



AWFS[®]







ASSOCIATION OF WOODWORKING
& FURNISHINGS SUPPLIERS[®]

2026 - 2027

AWFS[®] Member Packet

FOR NEW AND RETURNING MEMBERS

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What is AWFS®?

AWFS® is a not-for-profit trade association representing the interests of the broad array of companies that supply the home and commercial furnishings industry.

We support your company and the wood industry through our biennial trade show, education outreach, public policy work, and workforce development.



**SUPPORTING THE WOOD INDUSTRY
FROM 1911 - TODAY**

Who are AWFS® Members?

AWFS® members are companies in the wood industry that supply machinery, software, hardware, materials, and business services to wood product manufacturers and consumers.

Member Categories

Regular Member (voting)

Any company which supplies manufacturing products to the woodworking and furnishings industry and whose principal business is not finished goods.

Associate Member (non-voting)

Any company which supplies supportive or ancillary services to regular members of the Association.

Cooperating Association (non-voting)

Any other wood and/or furnishings related non-profit trade association



Our Priorities

www.awfs.org

OUR MEMBERS

We support your business through our member benefits and access to our network of industry professionals across the USA and internationally.

We also help you promote your business through our biennial trade show, the AWFS® Fair, in Las Vegas, NV. This expo and conference is host to 500+ exhibiting businesses and thousands of attendees.



THE WOOD INDUSTRY

AWFS® lobbies in Washington DC for the interests of the wood industry, while keeping members informed on the latest legislation in Congress.

AWFS® recognizes the importance of supporting students and teachers to train the next generation of wood industry professionals. Through our education programs and volunteer arm, AWFS® brings together industry and education.





MEMBER BENEFITS

Member Benefits at AWFS® Fair

- 20% Discount on Exhibit Space
- Priority Space Selection
- Access to Member Lounge
- Save on Visionary Awards Program Entry Fee

AWFS®
Fair

JULY 13-15, 2027
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org

- Access to AWFS® Job Board
- Monthly AWFS® Legislative Updates
- Supplier's Edge Quarterly Newsletter
- Weekly AWFS® Flagship Report economic newsletter
- Complimentary SWM (Society of Wood Manufacturing) memberships
- AWFS® Member of the Month

SAVE WITH AWFS® AFFILIATE DISCOUNT PROGRAMS



HOW AWFS® SUPPORTS YOUR COMPANY AND INDUSTRY

- AWFS® Fair trade show - owner and operator
- Visionary Awards program & showcase at AWFS® Fair
- Support for students and teachers for the next generation of industry workforce
- Public policy advocacy in Washington DC

VISIT AWFS.ORG TO LEARN MORE ABOUT MEMBERSHIP AND BENEFITS

CONTACT

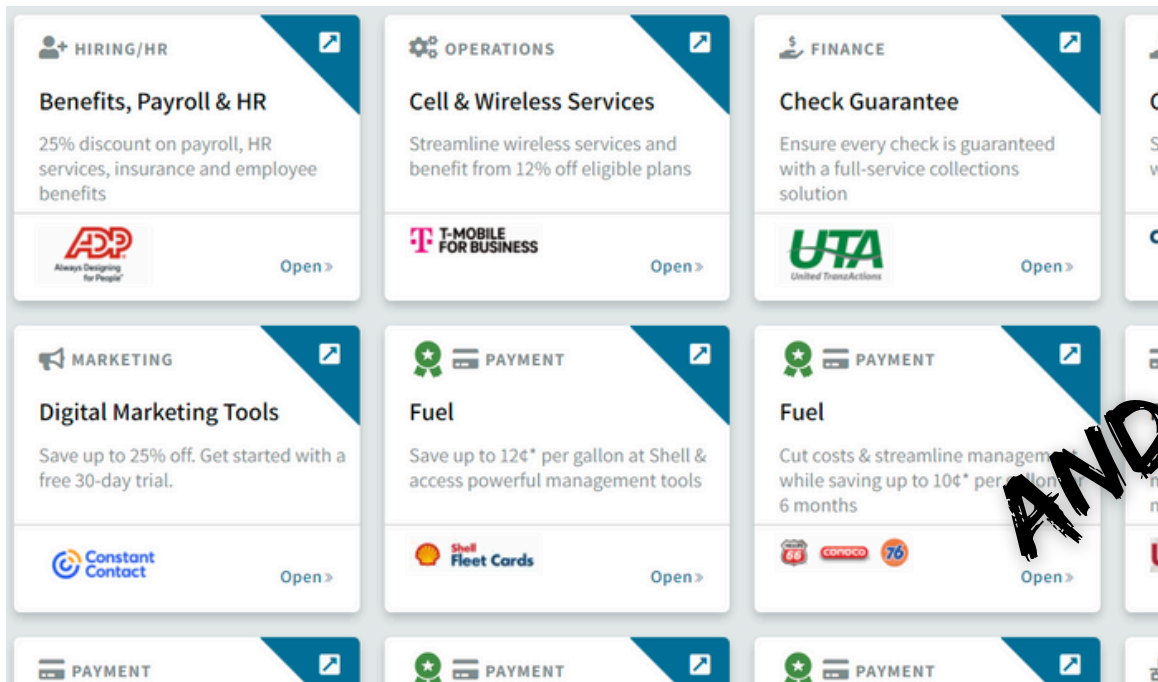
Tovi Spero, Education Director
tovi@awfs.org



Member Savings Program



As an AWFS® member these are the discounts you receive through our Member Savings Program!



AND MORE!

Member Savings Program

The Member Savings Program Inc. (MSP) was founded in 2003. MSP provides turnkey, private labeled affinity marketing programs to Trade Associations and other membership-based groups in North America. MSP offers a comprehensive B2B service offering, assisting member businesses save money on their day-to-day operational expenses.

The significant discounts and value-added services come from our Group Purchasing Partner Alliance representing over 150 membership-based groups representing over 80,000 member companies.

MSP suppliers include Ferrellgas, Batteries Plus, Ace Hardware, Staples, WEX Gasoline, Sunbelt Rentals, Unifirst, Discount Tire, MSP Health Plans and many more.



VISIT AWFS.ORG TO LEARN MORE ABOUT MEMBERSHIP AND BENEFITS

CONTACT

Tovi Spero, Education Director
tovi@awfs.org

Public Policy

Your membership and participation guides our lobbying efforts in Washington D.C. Through our lobbyists, staff members, and Public Policy committee members, AWFS® goes to Congress annually to advocate for wood industry suppliers, manufacturers, and wood product manufacturing as a whole. Some of our key issues include:

- Career and Technical Education
- Workforce Development
- Promoting sustainability through wood products
- Favorable trade internationally for our industry members

As a member you get monthly updates and insights from our lobbying team about legislation that affects our industry and future workforce.

JOIN US FOR A WASHINGTON DC FLY-IN!



Education

At AWFS® we come together to educate the industry, teachers, students, and support the pipeline of skilled labor the wood industry needs. Members can participate in a variety of in-person and online options through the association and trade show.

SkillsUSA California

AWFS® staff, volunteers, AWFS® members, and other industry associations partner together to plan and coordinate the SkillsUSA CA woodworking competitions each year. This brings industry members, teachers, and students together through cabinetry and excellence!



Manufacturing Month

Each October, manufacturing facilities across the nation open their doors to students and teachers for tours, discussion groups, and workshops. Seeing is believing and AWFS works with its members to plan and offer these student manufacturing tours each year.

Design-it-Digital Student Competition

A vital skill for the 21st century woodworker is digital design and drafting. AWFS® and its members reach out beyond traditional woodshop classes to get a broader range of students involved with our CAD-based online student competition.



Industry-Education Events/Workshops

No logos or fancy names; AWFS® is constantly doing the work of connecting its members to teachers and students through events and workshops like teacher training events, industry-education advisory meetings, and working with companies on a variety of initiatives like apprenticeships.

Information

Knowledge is power and AWFS® members get the latest information on the economy, federal legislation, and industry highlights important to the wood industry.

Flagship Report

As a member you get access to weekly economic updates through the Armada Intelligence Flagship Report. Captained by expert economist Dr. Chris Kuehl, the Flagship gives you the latest insights into the economy and how it relates to manufacturing.



WEEKLY

Public Policy Update

In addition to our in-person lobbying work with staff, members, and our lobbyists, AWFS® brings you monthly updates on pending legislation in Congress related to trade education, workforce development, international trade policy, and sustainability/forestry.



MONTHLY

Supplier's Edge Newsletter

Looking to keep up with AWFS® and the wood industry? Look no further than our quarterly newsletter! With information on the association, AWFS®Fair, industry news, and more.



QUARTERLY

AWFS® Webinars

AWFS® sources experts from the wood industry and related fields to give its members the best advice when it comes to the economy, cyber security, and the latest trends.



QUARTERLY

Society of Wood Manufacturing



The Society of Wood Manufacturing (SWM) is AWFS® volunteer chapter. We bring together industry professionals, educators, non-profits, and hobbyists to interact with students and schools to promote careers in the wood industry.

The Southern California chapter meets monthly to plan and organize more than 20 local events each year.

- Guest speaking at schools
- Organizing the SkillsUSA CA competitions in Introductory Woodworking and Cabinetmaking
- Exhibiting at Career Fairs and education conferences such as CASC and CTE Conference



INTERESTED IN VOLUNTEERING?

Contact Education Director Tovi Spero to find out how AWFS® members can get involved!

We are always looking for volunteers to offer their time, donate materials/resources to schools, and provide direct connections between industry and education.



**ASK ABOUT OUR
NEW NJ/NYC
CHAPTER**

AWFS® Fair

JULY 13-16, 2027
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org

Exhibiting

The AWFS® Fair is the premier woodworking trade show in North America, held every two years in Las Vegas. It brings together thousands of woodworking professionals—from custom shops and small businesses to large manufacturers and international buyers—for innovation, networking, and growth. The show floor is filled with the latest technologies, tools, materials, and solutions shaping the future of the industry.

Why Exhibit:

- **SELL!**
- Generate qualified leads
- Build brand awareness
- Meet existing customers face-to-face
- Support the future of the industry
- Keep a pulse on the industry
- Network with industry peers
- Launch new products
- Gain valuable media presence
- Position your brand as an industry leader

Exhibitors Showcase:

- Machinery
- Hardware
- Software
- Raw materials
- Supplies
- Business services

AWFS® Member Benefits:

- Discounted booth space
- Enhanced visibility
- Member-only lounges

Sponsorships

Boost your brand by becoming an AWFS® Fair sponsor!

- Exclusively available to exhibitors
- Spread your message to thousands of targeted contacts & attendees
- Position your brand as an industry leader
- Elevate the next generation of woodworkers



AWFS® Fair

JULY 13-16, 2027
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LAS VEGAS, NEVADA
www.awfsfair.org

Show Features

Through sponsorships, competitions, or tours, exhibiting companies have numerous ways to participate in the Fair's show features. Great for booth traffic, brand recognition, and networking with the industry.



See the latest talent from high school through post-secondary in the Fresh Wood Student Design & Build Competition.



Compete for these prestigious awards and be highlighted before, during, & after the Fair, including the prominent on-site showcase & media exposure.



This FREE program highlights exhibitors providing products/services that contribute to the circular economy, driving attendees directly to participating booths.



Exhibitors new to the Fair receive extra benefits to ensure your first year as an AWFS® Fair exhibitor is a great experience.



Open to exhibitors providing safety equipment or services, this FREE program provides additional exposure before, during, and after the Fair.



Limited to 25 tool-supplying exhibitors, participate in this award-winning program to drive attendees to your booth and compete for the coveted Maverick Award.

Speaking Opportunities

Exhibitors and industry members have the opportunity to speak to Fair attendees both on the show floor and in private education sessions.



The College of Woodworking Knowledge is the signature education conference at AWFS® Fair. Attendees and exhibitors alike can register to attend seminars, panels, and workshops on a variety of topics.

The AWFS® Fair Live Stage offers show floor speaking opportunities through two of our programs: WED Talks and Rapid Fire Presentations.



Exhibitor in-booth presentations on guided tours of the show floor.



Exhibitor-exclusive presentations on new offerings.

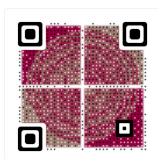


Mini-keynotes on the latest industry trends.

Get Involved!

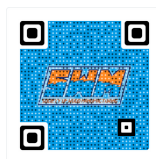
Committees

Member Services Committee
Education Committee
Public Policy Committee
Trade Show Committee



SWM

Industry volunteers for educational events local to Southern California or New Jersey/New York City.



AWFS Fair

Exhibit, speak, and network with the whole industry!



Education Events

Participate in a Manufacturing Tour for students.

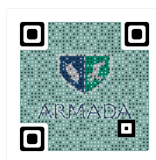
Work with AWFS to host a workshop for teachers.



Webinars & Podcast

Attend our regular webinars on the economy.
Check out our new podcast, AWFS Uncut!

Do a webinar with AWFS!



Contact Tovi Spero
at tovi@awfs.org or
(323) 215-0311



Your AWFS® Team



ANGELO GANGONE

Executive Vice President

angelo@awfs.org

Accounting & Billing



ANGELA HERNANDEZ

Exec. Admin. Manager

angela@awfs.org

(323) 215 - 0305

Association

Member Benefits

Education & Outreach

Society of Wood Manufacturing

Public Policy

Trade Show Education



TOVI SPERO

Education Director

tovi@awfs.org

(323) 215 - 0311

Trade Show

Operations



KIM ROEHRIGHT

Trade Show Director

kim@awfs.org

(323) 215 - 0315

Exhibitor Sales



NICOLE TAYLOR

Sales Director

nicole@awfs.org

(323) 215 - 0303

Marketing & Social Media



KIM COSTELLO

Marketing/Social Media Coordinator

kimc@awfs.org

(323) 215 - 0317



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