



WPE

Wood Pro Expo
LANCASTER CO.

*Returning in 2019
to the Spooky Nook
Sports Center*

EXHIBITOR PROSPECTUS

October 17 & 18, 2019
Spooky Nook Sports Center

75 Champ Blvd. • Manheim • Lancaster County PA

A regional marketplace for woodworking professionals
in furniture, cabinets, millwork, fixtures, storage solutions
and other wood products

SHOW SCHEDULE

MOVE IN

Tuesday, October 15

1:00 pm - 4:30 pm –

Wednesday, October 16

8:00am – 4:30 p.m.

THURSDAY, OCTOBER 17

EXHIBITS

9:00am – 5:00pm

FREE KEYNOTE

8:00am – 9:00am

FRIDAY, OCTOBER 18

EXHIBITS

9:00am – 3:00pm

FREE KEYNOTE

8:00am – 9:00am

MOVE OUT

Friday, October 18

3:00pm – 7:00pm

To reserve booth space,
advertising or sponsorship
opportunities, please contact:

Lewis Goldman
lewis@woodproexpo.com
800-969-2212

Wood Pro Expo events serve professional woodworkers by showcasing top businesses and brands —machinery, hardware, software and other supplies and technology — right in the mid-atlantic region where wood product manufacturers do business. Our regional format allows attendees to schedule minimal time out of the shop to find the latest technologies and learn about the newest trends in wood products manufacturing.

Wood Pro Expo Lancaster's two-day run October 18-19, 2018 drew nearly 700 attendees and attracted more than 65 exhibitors in 12,000 sq. ft. of exhibit space. According to Lewis Goldman, managing partner, feedback from attendees and exhibitors will be evaluated to make the 2019 event even better. "Educational features such as the Running Machinery Program and our classroom sessions and keynotes are very important to us," he said.

According to a recently conducted survey of 2018 Wood Pro Expo Lancaster attendees, 84% said they would attend a Wood Pro Expo event in the future. Here are some other Wood Pro Expo Lancaster attendee demographics:

- 80.5% have been in the industry for more than 10 years and another 13% have been in the industry for at least a year
- More than 50% drove 25-100 miles to attend the event
- 97.5 % either specify, recommend or are the final decision-maker on purchasing for their company

Wood Pro Expo attendees are primarily in:

- Cabinet Manufacturing
- Furniture Making
- Architectural Millwork
- Retail Fixture and Commercial Casework
- Remodeling

WPE attendee role in decision-making:

- 64% final decision-makers
- 30% specify
- 34% recommend



EDUCATION DRIVES WOOD PRO EXPO LANCASTER!

RETURNING IN 2019 — WOOD EDUCATION DEMONSTRATIONS ON THE SHOW FLOOR

Exhibitors who reserve 400 sq. ft. or more of booth space can make their machinery demonstrations part of the Wood Pro Expo education schedule.

Add the exhibitor "Running Machinery" package to your exhibit space order.

Running Machinery exhibitors:

- commit to a minimum of 400 sq. ft. on the show floor
- agree to set two demonstration times on October 18 & 19 to do a 15-20 min. demonstration of their running machinery.

WPE will provide Running Machinery exhibitors:

- 100 extra square feet for a "viewing gallery gathering space" in their booth
- free electricity to the machine in operation
- social media-style video of the machinery
- demonstration shot on the show floor during the demonstration, and that demonstration video posted to woodworkingnetwork.com and WWN social media channels
- exhibitor's presentation times will be added to the official WPE education schedule and promoted as part of the WPE education programming

Invite your customers to see your machinery in action!

Demonstration times are limited and are on a first-come, first-served basis. Reserve a Running Machinery package with your booth order now!



WOOD PRO EXPO INDUSTRY EDUCATION SESSIONS

Wood Pro Expo will also feature industry education sessions that address many of the challenges show owners and managers face in the day-to-day operation of their businesses. The educational program brings real world solutions that attendees can implement quickly and effectively.

Pricing, CNC, employee recruiting, finishing, lean, business software, safety and shop tips and trends are sample topics covered in Wood Pro Expo education sessions.

Interested in presenting a Wood Pro Expo education session? Contact harry.urban@woodworkingnetwork.com for consideration and guidelines.



The Spooky Nook Sports Center/WareHouse Hotel at the Nook

Conveniently located in the heart of woodworking country!

- 32 miles from Harrisburg
- 85 miles from Philadelphia
- 15 miles from Lancaster, PA

600,000 square feet of event space

130 rooms on-site and fitness amenities you won't find anywhere else

On-site casual dining and cocktails at the Forklift and Palate Restaurant, an All-American restaurant offering farm-fresh ingredients and local flavors

SPONSORSHIP OPPORTUNITIES

Wood Pro Expo offers many sponsorship and advertising opportunities to meet every need and budget. These opportunities allow exhibitors to extend their exhibit program to reach beyond their booth space. From directory advertising to list rental and show lanyards to signage, you can work with our sales team to develop the program that is right for you.

SPONSORSHIPS AND BRANDING

LANYARDS: \$1,500. Have your brand on every attendee. Sponsor provides 750 double clip lanyards

CARPET DECALS: \$750 each, 2 available. Stand out from the crowd with high-impact carpet decals

STANDING SIGN BOARD: \$850. A one-meter, double sided sign with your messaging will be placed in a high traffic area

TOTE BAGS: \$1000. Your logo on a tote bag and insert given to every attendee at check-in. Sponsor provides 750 qty

TOTE BAG INSERT: \$300. Available only if a tote bag sponsor is secured. Sponsor provides 750 qty

KEYNOTE SPEAKER: \$1,000 each, 2 available. 1-hour presentation on Oct 18 & 19 just before the show floor opens.

CREATE YOUR OWN BREAKFAST, LUNCH OR RECEPTION: \$1,500. Sponsor hospitality or educational event that advances your business objectives. We will help coordinate and promote a business gathering right at the convention site for any size group with your client list and Wood Pro Expos attendees. Sponsor responsible for all food & beverage, AV or staging rental

ADVERTISING

WOOD PRO EXPO LANDING PAGE DIGITAL ADS:

Contact your Woodworking Network Market Manager or carroll.henning@woodworkingnetwork.com

WOOD PRO EXPO SHOW GUIDE ADS: Floor plan and exhibitor listing distributed to all WPE attendees.

Color – Full page – \$750 – 6" x 10"; Back cover \$850



WHAT ATTENDEES SAID ABOUT WOOD PRO EXPO 2018

“Great resource for small to medium sized shops.
Always worth the time.”

Don Burkard, Owner Burkard Custom Cabinetry

“Excellent resource , Thanks for having this in our
region.”

Joel Sollenberger, Partner,
Sollnberger Construction LLC, Chambersburg PA

“Great place to meet suppliers, and gather info to
accommodate future growth in your company.”

“Wood Pro Expo was fun to meet other
professionals in the industry.”

“Wonderful experience for new companies in
the industry!”

“I enjoyed the show and talking to all the sales
reps about the products they offer. Education is
key to success.”

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