



Woodworking Network

IWF 2018 Marketing Opportunities

As North America's largest media channel in the wood manufacturing industries, Woodworking Network's products are read by more than 100,000 woodworking professionals at more than 85,000 sites. The content in those products continually encourages attendance at and participation in IWF.

Those marketing vehicles will help you reach every potential attendee, before, during and after the big event. Take advantage of all the opportunities that the Woodworking Network is creating for your company to get the absolute most out of this year's largest woodworking event. Call your Woodworking Network Market Manager today for details.



Print

Contact your Woodworking Network Market Manager for more details!

FDMC IWF 2018 Pre-Show Planner

Mailed and emailed with June FDMC magazine to 64,500* woodworking decision makers, the Official IWF 2018 Pre-Show Planner gets delivered with both July and August digital editions of FDMC. The planner is also distributed digitally to the IWF 2018 pre-registration list and will be available to IWF 2018 attendees onsite. That's more than 200,000 impressions! Closing 5/11.



FDMC At-Show Issue / July & August

Reach loyal FDMC readers plus bonus distribution on the show floor. Included with FDMC July issue is a special IWF 2018 Product Preview. Place your IWF 2018 message in FDMC - the best-read publication in the industry! Closing 6/5.



Closets & Organized Storage IWF 2018 Preview Issue/June

Sent to 23,000 qualified decision makers at closet and garage organization companies plus bonus distribution at the show and at the Closets Symposium on August 21. Closing 5/10

IWF Today: Official Show Dailies & World's Largest Floor Map

The latest ad reservation deadlines ensure your last-minute news will be seen by IWF 2018 attendees. Reserve space now for best positions. Discount available for FDMC advertisers. Closing 6/16.



Digital

Sneak Peek Product E-newsletters / IWF 2018 Edition

Text ads available on this special e-newsletters that will showcase IWF 2018 exhibitor products distributed to our FDMC subscribers. Newsletter dates: July 11, July 18, July 25, August 1, August 8, August 15, and August 22.



Live Events

August 21 Woodworking Network Leadership Reception

Georgia Congress Center, Tues. August 21, 5:30 – 7:00 p.m.
Position your brand with the wood industry's current and up-and-coming leaders! Co-sponsor this networking reception at IWF 2018 that introduces the winners of Woodworking Network's 40 Under 40 Class of 2018 sponsored by WMMMA. Pricing: \$7500 (2 available)

August 21 Woodworking Network Closets Symposium, CNC or Finishing Symposium

The day before IWF 2018 opens, sponsor and set up a tabletop at one of the 3 Woodworking Network's August 21 all-day symposiums. Each symposium features experts in their industry sectors. Sponsorship includes direct contact with symposium attendees and mentions in Woodworking Network and IWF 2018 symposium promotional content and materials. Your symposium sponsorship will be acknowledged during the August 21 Leadership Reception. Pricing: \$3500 (2 available for each symposium); \$7500 exclusive

August 21 Woodworking Network Leadership Forum

Sponsor this top-level conference being held the day before IWF 2018 opens; designed for FDMC 300 leadership, business owners and senior managers in mind: emphasis on business, technology and material trends impacting the design and production of cabinetry, furniture and interior millwork for the next decade. Sponsorship includes direct contact with symposium attendees and mentions in Woodworking Network and Leadership Forum promotional content and materials. Your Leadership Forum sponsorship will be acknowledged during the August 21 Leadership Reception. Pricing: \$3500 (2 available); \$7500 exclusive

Contact your Woodworking Network market manager to learn about additional live event sponsor benefits.



Live Streaming with Woodworking Network

Add Live Streaming to your marketing toolkit! We will provide the promotion and technology needed to live stream right from your IWF 2018 booth. 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 FDMC Magazine and the IWF Show Dailies

ONLINE – on WoodworkingNetwork.com, WWN Facebook and social media outlets

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

Contact your Woodworking Network market manager for a complete list of Woodworking Network live streaming benefits and available timeslots. \$6750 – limited slots available on August 23.



Custom Marketing

Before, during or after the show, Woodworking Network market managers can recommend a custom program that fits your IWF 2018 needs and budget - drawing from our database of 78,000* professional woodworkers!

- Print advertising
- Digital advertising on WoodworkingNetwork.com
- Custom E-blasts
- Social Media Campaigns
- Webinars
- Inclusion on popular WWN e-newsletters: Daily Brief, Closets & Organized Storage, Breaking News and Week in Review & more!



* Publisher's Own Data, Dec. 2017

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