

WPE[®]

Wood Pro Expo

FLORIDA

WoodProExpoFlorida.com

Closets

Conference & Expo

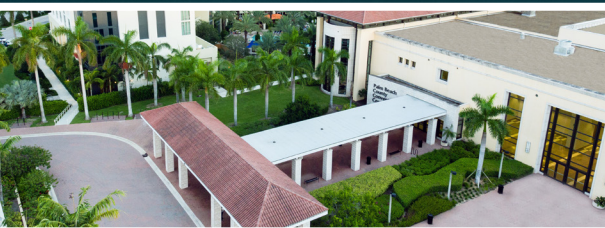
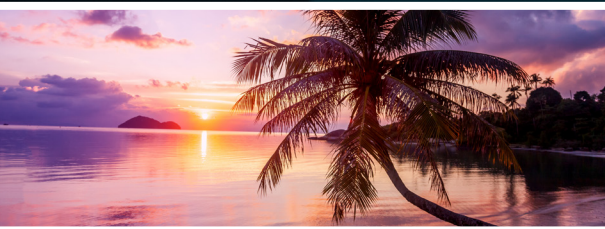
For Designers & Fabricators of Organized Storage

ClosetsCon.com

EXHIBITOR PROSPECTUS

APRIL 12-14
2023

Conference: April 12 Expo: April 13-14
Palm Beach County Convention Center | Palm Beach, FL



A **Woodworking Network** Event
WoodworkingNetwork.com/events

Closets Conference & Expo represents the only national event for all closet and organized storage companies. The conference & expo attracts design, production, and installation professionals in the lucrative home storage industry. The show is co-located with **Wood Pro Expo Florida**, the regional marketplace for woodworking professionals, including cabinet makers, custom woodworkers, and other wood product manufacturers. Exhibitors cash in having both groups converge under one roof in sunny West Palm Beach.

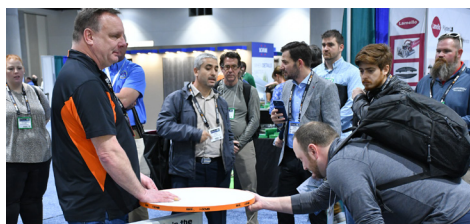
Following a highly successful 2021 show for both attendees and exhibitors alike, West Palm Beach is the ideal setting for another fantastic show. The show drew more than 1,000 attendees from closet, home organization, and wood manufacturing companies to the show floor.

2023 will deliver all the same customer service and highlights you've come to expect from the Woodworking Network:

- A bustling show floor with qualified buyers
- Free keynotes before the expo so you can attend
- Many activities on the show floor to keep attendees engaged:
 - Running Machinery and Standard Machine/Tooling Pavilions;
 - Designer roundtables and installer clinics;
 - The Great Closets Challenge competition;
 - Woodworking Network Live presentations by vendors and speakers **(New in 2022)**;
 - **New in 2023:** Materials Pavilion for overlays and raw materials;
 - **New in 2023:** Vendor competition. Use your codes to invite customers and have a chance to win a free booth in 2024 and other valuable prizes.

The perfect destination to conduct business

Right in the heart of southern Florida, the area is populated with high-net-worth individuals that will attract the finest in custom woodworking, cabinet and home organization businesses to the show. The Palm Beach Convention Center is an architectural masterpiece and is connected to the host hotel, Hilton West Palm Beach, so you'll have more time to relax and unwind when you're not doing business. Both sit just 8 minutes from the Palm Beach International Airport.



Attracting the attendees you want to see

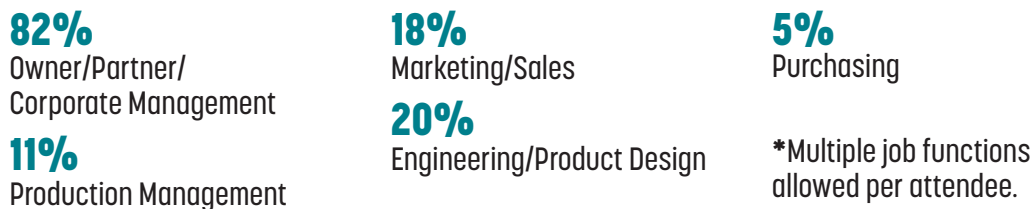
We are committed to delivering qualified attendance, working tirelessly behind the scenes to make sure you have a productive and profitable experience. WWN's powerful database and talented marketing team will drive attendance using print ads, e-mail, social media, direct mail and more to woodworking shops and closet shops in Florida and the surrounding states.

FLORIDA 5,616 Business Sites	ALABAMA 1,253 Business Sites	GEORGIA 2,760 Business Sites	SOUTH CAROLINA 1,199 Business Sites
NORTH CAROLINA 3,883 Business Sites	TENNESSEE 1,787 Business Sites	MISSISSIPPI 602 Business Sites	

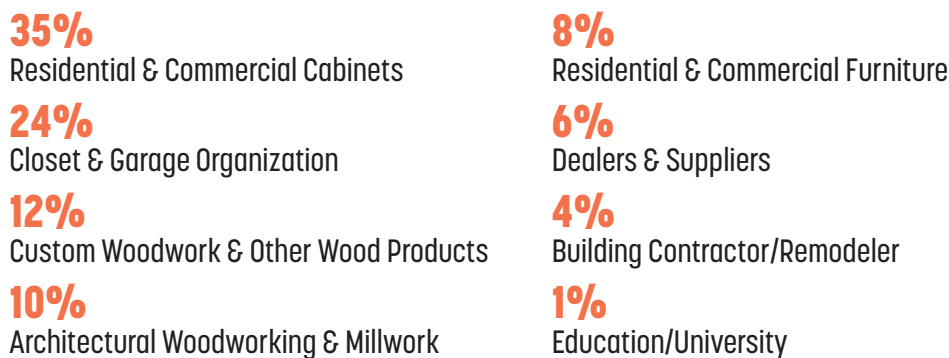
Enormous purchasing power under one roof

96% of attendees have purchasing and/or specifying authority at their companies. 2021 drew more than 1,000 buyers to West Palm Beach.

Job Function*



Primary Business



67% of attendees said they plan to attend another show in the future.

Meet your prospective buyers with the Whova app. Our app is your direct access to attendees before, during and after the show.

72% downloaded the Whova app.

65% found the app helpful in connecting with exhibitors and other attendees.

"We are new to the industry so this was an excellent opportunity for us to connect with other industry professionals. It also enlightened us on the wide range of products and services available to support our business. We are so glad we attended!" – **Kevin Franklin, We Build Closets, LLC**

"An educational, informative and eye-opening get-together! The presentations were on target, the exhibitors' products were innovative and industry leader networking was invaluable!" – **Sandy McKee, Inspired Closets Pittsburgh**

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Top reasons they attend

1

To find and purchase new products

2

To network with peers

3

To see specific products and/or exhibitors

4

To evaluate and compare for future purchases



YOUR EXHIBIT INCLUDES:

- Carpeted exhibit space, 10' x 10' minimum
- 8' tall back drape and 3' tall side drape
- Sign indicating company name and booth number
- Access to all attendees through the Whova app. No other expo gives you this.
- Exhibitor badges, limit 4 per 10' x 10'
- Conference and reception attendance at a reduced rate

EXHIBIT SPACE RATES:

SIZE

100-399 SQ FT	\$26/SQ FT
400 SQ FT and more	\$23/SQ FT

Conference Wednesday, April 12

Expo Thursday & Friday, April 13-14

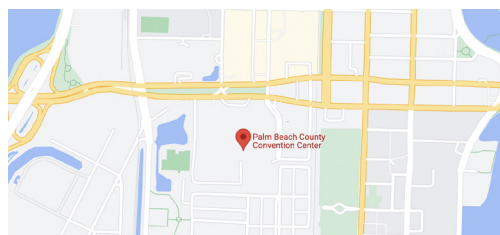
Location

Palm Beach Convention Center
650 Okeechobee Boulevard
West Palm Beach, FL 33401

The Palm Beach Convention Center presents a spectacular setting for Closets Conference & Expo/ Wood Pro Expo. The venue is an architectural masterpiece with state-of-the-art amenities throughout the 350,000-square-foot center.

It's a good fit for exhibitors:

- Complimentary WiFi throughout the facility
- Connected to the 400 room Hilton West Palm Beach
- Located just 8 minutes from Palm Beach International Airport



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WE ARE BRINGING YOU THE QUALIFIED ATTENDEES AND HELPING YOU REACH THEM!

Woodworking Network is ready to help you prepare promotions using the Marketing Toolkit, available to you as an exhibitor. It includes designed templates you can use along with your special code to invite your customers and prospects to the show.

Schedule of Events

MOVE IN

Monday, April 10 10 AM-5 PM (Machinery Only)

Tuesday & Wednesday, April 11-12 8 AM-5 PM

EVENT

Wednesday, April 12 8 AM-6 PM | Closets & WPE Conferences and Plant Tour

Thursday, April 13 9 AM | Free Keynote

Thursday, April 13 10 AM-5 PM | Expo Floor Open

Thursday, April 13 | Roundtables sponsored by CMA & ACSP

Thursday, April 13 | 30-minute live machinery exhibitor demos on the show floor

Thursday, April 13 | Top Shelf and Young Wood Pro Awards Reception

Friday, April 14 8:30 AM | Exhibitors' Breakfast

Friday, April 14 9 AM | Free Keynote

Friday, April 14 10 AM-3 PM | Expo Floor Open

Friday, April 14 11 AM-2 PM | Special interviews and podcasts scheduled at Woodworking Network Live area on the show floor

Friday, April 14 | 30-minute live machinery exhibitor demos on the show floor

MOVE OUT

Friday, April 14 3 PM-10 PM

Saturday, April 15 8 AM-Noon (Machinery Only)

Reserve your space!

To learn more about how you can stand out in West Palm Beach among thousands of woodworking and closet pros, contact our professional staff or complete and submit the application at the right.

Laurel Didier, Closets & Organized Storage, Publisher & Exhibit Sales,
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Kim LeBel, Show Manager, kim.lebel@woodworkingnetwork.com, 773-842-7509

APPLICATION



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