

## All-New Custom Cabinet Conference Joins Closets Event Lineup



New for 2010, the Custom Cabinet Conference is a combined educational effort of the Cabinet Makers Association and *Custom Woodworking Business* magazine. Executives of CMA-member companies will share their real-world knowledge for improving the efficiencies of their companies from drumming up new business and cost estimating through manufacturing and installation.



CWB is a 20-year-old Vance publication that uniquely targets the manufacturing and marketing needs of more than 40,000 custom woodworkers.



Cabinet Makers Association

The CMA is a professional organization of more 500 custom cabinet and woodworking firms located throughout North America. Through the CMA, cabinetmakers and woodworkers from both the residential and commercial markets get together and share their hard-earned knowledge and experience to help one another.



### California is a Hot Bed for Closets & Wood Products Manufacturing

Nearly 8,000 readers of *CLOSETS*, *CWB* and *Wood & Wood Products* are within a 150-mile drive of Long Beach. More than 6,000 readers of these publications are within a 0-75 mile radius.

	CLOSETS	CWB	W&WP	Total
0-75 miles	1,087	2,910	2,499	6,496
76-150 miles	286	746	380	1,412
Total	1,373	3,656	2,879	7,908

## The road to recovery begins in LONG BEACH



## 6<sup>TH</sup> ANNUAL CLOSETS & HOME ORGANIZATION Conference & Expo featuring the Custom Cabinet Conference

Photo courtesy of Long Beach Area Convention & Visitors Bureau

### Conference & Expo Schedule

Monday-Wednesday, Feb. 8-10

Exhibitor Move-in

Wednesday, Feb. 10

Conferences Open & Networking Reception (\*Hilton Long Beach)

Thursday, Feb. 11

Expo Open 10:00 am – 5:00 pm

Friday, Feb. 12

Expo Open 10:00 am – 4:00 pm

Exhibitor Move-out 4:00 pm – 11:00 pm

\*The Hilton Long Beach is the official hotel of the Closets & Home Organization Conference and Expo. Special group discounted room rates are available. Reservations can be made online or by phoning 562.435.8511.

FOR EXHIBIT SPACE SALES & SPONSORSHIP OPPORTUNITIES CONTACT:

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### EXHIBITOR PROSPECTUS

Feb. 10-12, 2010

Long Beach Convention Center  
Long Beach, CA





## The Closet Industry's Biggest Event Heads West

Long Beach, California's fifth largest city and renown for its scenic coastline, will host the 6th annual Closets & Home Organization Conference & Expo™ Feb. 10-12, 2010. It marks the first time since 2006 that the event will be held west of the Mississippi River.

The rich blend of executive-level education sessions, dedicated product displays and multiple networking opportunities attracts hundreds of closet and home organization professionals from throughout North America to the event each year.

In addition to the core audience of closet professionals, Closets Expo exhibitors will be able to tap into the densely concentrated Southern California custom cabinet and wood product markets. Nearly 8,000 closet and wood product decision makers, who receive *CLOSETS*, *Custom Woodworking Business* and/or *Wood & Wood Products* are located within 150 miles of Long Beach.

## Closets Conference: Sales-Driven Executive Education

"The Road to Recovery" is the theme of the 6th annual Closets & Home Organization Conference, presented by the Association of Closet and Storage Professionals and *CLOSETS* magazine. Seminar presentations and peer-to-peer roundtables will focus on helping attendees improve their bottom lines and prepare for better times. Topics will span business management, sales and marketing, design, niche markets and lean manufacturing.

## Closets Expo: Connect with Top Decision Makers

Only the Closets Expo brings the products of interest to closet, garage and other home organization professionals together in one place and time. Displays run the gamut from raw materials, hardware, accessories and components through fully manufactured closet and garage systems. In addition, CAD/CAM software, portable power tools and woodworking equipment are represented.

## Two Targeted Product Pavilions

### EXTREME GARAGE

This popular area of the exhibit floor showcases products for garage organization system installations. From new flooring technologies to rolling cabinetry and wall systems, the Extreme Garage pavilion opens attendees' eyes to new ideas and business opportunities.

### NEW FOR 2010! CABINET PRODUCTS PAVILION

The closet industry is a close kin to the cabinet industry and many of the products used to make closet and home organization systems are also used by cabinet manufacturers. The new cabinet pavilion is the perfect showcase for doors, drawers, hardware, finishes, adhesives, equipment and more.

## Who Comes to the Closets Expo?

Closet and home organization executives from throughout the United States and Canada annually attend the Closets Expo. This is your only opportunity of the year to meet with these industry leaders. In addition, expo attendance is further bolstered by regional woodworking professionals.

Here's a portrait of who the attendees are, what they do and what they seek at the show.

### DECISION MAKERS\*

Final Say on Purchases 57%  
Recommend Suppliers 44%  
Specify Products 24%  
No Influence 9%

### BUYERS\*

Found New Vendors to Buy from 82%

Planned to Buy from Closet Expo Exhibitors within 3 Months after Show 79%

### MANUFACTURERS

Closet Systems 49%  
Cabinets 14%  
Industry Suppliers 9%  
Furniture/Millwork 6%  
Home Builder/Remodeler 5%  
Garage Systems 4%  
Architect/Designer 4%  
Other 9%

### TOP 5 PRODUCT SEARCHES\*

Closet Systems & Accessories 77%  
Hardware 61%  
Garage Systems & Accessories 60%  
"Green" Products 53%  
CAD/CAM Software 42%

### EXAMPLES OF OTHER HIGH-INTEREST PRODUCTS\*

Adhesives 11%  
Board Products 22%  
CNC Machining Centers 18%  
Cutting Tools 24%  
Decorative Overlays 30%  
Fasteners & Equipment 17%  
Finishing Materials & Equipment 28%

Flooring/Coverings 24%  
Home Entertainment Hardware 34%  
Lighting 41%  
Panel Processing Equipment 15%  
Portable Power Tools 27%  
Solid Surface Materials 16%

\*Numbers do not add up to 100% due to multiple responses. **Source:** Combined 2008 & 2009 Closets Expo Attendee Surveys

## More Event Highlights



### LIVE INSTALLATION CLINICS & DEMONSTRATIONS

This year's installation focus will be on home offices.



### MANUFACTURING PLANT TOUR

This popular Closets Conference & Expo staple gives attendees a first-hand look at how a local panel-based manufacturer deploys its technology.



### AWARD PRESENTATIONS & NETWORKING RECEPTION

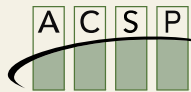
Winners of *CLOSETS*' 2010 Top Shelf Design Awards and the ACSP's Pioneer Award will be announced.

## Backed by Industry Authorities

The Closets Conference & Expo is cosponsored by *CLOSETS* magazine and the Association of Closet and Storage Professionals.

**CLOSETS**  
TOTAL STORAGE SOLUTIONS FOR THE HOME & GARAGE  
www.closetsmagazine.com

*CLOSETS* is the only publication dedicated to serving closet, garage and other home organization professionals. Launched in 2003, *CLOSETS* is mailed every other month to 20,000 subscribers looking for up-to-date information on equipment and supply sources, plus tips on how to improve their manufacturing, design and marketing operations. *CLOSETS* is published by Vance Publishing Corp., a recognized leader in business-to-business communications since 1937, and publisher of more than 25 trade publications.



ASSOCIATION OF CLOSET AND STORAGE PROFESSIONALS

The ACSP is a trade association focused on bringing industry professionals closer together and helping them improve and grow their businesses. Members include companies that design, manufacture and/or install closet and storage systems, as well as firms that supply to them. The ACSP was launched in 2006 and today has more than 200 members mainly in the United States and Canada.

The **ONLY** focused event for the closets industry.