

# ***The National Event for Canada's Wood Industry***

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# **WMS**

***Woodworking Machinery & Supply  
Conference and Expo***

**February 24-26, 2022  
International Centre  
Mississauga (Toronto), CA**

Reserve your place in the only exhibition devoted to Canada's  
robust professional woodworking industry.

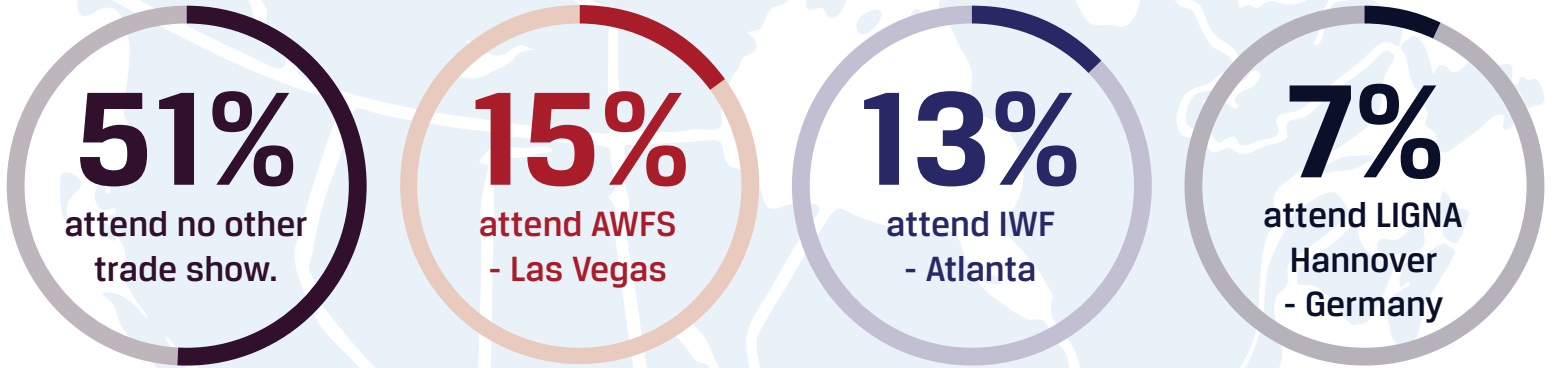


**wmscanada.ca**

## WMS is the professional woodworking show for all of Canada

WMS has connected Canada's professional woodworking industry with the world's most prominent machinery manufacturers and suppliers for more than four decades. WMS 2019 attracted attendees from all 10 Canadian provinces and 2 territories.

WMS attracts buyers you won't find at other woodworking shows:



## Designed to meet your business goals in Canada



**87%** of exhibitors indicated that WMS 2019 met or exceeded their expectations for their top 3 objectives:

1. Obtain sales leads
2. Close sales
3. Product exposure



**86%** of 2019 attendees stated that they plan to attend WMS 2021.

### DID YOU KNOW?

The top two reasons attendees go to WMS is to see new products or evaluate and compare products for future purchases.

## The International Centre

Canada's premier woodworking event will once again take place at the International Centre, where WMS has enjoyed its highest attendance and record-setting exhibit space.

Exhibitors and attendees alike prefer the International Centre for its many conveniences:

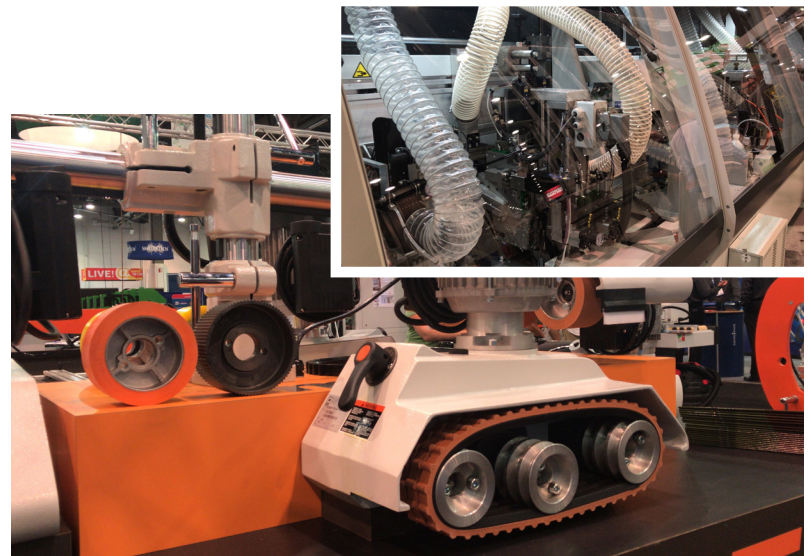
- Non-union facility
- Ease of move-in and move-out
- Convenient access for local drive-in traffic
- Complimentary parking
- Across-the-street location from Pearson International Airport
- Proximity to Toronto restaurants and nightlife



## Who should exhibit?

For more than four decades, woodworking machinery and supply companies have relied on WMS to reach Canadian decision-makers. The entire scope of the industry's suppliers and manufacturers include:

- Panel processing machinery
- Solid wood processing equipment
- Advanced CNC equipment
- Cutting tools
- Sanding & finishing equipment & materials
- Computer software
- Functional and decorative hardware & fasteners
- Decorative surfaces
- Wood components
- Portable power pools
- Panel products, lumber, veneer
- Closet, garage & home organization products
- Green products



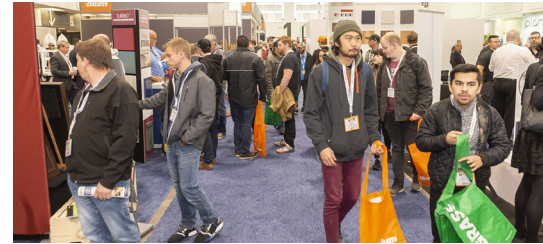
## WMS Attendee Comments

*"It was great to meet with suppliers and see new products. Seeing new products is super important in order to stay up to date on current/future trends and innovations."*

*"WMS is a great place to see where the industry is in terms of technology. We find new products/techniques every show that help us advance our business."*

*"WMS 2019 was beneficial to our company. We were able to discuss product features with several suppliers, learn about new products and developments and make several purchase decisions at the show."*

*"See new products. Hands on evaluation of machines."*



## WMS Attendee Demographics



Final Decision

**61.2%**

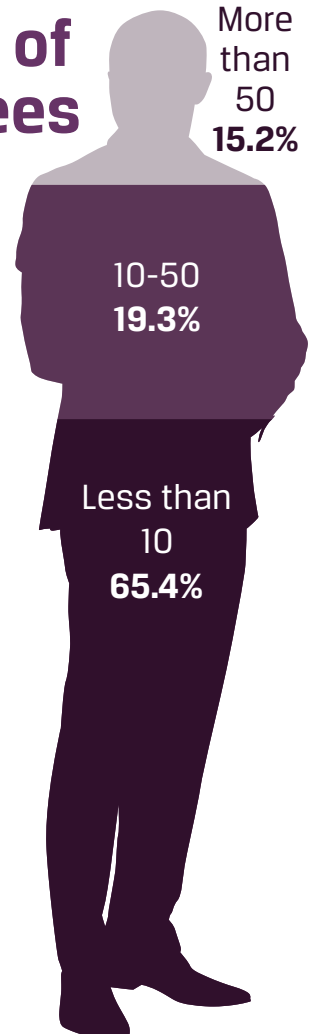
Specify

**14.9%**

Recommend & Other

**31.4%**

## Number of Employees



Residential & Commercial Cabinets	<b>24.0%</b>
Residential Furniture/Office/Institutional Furniture	<b>15.0%</b>
Cabinet Components and Hardware	<b>14.0%</b>
Millwork, Moulding, Doors, Windows and Stairs	<b>10.5%</b>
Architectural Woodwork	<b>9.2%</b>
Woodworking Machinery Dealer or Distributor	<b>2.5%</b>
Equipment, Cutting Tool Services, or Distribution	<b>2.0%</b>
Store & Office Partitions & Fixtures	<b>2.0%</b>
Laminate Panel Products	<b>1.4%</b>
Veneers, Plywood, Particle Board, MDF, OSB	<b>1.4%</b>
Hardwood Dimensions, Components, Flooring	<b>1.4%</b>
Other	<b>10.6%</b>



## Type of business

## Sponsorships and Advertising

### **LANYARDS - \$3,000 SOLD**

Lanyards distributed to all the attendees to wear throughout the week. Have your branding on every attendee. Sponsor responsible for production.

### **BANNERS - \$2,625 to \$3,675**

Brand Halls 1 and 2 by purchasing a banner heading into Halls 1 and 2. You can continue your marketing message after they leave your booth by purchasing these high traffic banner locations. Production, install and dismantle included.

### **TOTE BAGS - \$1,500**

Your Logo will be on every tote bag handed out to all the WMS Attendees. Give them something that will be with them well after they leave WMS 2022. Sponsors responsible for production. Includes 1 tote bag insert.

### **TOTE BAG INSERTS - \$800**

Provide an insert into the tote bags that is handed out to every attendees onsite and get your messaging in the hands of every one. Sponsor responsible for production.

### **STANCHION BOWLS - \$800**

Fill a bowl with near registration with a give-away for the attendees as they register. Registration is the first opportunity to reach the attendees. Give-away ideas include buttons, stickers, lip balm and key chains. Sponsor produces give away.

### **AISLE SIGNS - \$3,675**

Sponsor the Aisle Signs and get your logo in at least 14 different locations and on a sign every attendee looks to. Price includes production, install and dismantle.

### **METER BOARDS - \$1,500**

1 meter signs in high traffic areas that will be sure to show your message. Be seen coming and going. Grab one of these before they sell out. Includes Production, install and dismantle.

### **FLOOR DECALS - \$2,000**

Stand out from the crowd with the high impact aisle carpet decals. A package of four - 4'x4' decals with your company name or logo front and center. Includes production, install and dismantle.



**WMS Live –** Have one of your experts speak to the WMS audience in an exclusive, on the show floor setting that includes AV, seating, and close proximity to the International Centre's lunch area. - **\$1,650**

### **REGISTRATION PANELS - \$4,200**

Be the first thing attendees see when they arrive for the conference and expo and the last thing they see leaving for the night. Registration kick panels let you brand an area EVERY attendee has to stop. Includes production, install and dismantle.

### **LUNCHEON SPONSOR - \$3,150 Three Opportunities Available**

Opportunity to address the audience, provide handouts to attendees, and be promoted on onsite handouts. Sponsor will be able to include a tote bag insert, be promoted on digital advertising pre-show and onsite, and promoted in the on site signage

### **CONFERENCE SPONSOR - \$11,500**

Promoted pre-show, onsite and post-show. One page ad in the show directory. Tote bag insert. Standing Sign board, promoted in onsite signs and in the directory as conference sponsor. Email blast sent by WMS with your message about your presence at WMS.

### **KEYNOTE SPONSOR - \$1,500**

Ability to address the attendees before the keynote with welcome remarks, provide a hand out on the chairs of the keynote and logo on onsite signs.

### **PLANT TOUR SPONSOR - \$2,500**

Sponsor the Plant Tour and provide refreshments for the attendees while addressing them. Receive recognition on onsite signage and in the show directory.

**\*All pricing in Candian dollars, plus 13% HST.**

## Schedule of Events

### MOVE IN

Monday, February 21

Tuesday, February 22

Wednesday, February 23

8:00 am - 5:00 pm (targeted machinery only)

8:00 am - 5:00 pm

8:00 am - 5:00 pm

### EXHIBIT HALL OPEN

Thursday, February 24

Friday, February 25

Saturday, February 26

10:00 am - 6:00 pm

10:00 am - 6:00 pm

10:00 am - 4:00 pm

### MOVE OUT

Saturday, February 26

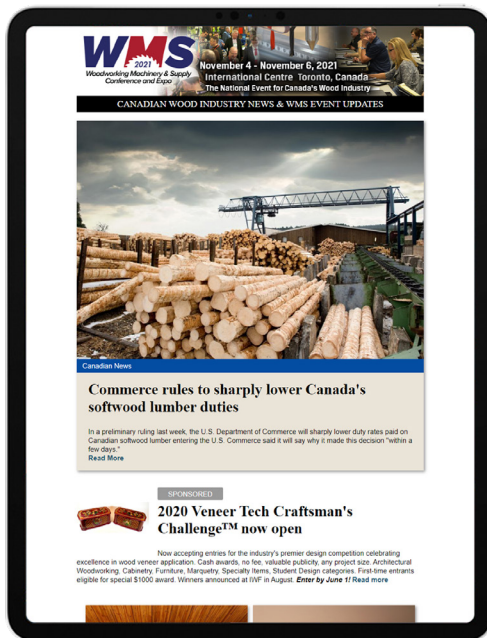
Sunday, February 27

4:00 pm - 11:00 pm

8:00 am - 8:00 pm



## Promotion and Marketing



The WMS team leverages the extensive reach of the Woodworking Network and media and association partners in Canada to achieve maximum exposure before, during and after the show. Marketing efforts include:

- Dynamic direct mail campaign.
- Active electronic communication plan providing attendees with compelling reasons to attend WMS.
- Continuously updated website featuring up-to-date exhibitor information and products, WMS news and conference schedule: [wmscanada.ca](http://wmscanada.ca)
- Display ads and digital promotions with the leading Canadian and U.S. woodworking publications and websites:

FDMC

Woodworking Network

Wood Industry

Woodworking

Canadian Finishing & Coatings Manufacturing

- Support from leading woodworking trade associations to attract their members to the exhibit floor including:

AWMAC

ACSP

Bluewater Wood Alliance

CHPVA

CMA

CKCA

CWMDA

WCMA

WMMA

WMC

### For More Information and to Reserve Space:

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[www.wmscanada.ca](http://www.wmscanada.ca)



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