

The National Event for Canada's Wood Industry

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Woodworking Machinery & Supply Conference and Expo

**November 2-4, 2023
International Centre
Mississauga (Toronto), CA**

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

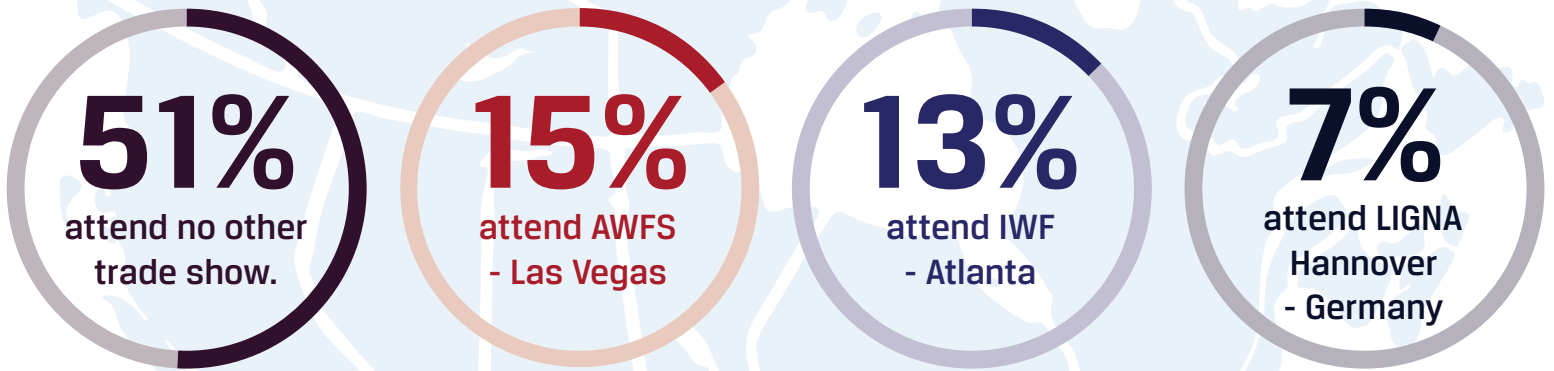


wmscanada.ca

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 and will make a return to the International Centre November 2-4, 2023. 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 the next WMS.

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:

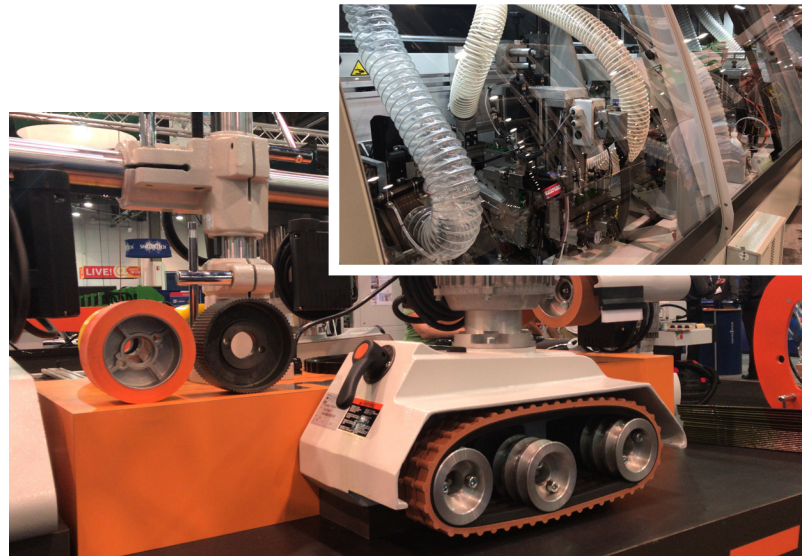
- Non-union facility
- Ease of move-in and move-out
- Convenient access for local drive-in traffic
- Complimentary parking
- Across-the-street location from Pearson International Airport
- Proximity to Toronto restaurants and nightlife



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

More than 50
15.2%

10-50
19.3%

Less than 10
65.4%

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



Type of business

Sponsorships

Why sponsor at WMS?

When you become a sponsor at WMS, your company brand is entered into the conference's months-long promotional outreach that spans a variety of different media. Take advantage of the perks that come with sponsorship and get your name and brand out there at WMS 2023.

Every WMS sponsor receives the following benefits to help increase their visibility before, during, and after the conference, online, in print, and on-site.

DIGITAL:

Sponsor listing in the WMS mobile app
Logo recognition on the WMS website
Logo recognition in conference newsletters

PRINT & ON-SITE:

Logo recognition in WMS printed program
Logo recognition on on-site signage
Sponsorship recognition at booth

Access the sponsorship order form at:

<https://bit.ly/WMSSponsorships>

Or to secure your sponsorship by phone, contact:

Emma McElherne
Sponsorship Manager
312-265-9638
emcelherne@corcexpo.com

Matt McLaughlin
Sponsorship Sales
312-265-9655
matt@corcexpo.com



Sponsorship Opportunities include:

Branding

Lanyards
Tote Bags
Notepads
Registration Branding
Floor Decals
Meter Boards
Tote Bag Insert
Aisle Signs

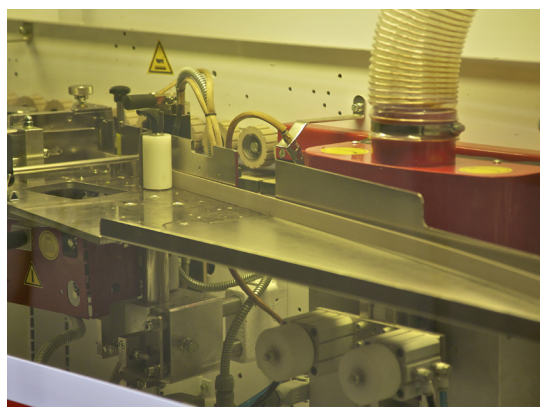
Events & Engagement

Exhibit Hall Reception
VIP Buyers Lounge
WMS Live Stage Sponsor
WMS Live Presentation
WMS Bingo

Digital

Mobile App Conference Sponsor
Mobile App Banner Ad
Mobile App Push Notification
Sponsored Email Blast
Registration Email Confirmation
Attendee List Usage

Visit <https://bit.ly/WMSSponsorships> for details and pricing for each sponsorship opportunity.



Schedule of Events

MOVE IN

Monday, October 30

Tuesday, October 31

Wednesday, November 1

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, November 2

Friday, November 3

Saturday, November 4

10:00 am - 6:00 pm

10:00 am - 6:00 pm

10:00 am - 4:00 pm

MOVE OUT

Saturday, November 4

Sunday, November 5

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
- 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:

Woodworking Machinery & Supply Expo

Gavin McAuliffe, Exhibit Manager

Tel: (312) 265-9649

Email: gavin@corcexpo.com

www.wmscanada.ca



WMS is owned by CCI Canada