



Participant Toolkit

WWMM 2023



Introduction

Woodworking Manufacturing Month celebrates that unstoppable force driving woodworking industry growth from its beginning:
Innovation shaping the future.

Thank you for supporting Woodworking Manufacturing Month 2023. You'll find everything you need to participate in the WWMM celebration in the Participation Setup Checklist and information below, as well as at iwfatlanta.com.





Get Started – Participation Set-up

Woodworking Manufacturing Month provides many opportunities, tools, and resources to help promote your business as a wood products industry innovator. Use the following Participation Set-up steps as a guide to ensure success in your participation in Woodworking Manufacturing Month 2023:

- Email the following assets to exhibitorservices@iwfatlanta.com, for promotion on the WWMM section of our website:
 - An image representing your promotion or company: 1200×800 @ 72 dpi; jpg or png; avoid putting text on image
 - Logo: .eps / vector file; to display on white background
 - Brief description of the promotion, event, or your company: 30 words max
 - Headline for your description: 5 words max
 - URL that you would like for us to link to
- Select the participation level that best suits your needs. Details are listed below in the Get Organized section.
- Use the WWMM Toolkit to see the tools and resources made available by IWF to help promote your business.
- Prepare an area on your website where you will share the details of your promotion and your participation.



Get Organized

To help you get started, we have organized the program into three suggested levels of participation. You have committed to WWMM – now just decide which participation level is right for you and start promoting. Find the resources listed in each level in the WWMM Toolkit below.

Level 1: WWMM Basic

- Perfect for participants with limited marketing + promotion team resources.
- Uses ready-to-go Toolkit material only.
- No original programming is required.

WWMM Basic level includes the following assets in **blue**, all provided by IWF to assist you in promoting your participation in WWMM 2023.

- **Proud Participant banner ad: Post on your landing page.**
- **Proud Participant email signature: Add to all staff email signatures.**
- **WWMM round logo: This is your mark of participation. Add to all digital invoicing.**
- **WWMM social media assets: Graphics provided for you to create posts through your social media channels.**



Get Organized

Level 2: WWMM Accelerated

- The right choice for participants with larger marketing program resources and team strengths.
- Uses ready-to-go Toolkit material plus original self-directed content.
- WWMM-focused original email stream expands reach.

WWMM Accelerated level includes the following assets. Those **highlighted in blue** are provided by IWF to assist you in promoting your participation in WWMM 2023.

- **Proud Participant banner ad: Post on your landing page.**
- **Proud Participant email signature: Add to all staff email signatures.**
- **WWMM round logo: This is your mark of participation. Add to all digital invoicing.**
- **WWMM social media assets: Graphics provided for you to create posts through your social media channels.**
- **WWMM 2023 countdown clock: "Countdown to WWMM" clock to post on your home page.**
- Create an organic email: Announce your company's participation with links to IWF's WWMM feature pages.



Get Organized

Level 3: WWMM Advanced

- Multi-layer programming for participants with comprehensive marketing communications resources.
- Uses ready-to-go Toolkit material plus original self-directed content plus higher-level digital tools.
- WWMM-focused promotion and digital programming greatly expands reach.

WWMM Advanced level includes the following assets. Those **highlighted in blue** are provided by IWF to assist you in promoting your participation in WWMM 2023.

- **Proud Participant banner ad: Post on your landing page.**
- **Proud Participant email signature: Add to all staff email signatures.**
- **WWMM round logo: This is your mark of participation. Add to all digital invoicing.**
- **WWMM social media assets: Graphics provided for you to create posts through your social media channels.**
- **WWMM 2023 countdown clock: "Countdown to WWMM" clock to post on your home page.**
- Create an organic email: Announce your company's participation with links to IWF's WWMM feature pages.
- Develop a WWMM organic email series: [Company Name] Innovation Shaping The Future product spotlight series.
- Create a WWMM October sales promotion: "Show Special"-style WWMM product promotion featuring select introductions tied to IWF Product Finder page.
- Set up a WWMM Google Ad paid search: Your branded paid search tied to WWMM participation.



WWMM Toolkit

The WWMM Toolkit consists of tools and resources to assist you in promoting your participation in the event, including digital assets, content, and suggested Participation Ideas, all of which can be found below.

Participation Ideas

You can highlight your company's latest innovations in any way that makes sense for your business. Here are just a few possible ways to participate:

- Run a special promotion around a new product or service.
- Invite customers or prospects on a factory tour, in-person or virtual.
- Invite students from a local technical college or high school to visit your facility, promoting careers in manufacturing.
- Post a series of short videos on social media with people from your business sharing how they innovate in their daily work.
- Video a demonstration of one of your latest products and post it on your website and social channels.
- Send customers and prospects a series of e-blasts about innovations from your company that will make their jobs easier.
- Don't forget to include #WoodworkingManufacturingMonth on all your social media activities.

However you choose to participate, you'll be part of the larger national advertising and promotional campaign produced by IWF to shine a bright spotlight on woodworking industry innovation.



WWMM Toolkit

Logos

Use these logos in emails, on your website, in ads or on social media to support your promotion or event and identify yourself as a participant. Do not alter the appearance of the logos by changing the colors, text or shape.



Tagline

The tagline for Woodworking Manufacturing Month 2023 is **Innovation shaping the future**. You can use this tagline to help guide your ideas for participation, as a headline in copy, and even for calls to action, e.g., "This October, see innovation shaping the future at [company name]" or "Experience innovation shaping the future with [product name]."



WWMM Toolkit

Banners for Website and Email

The banners below can be used in your emails and on your website to help draw people to the area of your site where you are sharing information about your promotion or event.





WWMM Toolkit

Email Signature Addition

Add the WWMM logo and participation statement to your email signature to spread awareness of WWMM. The content can be copied from the browser window and pasted into your email signature.



Proud Participant

Supporting the Tunnel to Towers Foundation

Countdown Clock

Add the WWMM Countdown Clock to your website to help build excitement around your participation.





WWMM Toolkit

Images for Social Media

Use these graphics to create social media posts that promote your participation in Woodworking Manufacturing Month. Don't forget to tag your posts with [#WoodworkingManufacturingMonth!](#)





WWMM Toolkit

Copy about Woodworking Manufacturing Month

You can use the following copy to describe Woodworking Manufacturing Month:

Woodworking Manufacturing Month celebrates that unstoppable force driving woodworking industry growth from its beginning: **Innovation shaping the future.** Across the woodworking landscape, innovation harnesses the power of all the big ideas, solutions, and technology shaping the wood products industry to get things done smarter, faster, and better. Held in October, the Month features events, product specials, and promotions from the industry's most innovative companies to showcase product and technology advances for customers and to attract a new generation to industry career opportunities. Woodworking Manufacturing Month is all about the industry—for everything it serves and everyone it touches.

Woodworking Manufacturing Month was created by the Woodworking Machinery Industry Association (WMIA) and Wood Machinery Manufacturers of America (WMMA) and is developed and produced by the International Woodworking Fair (IWF).

[Sign Up to Participate](#)

