March 11-13, 2020

WPE Wood Pro Expo
Texas

Cabinets & Closets Conference and Expo

Arlington Sheraton Hotel // Arlington Convention Center

Where design meets manufacturing
Texas is home to more than 4300 woodworking manufacturing plants. It ranks in the top 5 states in terms of woodworking companies in the USA. Texas also represents one of the fastest growing economies in terms of population and building activity. So it is no wonder why we chose Arlington, Texas, as the 2020 location for the co-located Cabinets & Closets Conference and Expo and Wood Pro Expo.

The synergy between the two shows is critical in delivering qualified attendees. The closet, cabinets and woodworking manufacturers attend to find solutions, new sources for equipment and supplies, as well as network with peers.

Woodworking Network is committed to delivering qualified attendance in terms of numbers and quality. We have plans for growing the numbers for 2020. Here’s a quick rundown:

- Additional learning opportunities on the expo floor on Thursday and Friday
- Expanded promotions for the Top Choice awards to ensure the attendees have a chance to visit all exhibiting participants’ booths
- Additional outreach to industry associations, and local Texas chapters
- Woodworking Network is ready to help you prepare promotions using the marketing toolkit
- Advertising and list rentals through new sources
- Monthly and weekly newsletters from Wood Pro Expo and Cabinets & Closets to potential and past attendees
- Advertising on Woodworking Network and other industry websites
- Custom e-blasts to targeted demographics and geographic prospects
- Printed mailing pieces to shops within Texas and bordering states
- Targeted emails to specific business classifications with specific messages
- The Top Shelf Design Awards and Exhibitor reception will take place at the $1.2 billion AT&T Stadium, home of the Dallas Cowboys

If you have a good show, then we have a good show! That’s our promise.
5 reasons previous attendees went to Cabinets & Closets and Wood Pro Expo:
1. Find new products
2. Evaluate and compare products for future purchases
3. Visit specific vendors and source specific products
4. Network with peers
5. Attend the full-day conference tracks & plant tours

SPONSORSHIP OPPORTUNITIES

Make sure your company stands out at the co-located Cabinets & Closets and Wood Pro Expos. These affordable and crowd-attention-getting options are available on a first-come-first-served basis to exhibitors only. Find the one that fits your goals and budget and reserve today!

LANYARDS - $1,500
Lanyards distributed to all the attendees to wear throughout the week. Have your branding on every attendee. Sponsor responsible for production.

REGISTRATION KICK PANELS - $2,000
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 where EVERY attendee must stop. Includes production, install and dismantle.

CARPET DECALS ON EXHIBIT FLOOR - $750
(2 available)
Stand out from the crowd with the high impact aisle carpet decals.

STANDING SIGN BOARD - $850
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.

TOTE BAGS - $1,500
Your logo will be on every tote bag handed out to all CCCE/WPE attendees. Give them something that will be with them well after they leave the event. Sponsors responsible for production.

TOTE BAG INSERTS - $500
Provide an insert into the tote bags which are handed out to every attendee on site and get your messaging in the hands of everyone. Sponsor responsible for production.

STANCHION BOWLS - $500
Registration is the first opportunity to reach the attendees. Fill a bowl near registration with a giveaway for the attendees as they register. Giveaway options: buttons, stickers, lip balm and key chains. Sponsor produces give away.

LOGO/LINK ON ATTENDEE REGISTRATION CONFIRMATION - $1,000 (exclusive)
Your logo/link will be added to each confirmation that is sent out to all CCCE/WPE attendees.
“Great opportunity to meet suppliers, customers and learn about future trends in the Industry” – 2019 satisfied attendee

**4 comments from 2019 attendees when asked what they would like to see more of in 2020:**

1. More demos on the show floor
2. More equipment and hardware vendors
3. More case studies
4. More closet components and vendors

**CREATE YOUR OWN BREAKFAST, LUNCH & LEARN, OR RECEPTION – $1,500**

(6 available)
Sponsor a hospitality or educational event that advances your business objectives. We will help you coordinate and promote a business gathering right at the convention site for any size group, with your client list and event attendees. Sponsor responsible for all food & beverage, AV, or staging rental.

**CCCE/WPE LIVE PRESENTATIONS – $750**

Deliver a 30-minute presentation on the show floor during show hours.

**MARCH 11 CONFERENCE BREAKFAST & BREAKS – $750** (3 available)

Your logo on signage and acknowledgement during conference sessions.

**MARCH 11 PLANT TOUR SPONSOR – $2,500**

(2 available)
Sponsor a trip to a local manufacturing plant where conference attendees will see machinery and best practices in action. Sponsor will be able to address the tour attendees on the bus.

**MARCH 12 and 13 KEYNOTE SPONSOR – $1,000**

(2 available)
Your logo on signage and acknowledgement at the session. Provide a handout on the chairs of the session.

**MARCH 12 TOP SHELF AWARDS RECEPTION – $5,000** (6 available)

Highly anticipated and well-attended awards reception held at AT&T stadium. The awards reception recognizes the industry’s best designers from Closets & Organized Storage Magazines’ Annual Top Shelf Design Awards.

**MARCH 11 WOOD PRO CONFERENCE TRACK SPONSOR – $2,500**

(2 available)

**MARCH 11 CLOSETS CONFERENCE TRACK SPONSOR – $2,500**

(2 available)

**DIRECTORY ADVERTISING – $750/page or $800/page Inside Front Cover or Back Cover**
The 2020 Co-located Wood Pro and Cabinets & Closets Expos will deliver your kind of attendees!

Woodworking Network has the most visitors and content of any website in the professional woodworking marketplace. Here are just a few of the stats that will help us drive traffic to your booth at the show:

WoodworkingNetwork.com
300,000 pageviews and
180,000 unique visitors per month

Total email database of more than
40,000 closets, cabinets, and other wood product manufacturers

Print Databases are 3rd party audited at
64,000+ for FDMC and
20,000+ for Closets & Organized Storage

Primary Businesses promoted to will include the following:

- Kitchen & Bath Cabinet Shops
- Closet & Garage Component Manufacturers and Suppliers
- Residential & Contract Furniture Manufacturers
- Commercial Casework Companies
- Architectural Woodworkers
- Store and Office Fixture Companies
- Designers and Architects
- Local Schools with Woodworking Programs

Stats from the woodworking network database for Texas and 4 neighboring states:

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<th>STATE</th>
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shows 2
location 1
See you in 
Arlington Texas 
March 11-13, 2020!

Location:
Conference:
Arlington Sheraton
1500 Convention Center Drive
Arlington TX, 76011

Expo:
Arlington Convention Center
1200 Ballpark Way
Arlington TX, 76011

Show Hours:
Machinery Move In Only / Monday, March 9, 1-5 PM
All Exhibitor Move In / Tuesday & Wednesday, March 10-11, 8 AM - 5 PM
Exhibitor Move Out / Friday, March 11, 3:00-10:00 PM
WPE and Closets Conference and Plant Tour / Wednesday March 11, 8 AM – 6 PM

Expo Floor Hours / Thursday, March 12, 10 AM – 5 PM &
Friday, March 13, 10 AM - 3 PM
Free Keynotes / Thursday, March 12, 9-10 AM & Friday, March 13, 9-10 AM
Exhibitors’ Breakfast / Friday, March 13, 8 AM
Expo Floor Live Demonstrations
Thursday, March 12, 30-minute exhibitor demos at 1 PM, 2 PM and 3 PM
Friday, March 13, 30-minute exhibitor demos at 11 AM and 1 PM
Top Choice Exhibitor Awards & Reception / Friday, March 13, 2 PM

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