



**July 24-27, 2013**

## **AWFS®Fair 2013 to Feature An Exciting New Look!**

**New Floor Configuration Provides AWFS® with Improved Attendee Traffic Flow and Room for Growth**

After three of the most challenging years that the woodworking industry has ever witnessed, 2011 showed promise in terms of the industry finally finding its footing and so far, 2012 appears as though it will be a continuation and our industry as a whole will continue to rebound.

Although the summer of 2013 seems a long way off, the AWFS staff is already several months into the planning for the 2013 AWFSFair. Over the course of the next year and a half AWFSFair participants will learn about some of the new show features that will make the next event unique and help the industry build on the momentum and increasing optimism that is being generated in the marketplace. However, there will be one new feature that attendees and exhibitors alike are sure to get excited about.

### **A New and Better Floor Plan**

2013 will have a brand new look and feel from previous shows. The biggest change that participants will notice will be a new floor plan as the machinery and supply halls which have both traditionally been located in the Central Hall and the North Halls respectively, will now both be located in the Central Hall.

What this mean is that there will be a noticeably improved flow of traffic as attendees do not have to separate their time between halls that are physically located in two separate wings of the Las Vegas Convention Center.

Secondly, although the show will take place in the Central Hall, the footprint of the floor plan is actually **larger** than the 2011 show, as several parts of the Central Hall will be opened in order to permit the show to expand as AWFS expects more exhibitors to return to the 2013 show and existing exhibitors to take larger spaces, especially if the industry continues to witness an improved economic environment.

Although final details are still in the works and subject to change, the Supplier or "Quiet" Hall, which has traditionally been located in the North Hall, will now be located in Central Halls 1 and 2. Machinery Halls will begin in C3 and carry over into C4 and C5. In 2011, neither C2 or C5 were utilized. Should even more space be needed, AWFS has an option of adding additional space prior to the show.

### **Space Draw Approaching**

Since the 2011 Fair, exhibitor re-signs have been tracking well ahead of the previous show cycle and exhibitors are encouraged to send in their contracts for the 2013 show in order to be included in the upcoming space draw, which will take place late spring/early summer. Please [click here](#) for the Exhibit Space Rental Agreement or contact Amy Bartz at [amy@awfs.org](mailto:amy@awfs.org) or calling (800) 946– AWFS.