

The International Woodworking Fair® is one of the world's top events for the custom and general woodworking industries. Woodworking Network offers a number of outstanding sponsorship and advertising opportunities to help exhibitors reach attendees and stand out in the crowd at IWF 2022.



### IWF Official Pre-Show Planner

Drive traffic to your booth with this comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate.

- Polybagged and distributed with June FDMC
- Delivered with FDMC June and July digital issues
- Distributed to the IWF pre-registration list

The pre-show planner is worth the investment and is sure to deliver results for you in 2022.

[Refer to standard ad pricing](#)

Ad Closing: 5/11/22 Materials Due: 5/17/22



### Product Sneak Peek Emails - IWF Edition

Build anticipation for your product offerings in advance of the show. For 6 weeks leading up to IWF, we'll deliver Sneak Peek emails dedicated to showcasing exhibitors and their products to our Woodworking Network subscribers. This text ad opportunity includes your product image, a headline and 50 words of body copy, including your booth number at the show.

6 spots available per distribution.

**Distribution Dates:**

7/19/22 | 7 ~~SOLD~~ 2 | 8 ~~SOLD~~ 2 | 8 ~~SOLD~~ 2 | 8 ~~SOLD~~ 2 | 8 ~~SOLD~~ 2

### FDMC Preview Issues and Bonus Distribution

July **FDMC** is the IWF show issue containing a preview of what to expect and includes all the important show information.

The August issue will include the current IWF happenings just ahead of the show, plus bonus distribution on the IWF expo floor.

[Refer to standard ad pricing](#)

July Ad Closing: 6/6/22

Materials Due: 6/10/22

August Ad Closing: 7/6/22

Materials Due: 7/11/22

### Closets & Organized Storage Preview Issue and Bonus Distribution

The July/August issue will include a preview of closet and home storage exhibitor's products, plus bonus distribution on the IWF expo floor.

[Refer to standard ad pricing](#)

July/August Ad Closing: 6/21/22 Materials Due: 6/27/22

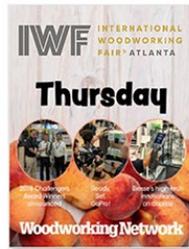




### IWF Official Show Dailies

The only official show daily distributed to all attendees during IWF at the entrances of the Georgia World Congress Center and at the registration desk. Two editions will be distributed, one on the first day and another on the third day of the show, plus digital distribution that will include linking to your website. This comprehensive guide includes the world's largest IWF floor plan with advertisers highlighted plus up-to-date show happenings and things to do after hours, making it a well-received guide for attendees. This is your last-minute value to drive traffic to your booth.

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#### Distribution Schedule:

	Print Distribution	WWN Digital Distribution to non-registered in surrounding states	IWF Digital Distribution to registered attendees
<b>August 22</b>		Edition 1	
<b>August 23</b>	Edition 1		Edition 1
<b>August 24</b>	Edition 1		Edition 1
<b>August 25</b>	Edition 2		Edition 2
<b>August 26</b>	Edition 2		Edition 2

**RATES:** \$3,780 | Spread in both issues  
 \$1,985 | Full page in both issues  
 \$992 | Half page (no islands) in both issues

Ad Closing: 7/23/22 Materials Due: 7/27/22

### Live Streaming at IWF with Woodworking Network

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Reserve a Woodworking Network live stream broadcast at IWF and make your key messages accessible to IWF attendees on-site and beyond. Your brand, booth number and live stream broadcast details will be promoted pre-IWF, on-site and post- IWF through:

- PRINT – in FDMC Magazine and the IWF Show Dailies
- ONLINE – on WoodworkingNetwork.com
- DIGITAL – Woodworking Network newsletters and e-messages
- SOCIAL – on Woodworking Network Facebook, YouTube, Twitter, LinkedIn

**RATE:** \$8,138 | Video Package

### IWF Fair Booth Video

A 3-4 min. video shot at your booth with a Woodworking Network interviewer that promotes your key marketing messages. Your edited video will be distributed electronically post-IWF to Woodworking Network audiences, and available on woodworkingnetwork.com.

**RATE:** \$3,412 | Video



### Closets Symposium and CNC Symposium at IWF Sponsorship | August 22

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The Closets Symposium, moderated by Michaelle Bradford, Editor of *Closets & Organized Storage*, will address the latest trends in the closets industry.

The CNC Symposium presents leading CNC technology pros discussing what's new, what's coming and offering practical advice for new and current CNC users and will be moderated by Will Sampson, Editorial Director of *FDMC*.

A networking lunch will be part of the day's schedule that will unite all attendees from both the CNC and Closets Symposiums.

#### RATES, per sponsorship, per symposium:

Gold: \$6,500

Silver: \$3,500

Bronze: \$2,000



### WWN Conference Session at IWF Sponsorship

[LEARN MORE](#)

The Woodworking Network presents a variety of conference sessions during IWF, providing attendees the latest in woodworking industry thought leadership. Your sponsorship of a WWN conference session affords you prime branding and promotional opportunities.

Sessions available for sponsorship include:

» **Pricing for the Custom Woodworking Shop**

Presented by Will Sampson

» **Seven Ways Shops Can Improve Their Business**

Presented by Will Sampson

» **Working with Designers on Closet & Storage Projects**

Presented by Michaelle Bradford

» **Marketing with Social Media**

Presented by David Biggs & Brendan Linehan

**RATE, per sponsorship: \$1,500**