

Live Streaming at the International Woodworking Fair® with Woodworking Network

Add a multi-channel approach to your IWF show marketing

Introduce a new product or service; Answer customer FAQs; Take customers on an AWFS Fair virtual booth tour; Talk industry trends and tips; Celebrate an IWF award or company milestone — If you're exhibiting at IWF, you have information you want to get to new and existing customers.

When you reserve a Woodworking Network live streaming event at IWF, your key messages will be accessible to IWF attendees on-site, to those who couldn't make the show, and to the loyal Woodworking Network audience!

Your brand, your booth number and your event broadcast details will be promoted pre-IWF, on-site at IWF and post-IWF through:



PRINT – in *Closets & Organized Storage* Pre-Show issue, in *FDMC* Pre-Show issue, the IWF Official Pre-Show Planner, and the Official IWF Show Dailies.



ONLINE – on WoodworkingNetwork.com, Woodworking Network Facebook, Twitter and LinkedIn.



DIGITAL – Woodworking Network e-newsletters and e-messages leading up to IWF.



IWF INTERNATIONAL
WOODWORKING
FAIR® ATLANTA

Live Streaming an event with Woodworking Network is a multi-channel reach well beyond a single broadcast and includes:

PRE-IWF

- ▶ An HTML custom e-message (provided by customer) sent to WWN promotional group (35K+) — AND any leads generated by your custom e-message
- ▶ Your logo and live stream description included in two Woodworking Network Live-streaming at IWF e-messages sent to IWF pre-registrants and WWN promotional group—AND any leads generated by our e-messages
- ▶ Multiple pre-broadcast mentions on Woodworking Network’s Facebook, Twitter, and LinkedIn pages
- ▶ Multiple pre-broadcast mentions on WoodworkingNetwork.com and Woodworking Network’s digital newsletters and text ads

ON-SITE AT IWF

- ▶ Your logo and event description included in a Woodworking Network Live Streaming @ IWF full-page schedule in the August 23 Wednesday and August 25 Friday Show Daily
- ▶ Professional, high quality live streaming broadcast for up to 25-mins. transmitted Live from your IWF Booth
- ▶ Your broadcast LIVE on WoodworkingNetwork.com (428K+ monthly pageviews), Woodworking Network Facebook page (54K+ followers), and on Woodworking Network’s livestreaming portal
- ▶ Your broadcast embedded LIVE onto your website
- ▶ Woodworking Network personality to serve as presentation interviewer or host (optional)
- ▶ Amplified sound at your IWF booth during the Live broadcast to encourage attendee engagement

POST-IWF

- ▶ A link to your broadcast on a post-IWF Live Streaming @ IWF e-newsletter to Woodworking Network audience members — AND any leads generated by the WWN newsletter
- ▶ Link to your broadcast online accessible for 12-months for your use

Woodworking Network



Your live stream will be in the spotlight both in-person and online to reach your audience wherever they are.

\$8,138

First Come, First Served!
Only 6 slots available.

CONTACT YOUR MEDIA INTEGRATION MANAGER TODAY.

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