

Woodworking  
Network

The National Event for  
Canada's Wood Industry

**WMS**  
2019

Woodworking Machinery & Supply  
Conference and Expo

**October 31 –  
November 2, 2019**

International Centre • Toronto, CAN

Connect with decision makers at the  
country's largest event for the cabinet,  
furniture and wood products industry.

### Schedule of Events

#### MOVE IN

|  |                   |
|--|-------------------|
| Monday, October 28 (targeted machinery only) | 8:00 am – 5:00 pm |
| Tuesday, October 29                          | 8:00 am – 5:00 pm |
| Wednesday, October 30                        | 8:00 am – 5:00 pm |

#### EXHIBIT HALL OPEN

|                      |                    |
|----------------------|--------------------|
| Thursday, October 31 | 10:00 am – 6:00 pm |
| Friday, November 1   | 10:00 am – 6:00 pm |
| Saturday, November 2 | 10:00 am – 4:00 pm |

#### MOVE OUT

|                      |                    |
|----------------------|--------------------|
| Saturday, November 2 | 4:00 pm – 11:00 pm |
| Sunday, November 3   | 8:00 am – 8:00 pm  |

“Great show and excellent  
opportunity to showcase  
products and meet customers  
and potential customers!”

[www.WMSCanada.ca](http://www.WMSCanada.ca)

## The Professional Woodworking Event for all of Canada

For more than four decades, WMS has connected Canada's professional woodworking buyers with the world's most prominent machinery manufacturers and suppliers. WMS 2017 attracted attendees from 9 Canadian provinces and 2 territories.

Buyers you won't find at other woodworking shows:

- 51% attend no other trade show
- 15% attend AWFS - Las Vegas
- 13% attend IWF - Atlanta
- 7% attend LIGNA Hannover - Germany

Scheduled once every two years, it's a must-attend event for companies looking for sales and enhanced visibility in the lucrative Canadian woodworking marketplace.



## Exceeding Expectations, Achieving Goals!

- 97% of exhibitors indicated that WMS 2017 met or exceeded their expectations for their top 3 objectives. Every exhibitor indicated that the event helped them reach their goals.
- 87% of attendees stated that they plan to attend WMS 2019
- The top two reasons attendees go to WMS is to see new products or evaluate and compare products for future purchases.

“ It is a great spot to see key suppliers, clients, reps and at the same time see what is new that is being offered in the market ”

## Exhibits that Represent the Industry

Manufacturers and suppliers equipment will find WMS to be the perfect venue to expand their footprint in Canada and the U.S.

- Hardware and Fasteners
- Wood Components
- Panel Products, Lumber, Veneer
- Green Products
- Closet, Garage & Home Organization Products
- Panel Processing Machinery
- Solid Wood Processing Machinery
- CNC Machinery
- Cutting Tools
- Sanding & Finishing Equipment & Materials
- Computer Software
- Portable Power Tools
- Wood Waste Management / Dust Collection
- Laminates and Overlays



# Attendee Demographics



## Purchasing Influence

- 69%** Final Decision or Specify
- 25%** Recommend
- 6%** No Influence

## Attendance History

- 57.7%** First Time Attendee
- 42.3%** Previous Attendee

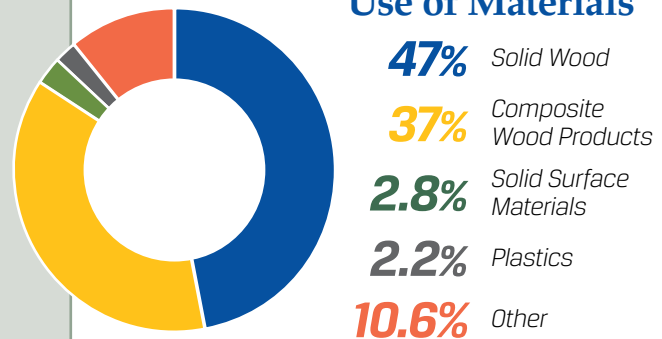
## Number Employees

- 62.3%** Less than 10
- 22.9%** 10-50
- 14.8%** More than 50

## Type of Business

- 24%** Residential and Commercial Cabinets
- 15%** Residential Furniture/Office/Institutional Furniture
- 14%** Cabinets Components and hardware
- 10.5%** Millwork, Moulding, Doors, Windows and Stairs
- 9.2%** Architectural Woodwork
- 2.5%** Woodworking Machinery Dealer or Distributor
- 2%** Equipment, Cutting Tool Services, or Distribution
- 2%** Store & Office Partitions & Fixtures
- 1.4%** Laminate Panel Products
- 1.4%** Veneers, Plywood, Particle Board, MDF, OSB
- 1.4%** Hardwood Dimensions, Components, Flooring
- 16.6%** Other

## Use of Materials



“ The show is always on the leading edge of trend and technology. It is great to bring our staff so they can appreciate the intensity the industry has. It’s always great to see familiar friends. We love the educational benefit and forward thinking it provides our team. ”



## The International Centre

Canada's premier woodworking event returns Halls 1 and 2 of the International Centre – where WMS has enjoyed its highest attendance and record-setting exhibit space. Halls 1 and 2 provide buyers with a seamless transition from hardware to machinery exhibitors and convenient traffic flow to/from registration and food service areas.

Exhibitors and attendees alike prefer the International Centre for its many conveniences:

- Non-union facility
- Ease of move-in and move-out
- Convenient access for local drive-in traffic
- Complimentary parking
- Across-the-street location of Pearson International Airport
- Proximity to Toronto restaurants and nightlife

## Your WMS booth includes:

- 8' back drape and 3' side drape for linear booths
- ID sign for linear booths
- One exhibitor press release and one hi-res photo on [www.wmscanada.ca](http://www.wmscanada.ca)
- One company and product listing in pre-WMS special sections in October FDMC
- Online Exhibitor Listing with a pre and post-show visibility, including product categories
- VIP code and marketing kit to invite unlimited customers to the expo floor
- Discounts to WMS 2019 conferences
- Opportunity to purchase sponsorships at WMS 2019



## WMS Sponsorship Opportunities

### **LANYARDS - \$3,000**

Lanyards distributed to all the attendees to wear throughout the week. Have your branding on every attendee. Sponsor responsible for production

### **BANNERS - \$2,500 to \$3,500**

Brand Halls 1 and 2 by purchasing a banner heading into Halls 1 and 2. You can continue your marketing message after they leave your booth by purchasing these high traffic banner locations. Production, install and dismantle included.

### **TOTE BAGS - \$1,400**

Your Logo will be on every tote bag handed out to all the WMS Attendees. Give them something that will be with them well after they leave WMS 2019. Sponsors responsible for production. Your Logo will be on every tote bag handed out to all WMS Attendees. Give them something that will be used after WMS 2019. Sponsors responsible for production.

### **TOTE BAG INSERTS - \$750**

Provide an insert into the tote bags that is handed out to every attendees onsite and get your messaging in the hands of every one. Sponsor responsible for production

### **STANCHION BOWLS - \$750**

Fill a bowl in registration area with a give-away for attendees as they register. Registration is the first opportunity to reach attendees. Give-away can include buttons, stickers, lip balm and key chains. Sponsor provides give away.

### **WASHROOM DECALS - \$750 PER WASHROOM OR \$3,000 FOR ALL WASHROOMS**

Do something different. Mirror decals will be placed on the washroom mirrors. Purchase one washroom or all decals for a package price. Price includes production, install and dismantle.

### **AISLE SIGNS - \$3,500**

Sponsor the Aisle Signs and get your logo in at least 14 different locations and on a sign every attendee looks to. Price includes production, install and dismantle.

### **METER BOARDS - \$1,400**

1 meter signs in high traffic areas that will be sure to show your message. Be seen coming and going. Grab one of these before they sell out. Includes Production, install and dismantle.

### **FLOOR DECALS - \$2,000**

Stand out from the crowd with the high impact aisle carpet decals. A package of four - 4'x4' decals with your company name or logo front and center. Includes production, install and dismantle

### **REGISTRATION PANELS - \$4,000**

Be the first thing attendees see when they arrive for the conference and expo and the last thing they see leaving for the night. Registration kick panels let you brand an area EVERY attendee has to stop. Includes production, install and dismantle

### **LUNCHEON SPONSOR - \$3,000 *Three Opportunities Available***

Opportunity to address audience at lunch, provide handouts to attendees, and be promoted in onsite handouts, tote bag insert, promotion in digital advertising pre-show and onsite as well as on site signage.

### **CONFERENCE SPONSOR - \$11,500**

Promoted pre-show, onsite and post-show. One page ad in show directory. Tote bag insert. Company Logo included on Standing Sign board, and onsite signage as well as the directory as conference sponsor. Email blast sent by WMS with your message about your presence at WMS to all opt-in registered attendees.

### **KEYNOTE SPONSOR - \$1,500**

Ability to address attendees before the keynote welcome remarks and provide a hand out to be placed on the chairs of the keynote attendees. Company logo on onsite sponsor signs

### **PLANT TOUR SPONSOR - \$2,500**

Sponsor the Plant Tour and provide refreshments on the bus for attendees while addressing them with your company message. Receive recognition on onsite signage and in the show directory.

### **EXHIBIT HALL RECEPTION - \$5,000 *Four Opportunities Available***

Be a category exclusive sponsor and brand before, during and after the conference. Reach out to the attendees with WMS emails blast letting them know that you are the official sponsor of the reception, set up a VIP table where you can engage with the attendees and hand out great giveaways during the party!



## Extensive Promotions – reaching all of Canada and the United States including:

Dynamic direct mail campaign

Active electronic communication plan providing attendees with compelling reasons to attend WMS

Woodworking Network website featuring up-to-date exhibitor information and products, WMS news and conference schedule:  
[www.wmscanada.ca](http://www.wmscanada.ca).

Display ads and digital promotions with the leading Canadian and U.S. woodworking publications and websites:

- Canadian Finishing & Coatings Manufacturing (CFCM)
- Wood Industry
- Woodworking
- Woodworking Network

Support from leading woodworking trade associations to attract their members to the exhibit floor including:

- AWMAC
- ACSP
- Bluewater Wood Alliance
- CHPVA
- CMA
- CKCA
- CWMDA
- WCMA
- WMMA
- WMC



## For More Information and to Reserve Space

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