



# EXHIBITOR PROSPECTUS

**October 19-20, 2017**

Lancaster Host Resort and Conference Center  
Lancaster, Pennsylvania

The marketplace for  
woodworking  
professionals in:

- Furniture
- Cabinets
- Millwork
- Fixtures
- Storage Solutions
- Other Wood Products

**DON'T MISS THIS  
OPPORTUNITY!**

At Wood Pro Expo, you will be face-to-face  
with Mid-Atlantic woodworkers.

**Right where they work.  
Right where they need you.**

**ORDER YOUR BOOTH SPACE TODAY.**

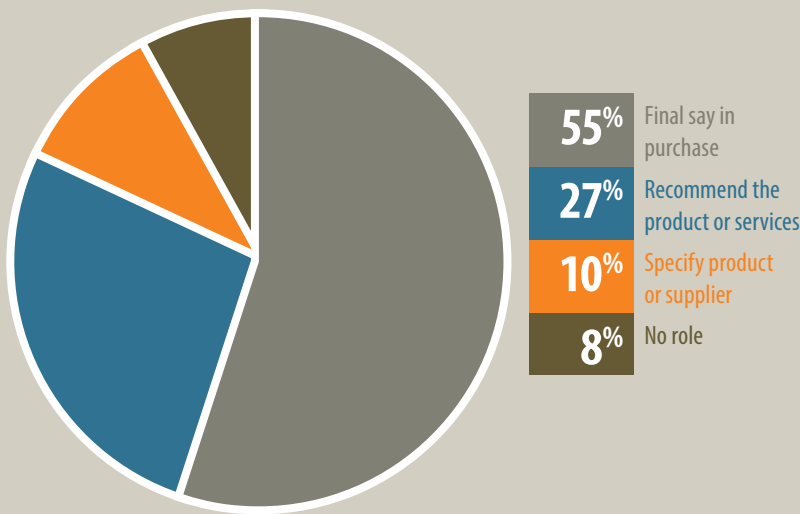


# Wood Pro Expo is moving to Lancaster, PA...

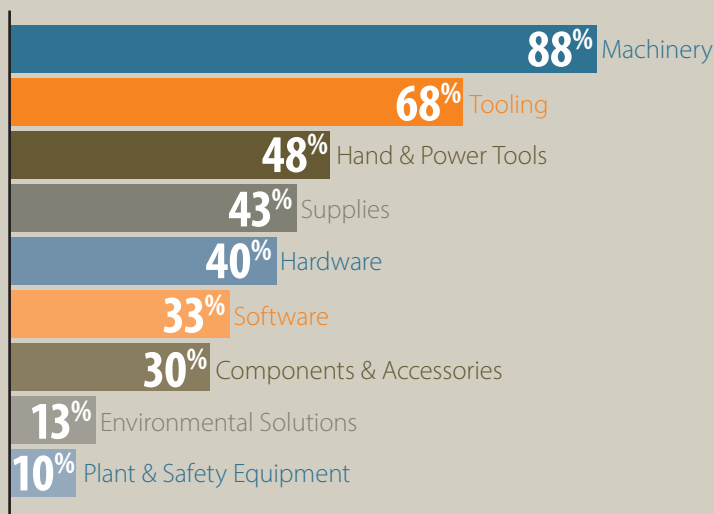
...the heart of woodworking country, to attract some of the busiest and best buyers for you. Wood Pro Expo will put you face-to-face with top buyers who don't have the time to travel to the major industry shows in Atlanta and Las Vegas. The venue allows attendees to schedule minimal time out of the plant in order to find the latest technologies and learn about the newest trends in wood products manufacturing. The educational program delivers subject matter that manufacturers have asked for, and the event schedule provides plenty of time to spend on the show floor seeing the latest and greatest in machinery, supplies and technologies. A study of past WPE attendees who plan to attend this October demonstrates high levels of interest in seeing new technologies and real buying power. Exhibiting at Wood Pro Expo will show a real return on your investment of time, talent, and capital.



## 92% have a role in purchasing machinery, wood products and services exhibited at Wood Pro Expo



## Attendees will search the Wood Pro Expo exhibit hall for your machinery, products and supplies:



## The Program

The Wood Pro Expo industry education sessions will address many of the challenges shop owners and managers face in the day-to-day operation of their business. From finding new customers to finding new techniques, the sessions will be led by woodworking experts. The educational program brings real world solutions that attendees can implement quickly & effectively.



Education sessions on tap for Wood Pro Expo 2017:

- ➔ Pricing for Profitability
- ➔ CNC Basics
- ➔ Employee Recruiting & Retention
- ➔ Finishing
- ➔ Lean Manufacturing
- ➔ Business Management
- ➔ Software for Wood Product Manufacturing
- ➔ Shop Safety

## Lancaster Host Resort and Conference Center

The 2017 event will be held at the newly remodeled Lancaster Host Resort and Conference Center. Under new ownership, the facility is undergoing a carpet-to-ceiling, restaurants-to-meeting rooms multi-million-dollar revitalization. This investment will give Wood Pro Expo attendees the professional atmosphere to take advantage of an expanded educational program and exhibit hall featuring the latest in operating machinery and supplies.







# SHOW SCHEDULE

## MOVE IN

Tuesday & Wednesday, October 17-18,  
8:00am – 4:30pm

<b>THURSDAY, OCTOBER 19</b>	EXHIBITS	9:00am - 6:00pm
	FREE KEYNOTE	8:00am – 9:00am
<b>FRIDAY, OCTOBER 20</b>	EXHIBITS	9:00am - 4:00pm
	FREE KEYNOTE	8:00am – 9:00am

## MOVE OUT

Friday, October 20, 4:00pm – 10:00pm

## Order your exhibit space now, before the event sells out:

To reserve booth space, advertising or sponsorship opportunities, please contact:

Michael Litwicki  
Sales Manager – Wood Pro Expo  
800.752.6312 or 630.434.7779  
woodpro@heiexpo.com

Hall-Erickson is a trade show management company with over 20 years of experience in the woodworking industry. We are proud to have been selected by Wood Pro Expo ownership to support the sales and operations process.

# SPONSORSHIP OPPORTUNITIES

Wood Pro Expo offers many sponsorship and advertising opportunities to meet every need and budget. These opportunities allow exhibitors to extend their exhibit program to reach beyond their booth space. From directory advertising to list rental and show lanyards to signage, you can work with our sales team to develop the program that is right for you.

## SPONSORSHIPS AND BRANDING

**Lanyards: \$1,500.** Have your brand on every attendee. Sponsor provides 600 double clip lanyards

**Carpet Decals: \$750 each, 2 available.** Stand out from the crowd with high-impact carpet decals

**Standing Sign Board: \$850.** A one-meter, double sided sign with your messaging will be placed in a high traffic area

**Tote Bags – \$1000.** Your logo on a tote bag and insert given to every attendee at check-in. Sponsor provides 600 qty

**Tote Bag insert – \$300.** Available only if a tote bag sponsor is secured. Sponsor provides 600 qty

**Keynote Speaker: \$1,000 each, 2 available.** 1-hour presentation on Oct 19 and 1-hour on Oct 20 just before the show floor opens. Speakers to be announced

**Create your Own Breakfast, Lunch or Reception: \$1,500.** Sponsor hospitality or educational event that advances your business objectives. We will help coordinate and promote a business gathering right at the convention site for any size group with your client list and Wood Pro Expos attendees. Sponsor responsible for all food & beverage, AV or staging rental

**BYO Lunch and Learn Panel: \$2,000, 2 available.** Oct 19 & 20, Noon to 1:15. We are putting together two educational panels during brown-bag lunches on the show floor. Panel subjects to be announced. Luncheon sponsorship can be shared between 2 companies.

## ADVERTISING

**Wood Pro Expo Landing Page Digital Ads:** Leaderboard 970 x 90 – \$85 CPM with a 10,000 impressions min.; Rectangle 300 x 250 – \$75 CPM with a 10,000 min. impressions

**Wood Pro Expo Directory Ads:** includes color – Full page – \$700 – 6" x 10"; Half page – \$450 – 3" x 10" or 6" x 5"