



## Exhibit Sales Accelerating for 2011 AWFS®Fair

City of Commerce, CA –January 11, 2011- AWFS®Fair 2011 is looking like the place to be next summer for woodworking manufacturers and suppliers ready to take part in the recovering market! The AWFS Fair show floor is filling up with exhibitors from all areas of the industry.

“We are looking forward to AWFS®Fair next summer. We feel the show, with all its great networking opportunities, will build on the positive momentum we have been experiencing “Paul Losavio of Planit. “Time to get back to business!”

Exhibitors contracting for the 2011 show are definitely happy to find pricing for onsite labor and booth services have been frozen at 2009 rates. And more than half of the exhibitors that have committed to space are signing up for AWFS’ new square foot booth package pricing – the first time any industry trade show has offered this kind of option.

The new package pricing allows exhibitors to bring more machinery without added expense. “We are definitely pleased that we will be able to bring a wide variety of affordable, raised panel door manufacturing equipment for demonstrations,” Jeremy Lutringer, of Unique Machine, says. “With the package pricing, we also know the total cost for the show up front. It really helped us with our planning.”

As the largest North American woodworking show in 2011, AWFS®Fair will provide woodworking professionals from all over the country their best chance to see the latest technology this year. Owners of smaller West Coast operations only have a short trip to Las Vegas.

Buyers and sellers can also beef up their business acumen. The College of Woodworking Knowledge (CWWK) will have a full line up of more than 50 seminars aimed at all levels of manager.

“Weima made an early commitment to be a part of AWFS’ 2011 show, because we know having a presence in Vegas will be good for business, Madison Burt, vice president sales, WEIMA America, said. “We can meet face-to-face with our customers

and conduct business. And our staff can take advantage of the best educational program in the industry.”

AWFS, a member-driven organization, has long focused on supporting woodworking professionals and industry suppliers.

“We’ve all been through a couple of tough years,” acknowledges Angelo Gangone, Executive Vice President of AWFS. “But we’ve made it through by sticking together. Now our focus is on putting together a show that will demonstrate that the woodworking and furnishings industry is on its way back.”

If you haven’t booked space yet, call now to get a good location. A new website, chock full of helpful information, is located at <http://awfsfair.org>. Or call or email Marguerite Hoffman, Vice President, Tradeshow, at 323-838-9440 or [marguerite@awfs.org](mailto:marguerite@awfs.org)

**About AWFS:**

The Association of Woodworking & Furnishings Suppliers® (AWFS), founded in 1911, is a non-profit organization that wholly owns and produces the biennial AWFS®Fair. The largest trade association serving the entire home and commercial furnishings industry, AWFS has more than 400 members, including manufacturers and distributors of machinery, hardware, software, tooling, lumber, components, wood products and supplies for the woodworking industry including cabinet, furniture, millwork and custom woodworking products.