your latest offerings in a showcase that will attract your current customers and top prospects.

## Double your exposure at IWF 2016

By featuring a product or product line in the New Product Showcase, you can double your exposure to IWF buyers. Located in a high-visibility area in the Georgia World Congress Center, this special area is the first place visitors stop for a preview of the newest in machinery, supplies, services and upholstery. Use your entries in the Showcase to extend a special invitation to prospective buyers to visit your booth on the exhibit floor where they will see all of your products and any live demonstration you will feature.

New for 2016, the New Product Showcase will be adjacent to the IWF Technology Theaters and Challengers Award Finalist Gallery on the show floor.

## Choose the best way to showcase your product(s) in the New Product Showcase:

1. Display the actual product itself (see display rules)
2. Show a photo of your product
3. Present a scale model of a product

## New Product Showcase is also online

When you participate in the New Product Showcase, your product entry will also be shown online on the IWF web site.

Be sure to carefully review the Rules for Entry on the following page to make sure your entry or entries qualify for the IWF New Product Showcase.



# New Product Product Showcase Rules and Regulations

## Entry Categories

1. **Products only:** Product entries must be in "ready for display" condition. Each unit or product line is considered a separate entry.
2. **Photograph only:** Photos must show only one product. Photos entries may not include background scenery, display stands, or promotional copy. It is recommended that you enter an 8" x 10" or 11" x 14" matted color photograph of the product. The photograph should have an easel-back mounting.
3. **Scale Models only:** Scale models of products that are in operation at your booth will be accepted as an entry. Models not to exceed 3'w x 3'h x 2'd and 75 lbs.

## Eligibility

1. Entries are limited to contracted exhibitors at IWF 2016.
2. To qualify as a "new" product, the submitted entry must have gone into production after the 2014 International Woodworking Fair, LLC. The entered product(s) must also be displayed in the exhibitor's booth. Prototypes and mock-ups are not acceptable forms of entry and will be disqualified.

## Limitations

1. No more than eight (8) entries in each showcase are allowed per contracted IWF 2016 exhibiting company.
2. Literature may not be displayed with the product.
3. No product enhancement permitted unless part of a product as purchased by customer.

## Entry Dimensions

1. Please include the dimension of each entry, exactly as it will be positioned for display, under "Entry Dimensions" on the Showcase Entry Forms.
2. For products larger than 3'w x 3'h x 2'd and 75 lbs., an 8" x 10" or 11" x 14" matted color photograph should be substituted for the actual product in order to avoid possible disqualification due to space limitations within the Showcases.
3. Weight of each entry cannot exceed 75 lbs.

## Entry Forms *(entry forms on pages 56)*

1. Entries must be submitted by using the Showcase Entry Forms. Please type in the information on the original form and make a copy for your files. Return the original entry form to IWF with payment at the address indicated on the bottom of the Showcase Entry Form.
2. Payment (check or money order in U.S. funds) must be submitted with entry form. Receipt of your entry form and payment will be acknowledged.
3. All product descriptions and image uploads are the responsibility of the exhibitor and will be completed online in their secure exhibitor page. Once payment for your entries has been received, the links to add your product details will be visible in your secure exhibitor page. Go to [www.iwfatlanta.com](http://www.iwfatlanta.com), click the green Exhibitors tab, click exhibitor login, enter your username and password then look to the right side of your secure exhibitor page for the "Add Product" links. Click the "Add Product" links, enter your descriptions and upload your images.
4. Do not send products, packages, or photos with the entry form.

## Fees and Payment Information

1. Cost for participating in the New Product Showcase is US \$200.00 per each product, photo or scale model entered.
2. Fees must accompany entry form at the time of submission
3. Checks should be payable to IWF 2016. No refunds will be made after the July 22, 2016 deadline.

## On-Site Check-In

1. Entries must be delivered by the contracted IWF 2016 exhibiting company's representative to the Product Showcase on Monday, August 22 and Tuesday, August 23, between 8:00am and 4:30pm. Please include your exhibitor booth number with your entry. Space is limited therefore entries not checked in by 4:30pm on Tuesday, August 23, will only be eligible for display on a first-come, first-served basis.
2. If special on-site assembly is required, exhibitor must provide personnel to complete needed assembly. Labor availability and all costs associated with set-up and removal of entries are the responsibility of the exhibitor.
3. No "previews" or tours of the entries will be permitted during check-in.

## Entry Display

1. The Product Showcase will be open to all buyers and exhibitors during IWF 2016 exhibit hours.
2. Entries will be displayed randomly and identified by a sign listing the product name, the exhibitor's name and booth number.
3. Products must be displayed in a non-operational state, without hook-ups to any power source, as a stand-alone item. Display stands or mountings are acceptable.
4. Photographs should be easel-back mounted.
5. No toxic chemicals or flammable or combustible ingredients will be permitted in the exhibit area unless it is an empty container.

## Security

1. A reputable security firm will be employed to guard entries on a 24-hour basis.
2. IWF will not assume responsibility for losses by exhibitors from theft, damages, etc.

## On-Site Check-Out

1. Exhibitors must show the following two forms of identification: (a) IWF 2016 Exhibitor Badge and (b) a business card.  
The business card will be collected by an IWF staff member and products will be released to respective exhibitor personnel only. There will be no exceptions!
2. Entries may be picked up on Saturday, August 27, from 6:00pm to 9:00pm or on Sunday, August 28, from 8:00am to 12:00pm (noon).
3. Exhibitors expressly agree that IWF has no responsibility for products not claimed by 12:00pm on Sunday, August 28, 2016.

If you have any questions or need more information on the New Product Showcases, please contact:

Brian Chattin  
International Woodworking Fair  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305  
Phone: 404-693-8333  
Fax: 404-693-8350  
E-mail: [bc@iwfatlanta.com](mailto:bc@iwfatlanta.com)



# New Product Showcase Entry Form

Entries limited to eight (8) per company. (Copy this form if entering more than 4 entries.) **Entry Deadline: July 22, 2016**

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_ Web site address \_\_\_\_\_

1. Product Name: \_\_\_\_\_  
Product date: \_\_\_\_\_ We will enter the following: Product Photograph Scale Model  
Entry Dimensions: Width: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Height: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Depth: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Weight: \_\_\_\_\_ lbs.

2. Product Name: \_\_\_\_\_  
Product date: \_\_\_\_\_ We will enter the following: Product Photograph Scale Model  
Entry Dimensions: Width: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Height: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Depth: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Weight: \_\_\_\_\_ lbs.

3. Product Name: \_\_\_\_\_  
Product date: \_\_\_\_\_ We will enter the following: Product Photograph Scale Model  
Entry Dimensions: Width: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Height: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Depth: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Weight: \_\_\_\_\_ lbs.

4. Product Name: \_\_\_\_\_  
Product date: \_\_\_\_\_ We will enter the following: Product Photograph Scale Model  
Entry Dimensions: Width: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Height: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Depth: Ft: \_\_\_\_\_ In: \_\_\_\_\_ / Weight: \_\_\_\_\_ lbs.

Entry fee is us\$200.00 per product. Enclosed is a check for \$ \_\_\_\_\_ as payment in full for \_\_\_\_\_ entry (or entries) in the IWF 2016 New Product Showcase.

I have read and understand the New Product Showcase Rules and Regulations. I hereby certify that I am duly authorized representative of my company and that I have read and agreed that my company will be bound by the Product Showcase Rules and Regulations and, specifically, that the products entered conform to the eligibility requirements as specified in the Rules and Regulations.

Signature \_\_\_\_\_ Title \_\_\_\_\_

International Woodworking Fair, 3520 Piedmont Road NE, Suite 120,  
Atlanta, GA 30305 USA, Phone: 404-693-8333 Fax: 404-693-8350

*Photocopy this form for your records.*



## IWF Technology Theatre Presentation Order Form

**Deadline: June 17, 2016**

**Cost: \$750 each**

IWF 2016: Each exhibitor has the opportunity to create strong brand awareness for their company's products, services and latest technology advancements during a 20 minute presentation to the IWF attendees as an industry expert!

### How does it work?

IWF will offer the opportunity, on a first-come, first-serve basis, for exhibiting companies to purchase individual 20 minute presentation time slots which will be scheduled at intervals during the first three days of the show.

- There are a maximum of 20 time slots a day beginning at 10 am and ending at 4 pm. There is a 10 minute break between each time slot and an hour break at noon.
- The cost is \$750 for each 20 minute presentation time slot which will be sold on a first come, first served basis.
- With each 20 minute presentation time slot purchased, one product entry for the New Product Showcase is included (a \$175 value).
- The Technology Theatres will be placed in high visibility locations within the exhibit halls and adjacent to the New Product Showcase (See diagram on the following page).
- Each Technology Theatre will include a riser stage with podium, sound system with microphone, screen with data projector and laptop plus one a/v technician during all presentations.
- IWF will produce signs listing presentation schedule for each day which will be on display at the Technology Theatres
- The Technology Theatre presentations are open to all IWF attendees and exhibitors. There will be seating for approximately 50 people in the Theatre that will be available on a first come first served basis.

### Contact Brian Chattin for more information about presentations and time slot availability

Advance payment in full is required with the return of this order form. Presenting companies must be contracted exhibitors in IWF 2016.

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_  
Contact \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
Credit Card Information: ☐ Amex ☐ Visa ☐ MasterCard \*CVV Code \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_ expiration date: \_\_\_\_\_  
Card Holder Name: \_\_\_\_\_  
Card Holder Signature: \_\_\_\_\_

*\*The security code is a 3 digit number on the back of a Visa or MasterCard and is a 4 digit number on the front of American Express*

*\*\*NOTE: A 2% processing fee will be added to the amount entered here for all credit card payments.*

### Return this completed form with full payment to:

Brian Chattin, International Woodworking Fair LLC  
3520 Piedmont Road NE, Suite 120  
Atlanta, GA 30305 USA  
Fax: 404-693-8350  
Ph: 404-693-8333  
bc@iwfatlanta.com

Photocopy this form for your records

#### IWF Use Only

Received \_\_\_\_\_

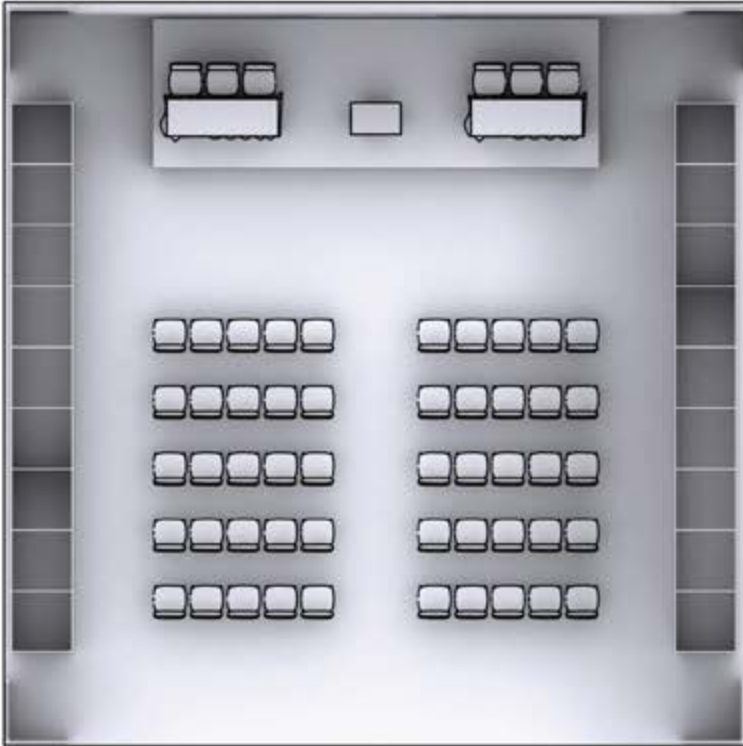
Notified \_\_\_\_\_

Materials Received \_\_\_\_\_



# *IWF Technology Theatre*

## Located in Building B on Show Floor



**Plan View**



**CLICK FOR  
CONTENTS**



# Special Media Coverage & Exhibitor Special Advertising Rates and Packages

**Order Deadline: None**  
**Cost: Varies**

## Special Media Coverage & Advertising

*IWF 2016 has put together an extensive marketing program with the leading trade publications in the industry to showcase the IWF 2016 exhibitors and their innovative new technology.*

*The special issue coverage will breakdown the show in several targeted special promotion issues designed to promote your products and services to proven buyers of your company's machinery and supplies.*

*The special issue coverage will be target specific to promote the right product categories to the correct targeted woodworking and more industries such as: cabinetry, furniture manufacturing, architectural woodwork, store fixtures, plastics, surfaces & fabrications, sawmills, panel & substrates and more. The issues will provide industry professionals from the small shop to the large plant a preview of the innovative new technology that will be showcased at IWF 2016.*

*The issues will feature editorial coverage, and advertising opportunities to the IWF exhibitors to showcase their company's new technology to the trade publications will provide an in depth look at What's new and What's next for the industry.*

## Special IWF Advertising Packages and Rates

*The leading trade publications will be offering special promotions and packages exclusive to IWF 2016 exhibitors.*

*For more information on taking advantage of their marketing opportunities such as list rental, e-promotion, advertising and more, contact the publication listed following the notes section in the Promotion and Advertising Guide.*

### For additional information or questions, contact:

*Jim Wulfekuhle, International Woodworking Fair  
3520 Piedmont Road, Suite 120  
Atlanta, GA 30305 USA  
Phone: 404-693-8333  
Fax: 404-693-8350  
Email: [jamesw@iwfatlanta.com](mailto:jamesw@iwfatlanta.com)*



**IWF 2016 Promotion and Advertising Guide**  
International Woodworking Fair, LLC • August 24-27, 2016 • Atlanta, Georgia

# Get the Most from IWF!

## Sponsor an all-day Woodworking/IWF Symposium

**Tuesday August 23, 2016**  
**Georgia World Congress Center, Atlanta, GA**

Position your company as an industry leader by sponsoring a symposium at IWF in Finishing, Veneering, or Closets Manufacturing



Photo: Decore-ative Specialties



Photo: Bespoke



Photo: Real Closets

Boost your IWF visibility! Symposia sponsors receive pre-IWF publicity through multiple mentions in:

- Symposia stories in Woodworking Network publications, digital products and on social media
- Symposia digital ads on FDMC Daily Brief, Woodworking Network.com, and FDMCdigital.com
- A 3-page symposia preview in June FDMC and the Official IWF Pre-Show Show Planner

### Symposia Sponsorship Opportunities and Benefits:

#### Knowledge Leader Sponsorship - \$18,500

- Company logo (and link) on all event signage and print and promotional e-blasts for all three symposia: Finishing, Veneering and Closets
- 1 text ad in each symposium section on WoodworkingNetwork.com
- 1 300 x 250 banner ad on the Woodworking Network IWF landing page
- 30 second commercial during Finishing Symposium live stream (sponsor-produced)
- Tabletop at each symposium (sponsor-produced)
- 3-5 minute welcome/remarks to each symposium group
- 6 complimentary symposium passes
- Logo with post-event article in FDMC, on WWN.com as well as IWF website. Closets symposium will also be promoted in Closets and FDMC magazines

#### Signature Sponsorship - \$7,625

- Company logo (and link) on all event signage and print and promotional e-blasts related to the one symposium of your choice: Finishing, Veneering or Closets
- 1 text ad in the chosen symposium section on WoodworkingNetwork.com
- Tabletop at symposium (sponsor-produced)
- 3-5 minute welcome/remarks to chosen symposium attendees
- 2 complimentary symposium passes
- Logo with post-event article in FDMC, on WWN.com as well as IWF website. Closets symposium will also be promoted in Closets and FDMC magazines

#### Exclusive Category Sponsorship - \$5,250\*

- Company logo (no link) on all event signage and print and promotional e-blasts related to the one symposium of your choice: Finishing, Veneering or Closets
- Tabletop at symposium (sponsor-produced)
- 3-5 minute welcome/remarks to chosen symposium attendees
- Sponsorship guarantees exclusivity of your product category except with the Signature Sponsor and/or Knowledge Leader Sponsor
- 2 complimentary symposium passes

**Call your sales marketing manager today to insure you stand out at IWF 2016!**

Emily Rogier  
emily.rogier@woodworkingnetwork.com  
319-640-0656

Rob Roszell  
rob.roszell@woodworkingnetwork.com  
919-949-6897

Renee Stritar  
renee.stritar@woodworkingnetwork.com  
847-345-3437



# GET CONNECTED. get involved.

The National Wood Flooring Association (NWFA) is a not-for-profit trade association representing all segments of the hardwood flooring industry, including manufacturers, distributors, dealers, retailers, installers, inspectors, and consultants. We provide a variety of benefits and services designed to help members run their businesses more successfully.



## Four ways NWFA membership can benefit you:



### TECHNICAL EDUCATION – ADVANCE YOUR SKILLS

NWFA technical education is offered as one-day workshops and multi-day trainings to advance wood flooring professionals' careers and skills. Regional training workshops take place **across the U.S. and Canada**, with the NWFA headquarters location in the St. Louis area serving as the hub of learning activity.



### CERTIFIED PROFESSIONALS – ENHANCE YOUR MARKETABILITY

National Wood Flooring Association Certified Professionals (NWFACP) is a program that establishes and maintains the **quality benchmark for industry professionals**. There are five types of NWFACP certifications. Each certification requires successful completion of written examinations (available online). Several certifications also require hands-on skills assessments.



### NWFA WOOD FLOORING EXPO – CONNECT WITH THE INDUSTRY

The Expo features the **largest trade show exclusively dedicated to wood flooring** products and services in the world. Attendees have the opportunity to network with like-minded peers, see and try the industry's latest products and technologies, and attend educational sessions for Continuing Education Credits.



### TECHNICAL SUPPORT – MAKE NWFA YOUR #1 RESOURCE

The NWFA provides a **toll-free technical support hotline**. An NWFA expert helps to analyze on-the-job technical challenges and assist with determining solutions.

**Learn More: [WWW.NWFA.ORG](http://WWW.NWFA.ORG) | 800.422.4556**

**CLICK FOR  
CONTENTS**



### Sample e-Newsletter



### Blogs

#### The Business About Woodworking

Ut laboriore, sunt optatur audis velendia doluptatios mos adia quistrum lanto endae magnam invelesto iditatquunt reius praepratem ut entem et, ut am, que intibus rem eatist quias arum ... [more](#)

#### In The Field

#### Fall One2One event announced

Ut laboriore, sunt optatur audis velendia doluptatios mos adia quistrum lanto endae magnam invelesto iditatquunt reius praepratem ut entem et, ut am, que intibus rem eatist quias arum ... [more](#)



#### Quincy Compressor buys distributor

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**Noteworthy Festool Tools** voluptinctis autemquam del int. Ed ma eatiatem aut ime ex- plibusam que venim nost eum cusam am est utat eari aliam, comnis quam et quisquias volor ressit, omnim cus audite inusand igenita tiandes numqui dolupta- tio occum di ulparunt et, optas errum et asperferro velendae ... [more](#)

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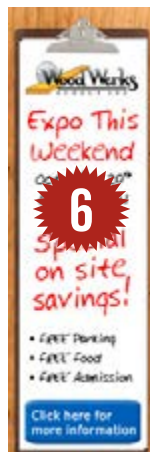


#### Report: Construction spending hit four-year high in July

Ut laboriore, sunt optatur audis velendia doluptatios mos adia quistrum lanto endae magnam invelesto iditatquunt reius praepratem ut entem et, ut am, que intibus rem eatist quias arum ... [more](#)

#### IWF endorses StonExpo/Marmomacc Americas 2016

Ut laboriore, sunt optatur audis velendia doluptatios mos adia quistrum lanto endae magnam invelesto iditatquunt reius praepratem ut entem et, ut am, que intibus rem eatist quias arum ... [more](#)



### Reach over a half million

WoodTech News will be the only weekly frequency program sent to the largest audience of those most likely to attend the IWF 2016 show – Why? Because it starts with the IWF's database and grows as show registration increases. We will also augment its audience with Woodshop News readers – but its core comes from the IWF's past and future attendees.

### 14 weekly e-Newsletters

Commencing May 15<sup>th</sup> - weekly - through to the IWF show

### Estimated Distribution: 42,000+ per week/release

(14 x 42,000 = 672,000 total impressions)

Sponsorship Programs will lock-in your position for the entire 14-week (or alternating 7X) run of eNewsletters. A matching secondary ad position will also display on the article landing pages, where the full article content resides for the entire 14 week run.

We all know that most eNewsletters never get a 100% read-through; but when you are there weekly, you will gain the reader's attention, increasing your brand recognition & booth traffic.

### DEEPEST REACH • HIGHEST FREQUENCY ULTIMATE RESULTS

#### Sponsorship Program:

Advertising rates range from \$6,500 to \$2,750  
Depending on position and frequency.

**Top Banner**  
728 x 90 px

**Middle Banner**  
468 x 90 px

**AD #4, 7**

**AD #5, 6**

### AD SPECIFICATIONS

Acceptable Files: JPEG and GIF. All files not to exceed 40k or exceed 15 seconds of animation.

**Submit Press Releases to:**  
Editorial@woodshopnews.com  
(include your Booth Number)

#### Sales Contacts:

800-444-7686

Rory Beglin: x 242 • rory@woodshopnews.com

**AD #2, 3**


**Skyscraper**  
125 x 250 px

**Tower**  
125 x 375 px

**CLICK FOR CONTENTS**

# 2016 IWF Black Book Info

## ***A single ad provides print, digital and online marketing***

- 
- WOODSHOP**  
Shaping the Successful Shop<sup>®</sup>  
**NEWS**
- IWF 2016**  
**BLACK BOOK**  
SHOW PLANNER
- 
- GEORGIA WORLD CONGRESS CENTER  
ATLANTA, GEORGIA  
AUGUST 20 - 23, 2014
- SUPPLEMENT TO WOODSHOP NEWS

- **FREE** Press Release coverage in Black Book
- **FREE** Embedded Video, included in all Digital Releases
- **FREE** logo placed on show floor map within the Black Book

**Advertising  
Deadline - July 1**

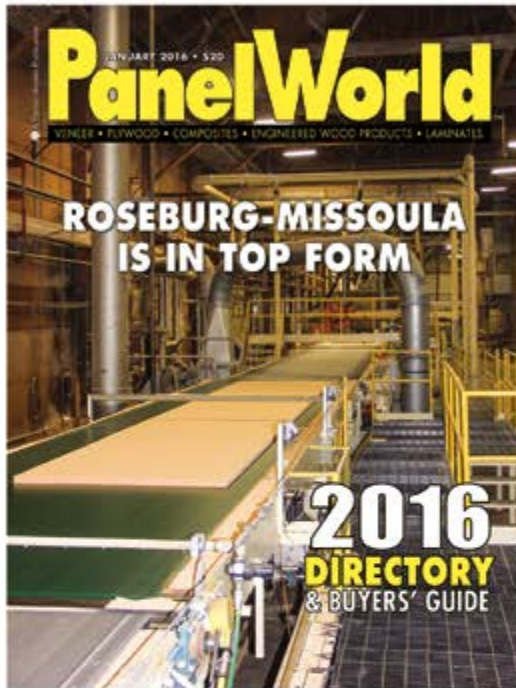
a division of   
MULTIMEDIA VENTURES INTERNATIONAL

10 Bokum Road, Essex, CT 06426 • PHONE: 860-767-3200 • E-MAIL: [sales@woodshopnews.com](mailto:sales@woodshopnews.com) • [www.woodshopnews.com](http://www.woodshopnews.com)





# Hatton-Brown Publishers, Inc.



# Leaders In The Field

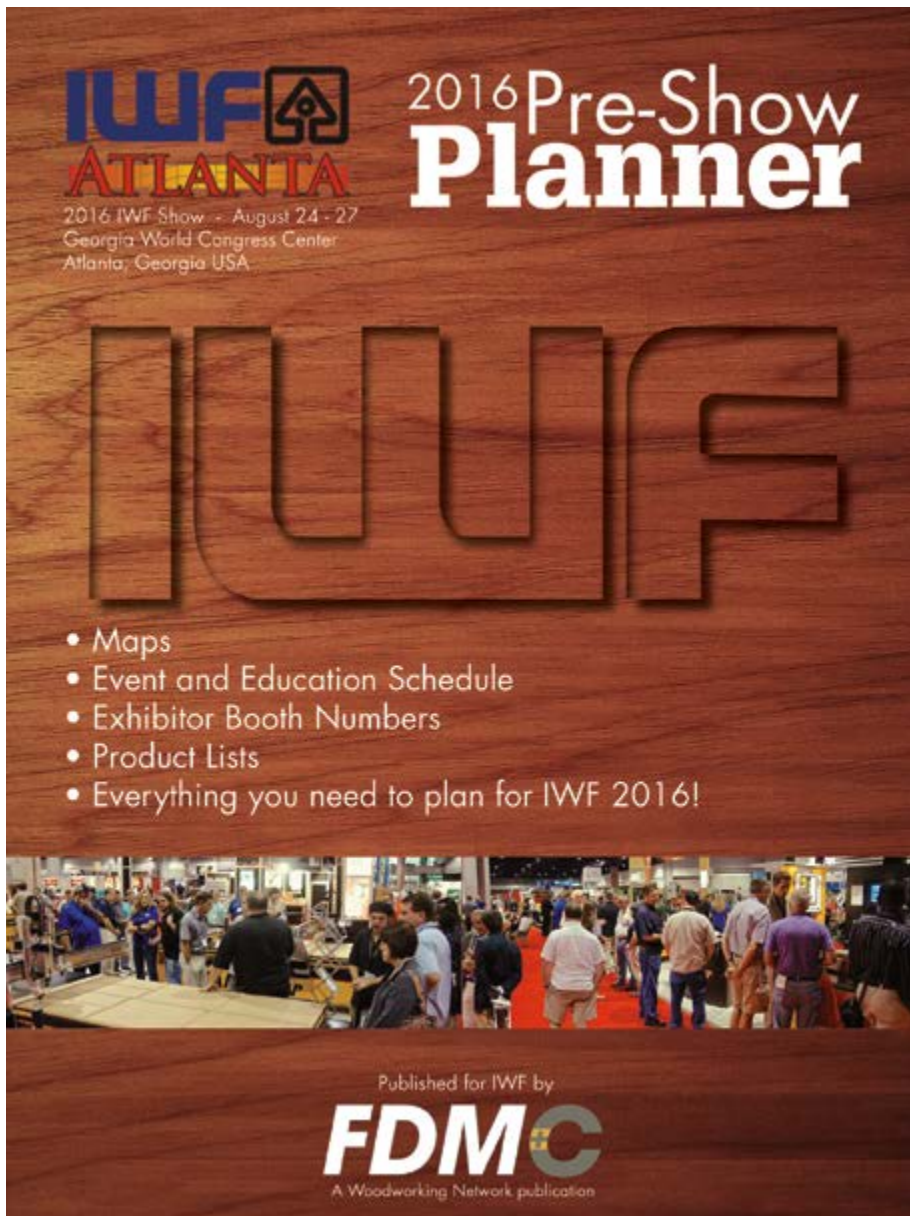


# 3 Reasons Why

*FDMC's Official IWF Show Planner*  
*is your Best IWF show promotion tool*



**#1 Extended Reach:** - Mailed with the June FDMC magazine to 78,000\* woodworking decision makers, the official IWF Pre-Show Planner also gets delivered with the July and August digital editions of FDMC -- and gets distributed to the IWF pre-registration list. That's more than 200,000 total impressions!



**#2 Outstanding Value** - Regular FDMC advertisers can use your contract rate. Or, here are open rates for the Official IWF Show Planner by FDMC:

Spread.....	\$6,295	1/2 page.....	\$2,450
Full page....	\$4,195	1/3 page....	\$1,725
2/3 page...	\$2,795	1/4 page....	\$1,195

*Advertising in the Official 2016 IWF Pre-Show Planner is reserved for IWF Exhibitors Only!*



**#3 Exclusive and Engaging Content for Maximum Readership** - This is *the* official pre-show publication for IWF event registrants – your current and potential customers! Attendees will keep and refer to the planner as they schedule their time at IWF. The planner includes important attendee information: exhibitors and booth number lists, maps of the show floor, top product information and photos, educational seminars and event schedules.

*Plus...*industry and event insights from veteran FDMC editors and IWF.

## **Closing:**

Space - May 13  
Material - May 20

## **Published:**

June 2016

\*Publisher's Statement, 2016.



A Woodworking Network publication

**Contact Your FDMC/Woodworking Network Market Manager today!**

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919-949-6897

Renee Stritar  
renee.stritar@  
woodworkingnetwork.com  
847-345-3437



## Be "Most Viewed" at IWF 2016

Check out these blockbuster video opportunities brought to you by IWF and Woodworking Network.

### IWF-TV

- Daily News - Every day of the show IWF will deliver up-to-date news from the show floor via in-room hotel TV, on show shuttle buses as well as the convention center kiosks. Woodworking Network, FDMC Digital and IWF websites will also include the news feeds.
- The IWF-TV Channel newsfeed will also include advertisements from exhibitors.
- The newsfeed and advertisements will be a continuous loop each day.

Here's how you can generate additional exposure and booth traffic using the IWF TV Channel:



### Title Sponsorship

LIMIT 1 per day at \$10,000.00  
**DAY 1 is SOLD!!**

- The Title Sponsorship is sold daily and includes these great benefits to the sponsor -
- Your brand image will be watermarked over the day's Daily News Broadcast
  - The IWF Daily News anchor will tape segment introductions and will conduct interviews at your booth of attendees and your key personnel.
  - Your company will be acknowledged throughout the broadcast during your day.
  - A banner ad - clickable on the three websites and linked to your website - will display during your advertorial spot.



### IWF-TV Advertorial

LIMIT 3 per day at  
\$3,800.00 per video  
[Here's an example of an Advertorial video!](#)

- The IWF TV anchor will come to your booth to film your 2-3 minute advertorial.
- The advertorial will run in the newsfeed on the following day.
  - You will receive a copy of your video to use on your website or email promotions.
  - Woodworking Network, FDMC Digital and IWF will post your video on their websites on your day.
  - Woodworking Network will e-blast your video during the next week to its entire e-database.



### IWF-TV Commercials

LIMIT 6 per day at \$1,800.00 per day  
or \$4,495 for all 4 days

- Submit your 30 second commercial, pre-produced advertisement to be included in the IWF TV Channel.
- Your advertisement will also appear on Woodworking Network, FDMC Digital and IWF websites on your day.

**Call your sales marketing manager today to insure you stand out at IWF 2016!**

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emily.rogier@woodworkingnetwork.com  
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Rob Roszell  
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renee.stritar@woodworkingnetwork.com  
847-345-3437







## Be "Most Viewed" at IWF 2016

Expand your reach with this live streaming opportunity brought to you by Woodworking Network.



### YOUR BRAND LIVE from your booth during IWF 2016

LIMIT 3 per day at \$15,000.00 per event

[Click here for more information about live streaming with Woodworking Network!](#)

Woodworking Network will help you produce an interactive and memorable event at your booth during IWF 2016. Our crew of video professionals and editors will facilitate a discussion with your company expert and our audience whether live at the show or through social media. This media has proven successful to companies launching a new technology or product that requires a more in-depth explanation as to how the product or process will benefit the purchaser. It also provides a strong venue for companies to demonstrate their knowledge and commitment to a specific product category or process. It should be more instructional vs. advertising for the best viewership.

#### Here's how it works:

You decide on a product or process that will resonate with a woodworking audience. You create either a presentation or a Q & A session (we will ask the questions). While the actual event is occurring our social and online audience are invited by our social editor to submit questions of your expert. The interviewer (our staff) will read to you the questions that are being submitted via twitter.

The audience at your booth will also be allowed to ask questions. All of this impromptu discussion is included in the video and will be live streaming on [woodworkingnetwork.com](http://woodworkingnetwork.com).

In addition to the professional video production crew and interviewer you will also receive these deliverables:

- The final video to air on your website
- Social Media promotion through Facebook and Twitter, personalized #hashtag
- Print ads in each of the show dailies, Wednesday - Friday
- Dedicated custom e-blast to IWF attendees, Woodworking Network and FDMC digital audiences.
- Text ad in two daily Woodworking Network Daily Brief e-newsletters
- News Article written by Woodworking Network editor and posted online and in the Daily e-newsletter

**Call your sales marketing manager today to insure you stand out at IWF 2016!**

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847-345-3437





» 'SUPPLY2BUILD,

# Creative Portal

Understanding the  
Business Case for  
*Creativity* in  
every day situations.

## Supply2Build

**interlinks the Supply & Buyer Chain  
for the first time online.**

See what we can do for you today. Visit us at <http://supply2build.com/> now.