

WPE™

Wood Pro Expo

LANCASTER CO.



*Returning in 2018 —
bigger & better venue
in Lancaster County!*

SHOW SCHEDULE

MOVE IN

Monday October 15 –
Wednesday, October 17
8:00am – 10:00 p.m.

THURSDAY, OCTOBER 18

EXHIBITS 9:00am – 5:00pm
FREE KEYNOTE 8:00am – 9:00am

FRIDAY, OCTOBER 19

EXHIBITS 9:00am – 3:00pm
FREE KEYNOTE 8:00am – 9:00am

MOVE OUT

Friday, October 19
3:00pm – 8:00pm

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

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

EXHIBITOR PROSPECTUS

October 18 & 19, 2018

The Warehouse Hotel at the Nook

75 Champ Blvd. • Manheim • Lancaster County PA

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



Wood Pro Expo events serve professional woodworkers by showcasing top businesses and brands — machinery, hardware, software and other supplies and technology — right in the 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 product manufacturing.

According to a survey of Wood Pro Expo Lancaster 2017

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

Wood product manufacturers come to Wood Pro Expo to:

- Find products that will help them grow their businesses
- Evaluate and compare products for future purchase
- Meet with and find new suppliers and business partners
- Take advantage of industry education, shop tips and networking

New to Wood Pro Expo Lancaster!

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.



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

The WareHouse 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



A photograph of an exhibition hall with a high ceiling, industrial lighting, and several people. In the foreground, a man in a white shirt and dark pants is looking at a laptop on a white counter. Other people, some wearing hard hats, are visible in the background. A green banner is partially visible behind the counter.

WHAT ATTENDEES ARE SAYING ABOUT WOOD PRO EXPO

"A place to meet other tradesmen and see new vendors or components"

"Always interested in the latest and greatest things on the market and ways to improve what we do already"

"Meet with distributors in my area"

"Easy to navigate exhibit hall and hold focused conversations"

"I like to keep up on new technology and try to keep our company working as efficiently as possible... also like to build and maintain good relationships with local vendors"

WPETM
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