



North America's largest woodworking  
event welcomes you back!

## IWF is where the woodworking business does business.

For hundreds of manufacturers and tens of thousands of attendees, it's the woodworking industry's longest-running hit show. And in 2022, IWF's winning streak is set to continue when the woodworking industry gets back to business in a big way with the first global trade show and conference in North America since 2018. IWF 2022 is where you and your brand must be. And where buyers from across the U.S. and around the world will be looking to do business with you. Here's your preview of what to expect:

- 13 exhibit halls located across Georgia World Congress Center Buildings A, B, C and the new BC expansion (over 1.4 million gross sq. ft. of floor space).
- 542-plus product categories covering all market sectors.
- An all-new global marketing campaign targeting and reaching more than 70,000 IWF attendees and prospects.
- New and newly expanded networking opportunities—including IWF Night At The Tabernacle.
- Comprehensive Conference programming featuring new education offerings.
- All-new exhibitor marketing programs, including free traffic-builder tools.

**As the woodworking industry gets back to business, the global stage for a return to big business is being set now. The stage is IWF 2022—soon, more than ever, where the woodworking business does business.**

## What's new in 2022.

Top new and newly configured Trade Show and Conference features coming in 2022 include:

- New registration locations will be in Building A on the show floor and in the Building C Entrance Lobby.
- New digital exhibitor/product sourcing and locational tools for attendees.
- New digital marketing tools and resources for direct attendee reach before, during and after the show.
- New onsite traffic-builder marketing and promotional tools and programs.
- New all-show Tabernacle networking event for exhibitors and attendees.
- New attendee prospecting (never attended) Registration tools and campaign.
- New Tuesday–Friday show pattern.
- New 8:30 a.m.–5:00 p.m. show hours Tuesday to Thursday and 8:30 a.m.–2:00 p.m. on Friday.
- New booth display regulations for easier product presentation.

## IWF 2022 marketing jumpstart.

The IWF 2022 global marketing campaign **starts now** with a continuity program to maintain previous attendee engagement, target and win prospects and set the stage for the show promotion push launching in August 2021. The 2022 campaign will employ an all-channel marketing strategy to deliver global exposure and drive show attendance from across the woodworking industry. Here's a quick preview of the marketing mix and campaign track:

- A massive 18-month digital program targeting and reaching more than 70,000 IWF attendee and prospect records using hundreds of email deployments.
- A multi-channel attendee registration campaign with digital trade ads, email, organic social media, IWF Network News and sponsored emails driving engagement and commitments.
- Targeted social media and website ads, extensive retargeting and search campaigns delivering broad IWF 2022 brand exposure and boosting site traffic.
- A massive trade media digital advertising program employing high-visibility Leaderboard, Banner, Skyscraper and Page-Takeover space in top industry publications – including *Fine Woodworking*, *Kitchen & Bath Design News*, *Woodworking Network*, *Woodshop News*, *Forest Products Report*, *Countertops & Architectural Surfaces*, *PORTE Magazine*, *Powder Coated Tough* and more.
- A digital Show Preview Guide showcasing all IWF 2022 exhibitors and product offerings.

## Kickstarting your 2022 show plan.

Now's the time to make sure your IWF 2022 show plan includes all the essentials – from understanding and optimizing your booth location options during the priority exhibit space assignment process, to setting your show countdown calendar. Here's a quick preview of each – with easy-to-access links giving you direct connection to all important details.

### About the IWF Exhibit Space Priority Assignment System

IWF assigns exhibit space on a Priority Point System, which is determined by seniority and exhibit space size. To be considered for priority space assignment, your application must be received by IWF by the deadline date IWF will send to you by email. The IWF Exhibit Space Assignment Priority System sets forth the policy of International Woodworking Fair, LLC (IWF) and does not constitute a contract or create any rights, contract or otherwise, on behalf of any Exhibitor. IWF reserves the right to modify or discontinue the Space Assignment Priority System at any time.

For complete details, [CLICK HERE](#).

### About IWF Exhibit Space Rates and Discounts

First, and important: **NO PAYMENT IS DUE AT THIS TIME**. Your initial 10% deposit and \$150 contract processing fee is due on May 4, 2021. Booth Space cost for Returning Exhibitors is \$17.05 per square foot. Exhibitors that are not members of either sponsoring association that contract for 3,000 or more square feet of exhibit space will receive a maximum discount of 15% on contracted exhibit space from 3,000 to 5,000 square feet. Association members in good standing may receive a maximum discount of 20% on the first 5,000 square feet of contracted exhibit space.

## Kickstarting your 2022 show plan. *(continued)*

For exhibitors contracting for more than 5,000 square feet of exhibit space, the cost is \$4.00 per square foot for the additional exhibit space over 5,000 square feet. The rate for double decker exhibit space is 50% of the per square foot of exhibitor's space rate. Association and exhibit space discounts are not combinable and will be applied after your space has been assigned and will be reflected on the invoice.

### **About Key 2021/2022 Show Calendar Dates**

The IWF 2022 master show calendar includes many important deadlines for every aspect of your show planning – from space confirmation to move-in. Once your booth space has been confirmed, you can find the important dates and deadlines on your Exhibitor Dashboard Checklist.

### **For more information, please contact the IWF Sales Team:**

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