



WPETM

Wood Pro Expo

LANCASTER, PA.

October 2021 **14-15**

Warehouse at the Nook
MANNHEIM, PA, LANCASTER COUNTY

EXHIBITOR PROSPECTUS

SHOW SCHEDULE

PLANT TOURS Sponsored by the CMA
Wednesday, October 13 | 8:00 AM - 5:00 PM

EXHIBITOR MOVE-IN

Tuesday, October 12 | 1:00 PM - 4:30 PM
Wednesday, October 13 | 8:30 AM - 4:30 PM

*Large, running machine exhibitors will move in Monday, October 11 (between 2:00 pm - 5:00 pm) and Tuesday October 12 between 8:00 am and 1:00 pm.

EXHIBITOR DISMANTLE

Friday, October 15 | 3:00 PM - 7:00 PM
Outbound Freight* Friday, October 15. Carriers must be checked in by 5:30 PM

EXPO FLOOR OPEN

Thursday, October 14 | 9:00 AM - 5:00 PM
Friday, October 15 | 9:00 AM - 3:00 PM

FREE KEYNOTES

Thursday and Friday | October 14-15 | 8:00 AM - 9:00 AM

CONFERENCE

Thursday and Friday | October 14-15 | 10:00 AM - 12:00 PM

NETWORKING RECEPTION

On the show floor
Thursday, October 14 | 4:00 PM - 5:00 PM

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

For exhibit information, contact Lewis Goldman at lewis@woodproexpo.com or phone 800-969-2212



NEW!! IN 2021

ABOUT WOOD PRO EXPO

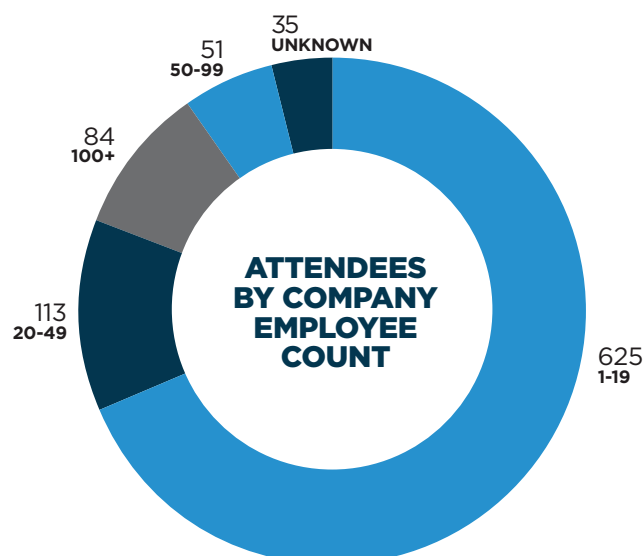
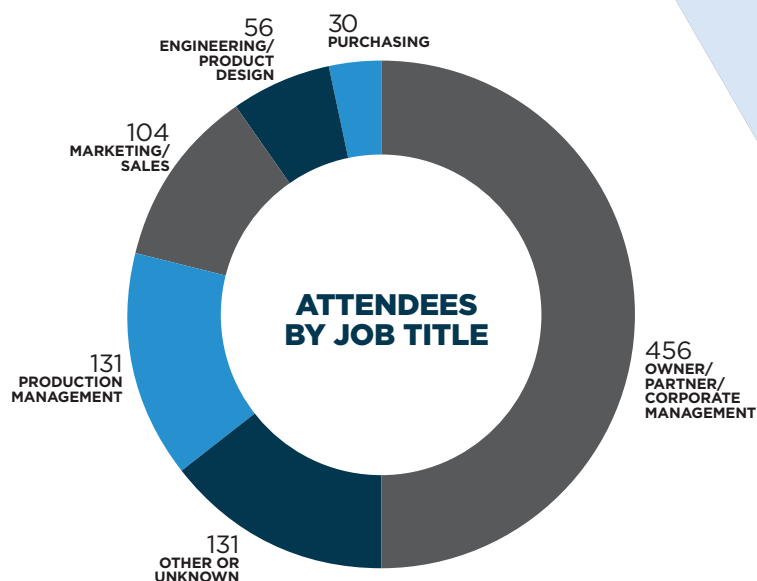
Wood Pro Expo events serve professional woodworkers by showcasing top industry brands in equipment, hardware, software, materials and services. Wood Pro Expo Lancaster is the only professional woodworking event in 2021 to serve the Mid-Atlantic region.

Wood Pro Expo Lancaster's two-day event includes educational opportunities for attendees to help them improve their businesses. Here are some attendee demographics from the 2019 event:

ATTENDEES BY PRIMARY BUSINESS

Residential & Commercial Cabinets	328
Residential & Commercial Furniture	93
Architectural Woodworking & Millwork	119
Custom Woodwork & Other Wood Products	252
Laminator/Panel Processor/CounterTops	18
Dealers/Dist/Wholesalers	52
Education/University	12
Closet & Garage Organization	6
Building Contractor/Remodeler	28

I like to learn more about
woodworking techniques
- 2019 Attendee



CLASSIC MACHINE PAVILION

The Classic Machine Pavilion will be home to standard floor equipment. To participate an exhibitor must take a 20 x 20 space at the return exhibitor rate of \$17.00/sq. ft.

The package will include:

- ⇒ Air and electric.
- ⇒ Named sponsorship of the "Pavilion". Promoted in all of our materials including the floor plan, website, digital and print promotions.
- ⇒ Comped load in and out offered to loading customers' vehicles.

The Classic Machine Pavilion is limited to four exhibitors.

I like seeing new tools and products and see how the latest new machines operate - 2019 Attendee

RUNNING MACHINE PAVILION

To participate in the Running Machine Pavilion, the exhibitor must commit to a minimum of 400 sq. feet of exhibit space and agree to two demonstration times on Thursday and Friday for 15-20 minutes.

WPE will provide you with the following:

- ⇒ 200 sq. feet of space for a "viewing gallery and gathering space for attendees."
- ⇒ Free electricity and air for the demonstrated machinery.
- ⇒ Free PR throughout Woodworking Network's media channels including video posted online, email promotions, machinery demo schedules in print in FDMC and Closets & Organized Storage as well as the official show program.
- ⇒ Signage at registration and on the expo floor.
- ⇒ Local PA system with microphone.

The Running Machine Pavilion is limited to six exhibitors.

Reserve a Running Machine Pavilion package with your booth order now!

Top 3 reasons why you attended Wood Pro Expo 2019

- #1 - Looking for new products
- #2 - Evaluate and compare products for future purchase
- #3 - Looking for specific products

I believe in supporting the vendors in our industry - 2019 Attendee

MORE INFORMATION FROM THE ATTENDEES

Which days did you attend Wood Pro Lancaster?

62% Thursday, October 17
50% Friday, October 18

What is your purchasing influence at your company for machinery and supplies?

70.7% Final Decision Maker
36.2 % Specify or Recommend
5.2% No influence

94%

of Wood Pro Expo attendees are involved in the purchasing process!

How far did you travel to attend Wood Pro Expo Lancaster?

20.7% Less than 25 miles
53.4% 25-100 miles
25.9% More than 100 miles

Will you attend Wood Pro Expo again?

77.6% Yes
19% Maybe
3.4% No

50%

of attendees were new in 2019

It's a good time to meet vendors and customers - 2019 Attendee

SPONSORSHIP OPPORTUNITIES

Wood Pro Expo offers many opportunities for you to stand out and be seen at the expo. Our sales team will help you develop the program that is right for you.

LANYARDS | \$1500. Sponsor provides the double clip lanyards.

CARPET DECALS | \$750 each, 2 available.

STANDING SIGN BOARD | \$850 each, a one-meter, double sided sign with your messaging. Placed in a high-traffic area.

KEYNOTE SPEAKERS | \$1000 each, two available. Includes podium time, logo on signage at the event, registration and in all articles online, emailed or in print about the expo.

TOTE BAGS | \$1000. Sponsor provides the bags.

TOTE BAG INSERTS | \$300. Sponsor provides the inserts. Only available if the tote bag sponsorship is sold.

CREATE YOUR OWN EVENT | \$1500. Invite your customers and prospects to a breakfast, lunch or reception on Thursday or Friday, October 14-15. Woodworking Network will help you promote and invite attendees. WPE will provide the space at the convention site. Sponsor will be responsible for F&B, AV and staging.

DIRECTORY ADVERTISING | Place an ad in the official show guide that all attendees receive and take back to the office for future reference. Ads are 8-1/2 x 11, full color.

\$850 each run of book, covers are \$950 each and available on a first-reserved basis.

Materials are due September 7.



For more information,
contact Lewis Goldman
at lewis@woodproexpo.com or
phone 800-969-2212



woodproexpolancaster.com

**Woodworking
Network**

Woodworkingnetwork.com/events

What's great about the Warehouse at the Nook?

- ⇒ Conveniently located in the heart of Pennsylvania woodworking country!
- ⇒ 600,000 square feet of event space.
- ⇒ 130 rooms all under one roof. Hotel has a full-service restaurant and fitness center.



Only 30 minutes from
the Harrisburg Airport,
1 hour from Philadelphia,
or 1 1/2 hours from BWI.

www.warehousehotel.com