



First-Time Exhibitor Benefits

As an IWF exhibitor, you are part of the largest and most important event in the North American woodworking industry. The following benefits are available to you. Features and opportunities only IWF can deliver....some at no cost and others are not, but if you are looking to gain brand recognition or connect with buying power of IWF customers we can help you out!

Here is a quick look:

- **Complimentary** complete company listing in the *IWF 2022 Official Directory*
- **Complimentary** company listing in the *IWF 2022 Pocket Guide*
- **Complimentary** company preview in the *IWF 2022 Preview Guide*
- **Complimentary** digital standard listing in the *IWF 2022 Online Directory, myIWFshowplanner*
- **Complimentary** Customer Invitation Program
- **Complimentary** lead retrieval system- (Badge scanner or mobile app)
- **Complimentary** listing on the interactive trade show hall floorplans that include exhibiting name, booth number, and description.
- Your booth space comes with an 8 foot (2.44m) high back drape, 3 foot (.91m) high side rails, and a 7 inch x 44 inch customer identification sign.
- A global brand with unmatched marketing assets: more than a half century of successful trade shows serving the largest names in woodworking.
- Dominant North American market share with strong international reach: Attendees from 49 U.S. states and more than 80 countries.
- Huge buying power: Highly qualified attendees with 95% having direct purchasing power.
- You can schedule press conference to help create noise around a new product or important announcements.
- Proprietary marketing tools and resources available only to IWF exhibitors:
 - **IWF Pipeline Marketing** puts your brand in the inboxes of 40,000-plus select IWF customers now through IWF Attendee List Rental, Digital Ads on IWFATLANTA.com or Digital Ad Retargeting. All is available...
 - Year Round Marketing
 - Pre Show Marketing
 - During Show Marketing
 - IWF Product Finder, the source for locating the machinery, supplies and services that attendees need now.
 - IWF Network News, the custom-published bimonthly reaching more than 39,000 readers.
 - The IWF Education Conference: With sessions lead by experts from throughout the woodworking industry, the IWF Education Conference gives you practical, relevant business skills that you can put into action immediately.
 - IWFATLANTA.com: The industry's go-to resource for product and manufacturer news, latest trends and more.