

WPE[®]

Wood Pro Expo

LANCASTER PA.

October 2022 13-14

Warehouse at the Nook

Manheim, PA, Lancaster County

A regional marketplace for woodworking professionals in furniture, cabinets, millwork, fixtures, storage solutions and other wood products.



EXHIBITOR PROSPECTUS

SHOW SCHEDULE

PLANT TOURS Sponsored by the CMA
Wednesday, October 12 | 8:00 AM - 5:00 PM

EXPO FLOOR OPEN
Thursday, October 13 | 9:00 AM - 4:00 PM
Friday, October 14 | 9:00 AM - 3:00 PM

FREE KEYNOTES
Thursday and Friday | October 13-14

CONFERENCE
Thursday and Friday | October 13-14 | 10:00 AM - 12:00 PM

NETWORKING RECEPTION On the show floor
Thursday, October 13 | 4:00 PM - 5:00 PM

EXHIBITOR MOVE-IN

Monday, October 10 | 2:00 PM - 5:00 PM*

**Large running machine exhibitors only*

Tuesday, October 11 | 8:00 AM - 1:00 PM*

**Large running machine exhibitors only*

Tuesday, October 11 | 1:00 PM - 4:30 PM
Wednesday, October 12 | 8:30 AM - 4:30 PM

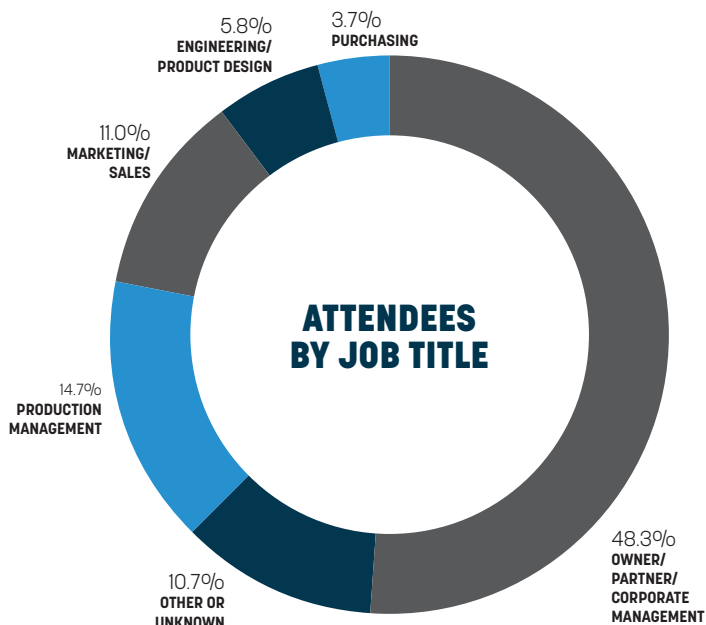
EXHIBITOR DISMANTLE

Friday, October 14 | 3:00 PM - 7:00 PM
Carriers must be checked in by 5:30 PM

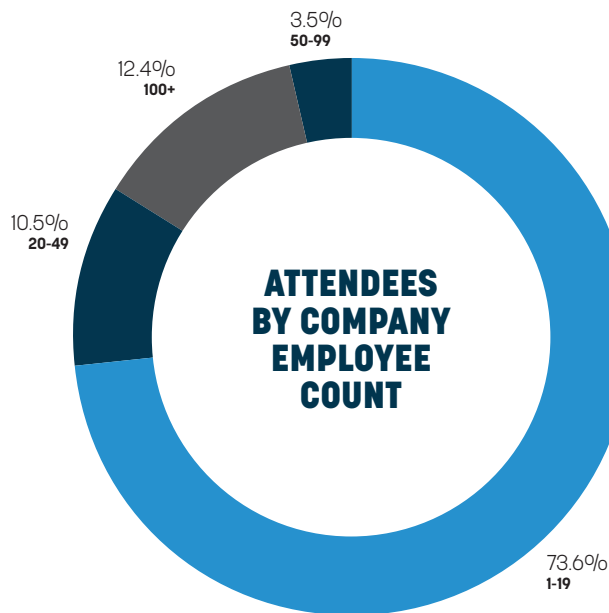
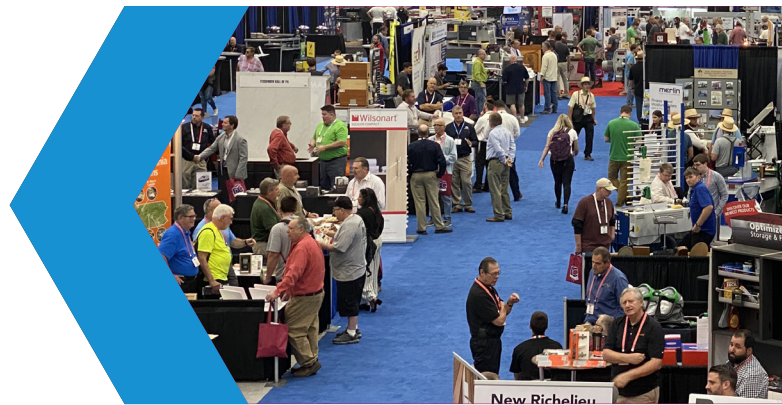
ABOUT WOOD PRO EXPO

Wood Pro Expo events serve professional woodworkers by showcasing top industry brands in equipment, hardware, software, materials and services. Wood Pro Expo Lancaster is the only professional woodworking event in 2022 to serve the Mid-Atlantic region.

Wood Pro Expo Lancaster's two-day event includes educational opportunities for attendees to help them improve their businesses. Here are some attendee demographics from the 2021 event:



**I like to learn more about woodworking techniques
- Past Attendee**



ATTENDEES BY PRIMARY BUSINESS

Residential & Commercial Cabinets	50.5%
Custom Woodwork & Other Wood Products	22.2%
Architectural Woodworking & Millwork	17.2%
Dealers/Dist/Wholesalers	4.3%
Education/University	1.8%
Building Contractor/Remodeler	1.6%
Laminator/Panel Processor/CounterTops	1.3%
Closet & Garage Organization	1.1%



Reserve a Machine Pavilion package with your booth order now!

A highlight on the show floor for attendees, the CLASSIC and RUNNING MACHINE PAVILIONS gives access to an up-close and personal look at machinery and equipment in action. The RUNNING MACHINE PAVILION, part of our Conference Program, is the perfect home for those exhibitors wishing to demo CNC machining centers, edgebanders and other large production woodworking equipment, while the CLASSIC MACHINE PAVILION is dedicated to the standard floor equipment.

CLASSIC MACHINE PAVILION (limited to 3 exhibitors)

The package includes:

- 20 x 20 exhibit space
- Air and electric
- Named sponsorship of the "Pavilion", promoted in all of our materials including the floor plan, website, digital and print promotions
- Comped load in and out offered to loading customers vehicles

RUNNING MACHINE PAVILION (limited to 6 exhibitors)

The package includes:

- 20 x 20 exhibit space with 200 sq. feet of space dedicated to "viewing gallery and gathering space for attendees"
- Two demonstration times on Thursday and Friday for 15-20 minute demos
- Free electricity and air for the demonstrated machinery
- Free PR throughout Woodworking Network's media channels including video posted online, email promotions, machinery demo schedules in print in **FDMC** and **Closets & Organized Storage** as well as the official show program
- Signage at registration and on the expo floor
- Inclusion in all conference promotion and scheduling materials
- Local PA system with microphone

RATE: \$17.50/sq. ft. + \$500 (Running Machine Pavilion participants only)



Top 3 reasons why attendees come to Wood Pro Expo Lancaster

- #1 - Looking for new products
- #2 - Evaluate and compare products for future purchase
- #3 - Looking for specific products

I believe in supporting the vendors in our industry - Past Attendee

MORE INFORMATION FROM THE ATTENDEES

What is your purchasing influence at your company for machinery and supplies?

70.7% Final Decision Maker
36.2 % Specify or Recommend
5.2% No influence

How far did you travel to attend Wood Pro Expo Lancaster?

20.7% Less than 25 miles
53.4% 25-100 miles
25.9% More than 100 miles

It's a good time to meet vendors and customers - Past Attendee

94%
of Wood Pro Expo attendees are involved in the purchasing process!

Will you attend Wood Pro Expo again?

77.6% Yes
19% Maybe
3.4% No

SPONSORSHIP OPPORTUNITIES

Wood Pro Expo Lancaster offers many opportunities for you to stand out and be seen at the expo.

Our sales team will help you develop the program that is right for you.

LANYARDS | \$1,575

Sponsor provides the double clip lanyards.

CARPET DECALS | \$788 each, 2 available.

STANDING SIGN BOARD | \$892 each

A one-meter, double sided sign with your messaging. Placed in a high-traffic area.

KEYNOTE SPEAKERS | \$1,050 each

Two available. Includes podium time, logo on signage at the event, registration and in all articles online, emailed or in print about the expo.

TOTE BAGS | \$1,050

Sponsor provides the bags.

TOTE BAG INSERTS | \$315

Sponsor provides the inserts. Only available if the tote bag sponsorship is sold.

CREATE YOUR OWN EVENT | \$1,575

Invite your customers and prospects to a breakfast, lunch or reception on Thursday or Friday, October 15-16. Woodworking Network will help you promote and invite attendees. WPE will provide the space at the convention site. Sponsor will be responsible for food & beverage, AV and staging.

DIRECTORY ADVERTISING | Place an ad in the official show guide that all attendees receive and take back to the office for future reference.

Ads are 8-1/2 x 11, full color. **\$892 each** run of book, covers are **\$998 each** and available on a first-reserved basis.

Materials are due Tuesday, September 6.



For more information,
contact Lewis Goldman
at lewis@woodproexpo.com
or phone 800-969-2212

WPE[™]
Wood Pro Expo
LANCASTER, PA.

woodproexpolancaster.com

**Woodworking
Network**

Woodworkingnetwork.com/events

What's great about the Warehouse at the Nook?

- Conveniently located in the heart of Pennsylvania woodworking country!
- 600,000 square feet of event space.
- 130 rooms all under one roof. Hotel has a full-service restaurant and fitness center.



Only 30 minutes from the Harrisburg International Airport (MDT), 1 hour from Philadelphia International Airport (PHL), or 1-1/2 hours from Baltimore/Washington International Thurgood Marshall Airport (BWI).

www.warehousehotel.com