

**Woodworking  
Network**  
proudly presents

# Cabinets & Closets

*Conference & Expo*

# 2017

Machinery, products,  
technology and  
education for  
manufacturers,  
designers and  
specifiers of  
cabinetry,  
furnishings,  
closets and other  
organization  
systems



**April 11-13, 2017**

**Renaissance Schaumburg Convention Center  
Schaumburg, IL**

**April 11: 8:00 a.m. - 6:00 p.m. – CONFERENCE & PLANT TOUR**

**April 12: 10:00 a.m.- 5:00 p.m. – EXPO HALL**

**April 13: 10:00 a.m. - 3:00 p.m. – EXPO HALL**

**[cabinetsandclosetsexpo.com](http://cabinetsandclosetsexpo.com)**



Conference Partners:



# ONE Dynamic Marketplace for TWO Hot Sectors in Wood Manufacturing

If you provide products, machinery or services to cabinet and closet manufacturers, specifiers or designers, this is *the* annual event for your business. No other industry event focuses specifically on cabinets, closets and storage solutions.

At Cabinets & Closets Conference and Expo, exhibitors will meet closet professionals who have broadened their business scope to include kitchen and bath as well as custom cabinet manufacturers also doing business in closets, garage and other organization systems.

With its national reach and personal show atmosphere, Cabinets & Closets Expo Floor is the ideal place to see good customers and secure new business opportunities!

## Cabinets & Closets attendees look for these products on the Expo Floor

Acrylic Parts

Adhesives & Glues

Cabinets, Doors & Components

CAD/CAM

Closet Doors & Components

Composite Panels

Computer Software

Cutting Tools Decorative Laminates & Board Products

Drawer Parts/Accessories, Glides & Slides

Edgebanding Materials

Fastening & Assembly Systems

Finishing & Sanding Equipment

Garage Flooring & Coatings

Garage Systems & Components

Hangers, Hinges

Home Office & Components

Home Theatre & Components

Hooks

Ironing Products

Knobs and Pulls

Laundry Rooms & Components

Lighting

Liners

Locks

Melamine Panels

Mouldings & Trim

Overhead Storage Systems

Portable Power Tools

Racks for Stacking & Storage

Raw Materials

Rods & Poles

Shoe Storage

Software

Solid Surfaces

Veneers & Plywood

Wall Beds & Hardware

Wall Systems

Wine Storage

Woodworking Machinery

Woodwaste management/dust collection



# Attendee Demographics

A survey of 2016 attendees provides this insight to the audience you will reach at Cabinets & Closets:

## Primary Business



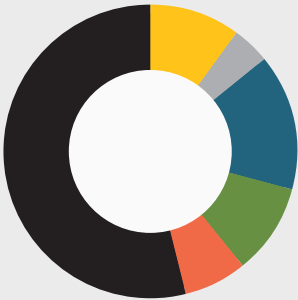
- 36%** Cabinets
- 20%** Closets/Garage/Storage Systems
- 9%** Dealer/Distributor
- 6%** Architectural Woodwork
- 9%** Homebuilding & Remodeling
- 16%** Other
- 4%** Furniture & Fixtures

## Number of Employees



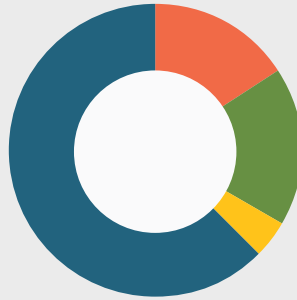
- 13%** Over 100
- 8%** 50-99
- 11%** 20-49
- 16%** 5-9
- 15%** 10-19
- 36%** 1-4

## Job Function



- 54%** Owner & Corporate Manager
- 10%** Designer
- 4%** Plant Manager
- 15%** Sales & Marketing
- 10%** Homebuilding & Remodeling
- 7%** Manager/Director

## Purchasing Influence



- 60%** Approve/Final Say
- 17%** Specify Supplier
- 15%** Recommend
- 15%** Sales & Marketing
- 4%** No Role

## Backed by Industry Authorities

Cabinets & Closets Conference and Expo is a Woodworking Network event under the ownership of CCI Media, LLC.

Woodworking Network is home to the wood products manufacturing industries' leading print, digital and online communications products and live events that include WoodworkingNetwork.com, FDMCdigital.com, FDMC, Closets, RED BOOK, The Daily Brief and WMS – Canada's Largest secondary wood products manufacturing event.

The 2017 Cabinets & Closets Conference on April 11 is produced in partnership with the Association of Closet and Storage Professionals (ACSP) and the Cabinet Makers Association (CMA).



ASSOCIATION OF CLOSET AND STORAGE PROFESSIONALS

### Association of Closet and Storage Professionals

- North American trade association helping members improve and grow their businesses
- Members are companies that design, manufacture and/or install closet and storage systems to end-users as well as suppliers to closet and storage companies



### Cabinet Makers Association

- Comprised of professional custom cabinet and woodworking firms located throughout North America
- Offers numerous accredited educational and networking opportunities for both residential and commercial cabinetmakers and woodworkers to share their knowledge and experience for the good of the industry

“ The design and product knowledge gained at this year's show was unmeasurable. I am already using the new techniques I learned, and some of the new products in my designs. I can't wait for next year! - Wendy Scott, Designer  
*Sophisticated Storage Solutions* ”



## Excellent location in Chicago Northwest!

The midwest and its neighboring regions are home to numerous wood manufacturing companies, and Chicagoland is easily accessible from other parts of the country and Canada.

Fantastic turnout in 2015 and feedback from exhibitors and attendees alike make the Renaissance Schaumburg Convention Center the ideal location for 2017 Cabinets & Closets Conference and Expo.

The Renaissance Schaumburg Convention Center conveniently offers exhibitors the best in exhibiting experience:

- Complimentary parking for exhibitors and attendees
- Guaranteed room rate of \$159 per night if booked by the deadline date
- Exhibitors can set up their own booths and use pallet jacks to bring in their own freight from rental trucks driven by company employees
- Complimentary wi-fi offered in the lobby and public spaces
- First-class dining, shopping and entertainment are available on-site and within a short drive including:
  - ♦ Four convention center restaurants ranging from a Starbucks to Sam & Harry's Steakhouse
  - ♦ Popular restaurants within three miles include Weber Grill, Morton's, PF Chang's, Shaw's Crab House and much more
  - ♦ The largest shopping center in Illinois - Woodfield Mall

The convention center is 15 miles from O'Hare International Airport and 30 miles from Chicago Midway International Airport and the region's top travel destination - Chicago!

## Your Cabinets & Closets Exhibit Booth includes:

- Carpeting (Linear and Island Booths)
- 8' back drape and 3' side drape for linear booths
- ID sign for linear booths
- One exhibitor press release and one hi-res photo on WoodworkingNetwork.com and FDMCdigital.com
- One company and product listing in pre-Cabinets & Closets special sections in March FDMC and February Closets Magazine
- OnLine Exhibitor Listing: Minimum of six months pre/post-show visibility including your key contact information and product category listings on CabinetsandClosetsExpo.com
- Listing, booth number and company description in Cabinets and Closets Show Directory
- VIP code to invite unlimited customers to the show floor as well as free access to Cabinets & Closets show marketing templates
- Discounted registration to April 11 conference
- Options to engage with April 11 conference through conference sponsorships

Cabinets & Closets Conference and Expo is promoted by Woodworking Network in print, digitally and online. The event is also promoted by conference partners, the Association of Closet and Storage Professionals (ACSP) and Cabinet Makers Association (CMA); and supported by the Wood Machinery Manufacturers Association (WMMA) and other industry associations and outlets.



## Elevate your brand by Adding the Following Opportunities to your Cabinets & Closets 2017 Marketing Plan

**Registration Kick Panels:** Be the first thing attendees see when they arrive for the conference and expo and the last thing they see leaving for the night. Registration kick panels let you brand an area where EVERY attendee has to stop - \$2,000

**Lanyards:** Lanyards distributed to all the attendees to wear throughout the week. Have your branding on every attendee. Sponsor responsible for production - \$1,500



**Carpet Decals:** Stand out from the crowd with the high impact aisle carpet decals. A package of four - 4'x4' decals with your company name or logo front and center - \$1,600



**Show Directory Ad:** Full page, full-color ad in show directory distributed to every attendee; directory includes floor map and essential attendee information - \$800

**Industry Awards Reception:** Well-attended April 11 cocktail reception and awards presentation for industry award nominees, conference attendees and ticketholders - 3 available, call for pricing



**April 11 Conference Luncheon:** Seated luncheon for all conference attendees and ticketholders gives sponsors an opportunity to address the audience, provide hand outs and be promoted in all pre-show, post-show and onsite promotion - 2 available, call for pricing

**April 11 Conference Plant Tour:** Invite conference attendees and ticketholders to visit your facility as part of the April 11 conference - \$1500 plus transportation costs



Sponsorship of conference breaks, education tracks, key note speakers and other opportunities are available. Contact your Woodworking Network market manager or [mlitwicki@heexpo.com](mailto:mlitwicki@heexpo.com) for a complete listing of sponsorship and advertising opportunities.



## Contact Mike Litwicki Today for Exhibit Space and Sponsorship Opportunities

### Cabinets & Closets Expo Management



Mike Litwicki  
Hall Erickson, Inc.  
98 E. Chicago Ave. • Westmont, IL 60559  
T 800-752-6312 • T 630-434-7779 • F 630-434-1216  
ccce@heexpo.com • cabinetsandclosetsexpo.com

### Cabinets & Closets Expo Floor Show Hours

April 12 10:00 a.m. – 5:00 p.m.  
April 13 10:00 a.m. – 3:00 p.m.

### Renaissance Schaumburg Convention Center Hotel

1551 N. Thoreau Dr.  
Schaumburg, IL 60173  
T +1-847-303-4100  
Marriott.com

# Cabinets & Closets 2017

Conference & Expo

“ Closets Expo was a very good show and we were thrilled to meet so many local companies who currently were not purchasing from us. - Dave Phillips, Executive Sales Mgr., HandiSolutions ”

**Woodworking  
Network**

**FDMC**  
Best Practices in Woodworking Technology & Business

**Closets**  
STORAGE SOLUTIONS FOR THE HOME AND GARAGE

 **Cabinet Makers Association**

  
ASSOCIATION OF CLOSET AND STORAGE  
PROFESSIONALS