



The Potential of a Unified Voice

Industry Unity

The unified approach will create one unified voice and view for the wood industry, with combined resources to promote and protect the industry more aggressively. The merger will create a stronger organization, recognized as the undisputed wood industry leader in North America.

- One unified voice and view for the wood industry
- Combined resources for more aggressive promotion and protection of the industry
- Stronger organization recognized as the undisputed wood industry leader in North America

Unified Show Strategy

A unified trade show strategy will present us with an opportunity to expand the reach of the International Woodworking Fair (IWF) beyond the secondary wood processing market, customize the Association of Woodworking & Furnishings Suppliers® Fair (AWFS® Fair) to suit market needs best, and offer cost-saving incentives to exhibitors that choose to promote both shows. The unified approach will create value and a better overall experience for members and their customers while eliminating industry confusion. In addition, exhibitors will benefit from the combined expertise of each show's management staff.

- Expanded reach of IWF and customized AWFS® Fair for better member and customer experience
- Cost-saving incentives for exhibitors promoting both shows
- Eliminate industry confusion

Show Management

The unified approach will provide a better trade show for exhibitors and the customer base while eliminating industry confusion. Combining the North American trade shows will offer cost synergies and create a single entity owning both trade shows, enhancing the potential of the IWF show and providing more money to invest in the industry.

- Better trade show for exhibitors and customers with elimination of industry confusion
- Cost savings and more money to invest in the industry



Member Dues & Benefits

The goal of the merger is to provide a more customized set of membership benefits and content for each association's member groups, increase regional networking opportunities, and eliminate redundant efforts. With an expanded membership base, additional networking opportunities can be created, adding value to membership, and potentially increasing member engagement opportunities. *In addition, the Merger committee is also exploring the possibility of one membership fee that will allow member/exhibitors to receive the discount for both shows.*

Current benefits, such as economic reports, quarterly economic webinars, and public policy updates will continue to be provided, as well as informational and training webinars, bootcamps, roundtables, and seminars on various topics will be continued and expanded.

- Customized membership benefits and content for each association's member stakeholder groups
- Increased regional networking opportunities and elimination of redundant efforts for a stronger association
- Additional networking opportunities to increase member engagement
- Important member benefits including economic reports, quarterly webinars, public policy updates, and training seminars will be continued and expanded, in some cases

Consolidating and Expanding Our Membership Base

The merger will enable us to present members with an easy system of keeping their information updated, and serve as a launch point to all membership-related resources. A larger membership base with more detailed membership demographics will be an excellent resource when meeting with legislators, and the increase in membership will make this information more relevant than ever, creating a stronger advocacy effort to support the industry.

- New member portal
- More information and access to membership-related resources
- Detailed membership demographics to benefit advocacy efforts
- Product and service diversification to increase the number of trade show exhibitors and attendees

Committee Excellence

The merger will provide a holistic approach to industry education and training, elevate committee excellence, and create critical mass in terms of taking on more ambitious large scale, industry-wide initiatives, such as workforce development, which continues to be one of (if not the biggest) challenge in manufacturing today.



- Holistic approach to industry education and training
- Elevated committee excellence and critical mass in terms of member participation
- The opportunity to take on more ambitious, industry-wide initiatives (such as workforce development) more effectively as a unified force

Financial Benefits

The newly merged association will benefit from shared revenue, allowing for better financial planning, and greater stability to weather economic downturns. Consolidated funds will provide more significant national influence, and a more prominent association voice.

- Shared revenue, better financial planning, and greater stability to weather economic downturns
- More significant national influence

Operational Efficiency

The merger will help minimize redundancies, gain operational efficiencies, and focus on commonly shared initiatives, making the new association much more effective in reaching its goals and positively impacting the industry than the individual organizations separately.

- Minimized redundancies, gained operational efficiencies, and focus on commonly shared initiatives
- More effective in reaching goals and positively impacting the industry than individual organizations could on their own.