

Closets

Conference & Expo

For Designers & Fabricators of Organized Storage

ClosetsCon.com

WPE[®]

Wood Pro Expo

ILLINOIS

WoodProExpollinois.com

EXHIBITOR PROSPECTUS

APRIL 17-19
2024

Conference: April 17 Expo: April 18-19
Renaissance Convention Center | Schaumburg, IL



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

Closets Conference & Expo, the only national event for all closet and organized storage companies and **Wood Pro Expo Illinois**, the regional marketplace for woodworking professionals, are headed to the Chicagoland area. The two events converge under one roof, giving exhibitors an exceptional opportunity to cash in by meeting design, production, and installation professionals in the lucrative home storage industry, plus cabinet makers, custom woodworkers, and other wood product manufacturers.



The 2023 expo in West Palm Beach was a record breaker with more than 1,200 attendees and more than 16,000 square feet of exhibit space. We're planning to raise the bar even higher for 2024.

2024 highlights include:

- 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 live demonstrations;
 - Designer roundtables and installer clinics;
 - Woodworking Network Live presentations by vendors and speakers.



The perfect destination to conduct business

Next to Chicago, Schaumburg is Illinois' largest center of economic development and sits in the heart of the nation's top ranked headquarters for manufacturing and technology. Combining that with the strong Midwest market for custom woodworkers, architectural millwork, cabinet makers, closet professionals and designers, we're confident Schaumburg will be another fantastic show. Historically, events in the Chicagoland area experience record-breaking attendance and we're setting our sites on doing just that in 2024, bringing more

buyers to the show floor of the Schaumburg Convention Center.

The Schaumburg Convention Center is a ground-breaking showpiece in the Chicagoland area and the host hotel, Schaumburg Renaissance, is right under the same roof so you'll have more time to relax and unwind when you're not doing business. Both just minutes from O'Hare 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 Illinois and other Midwestern/surrounding states.

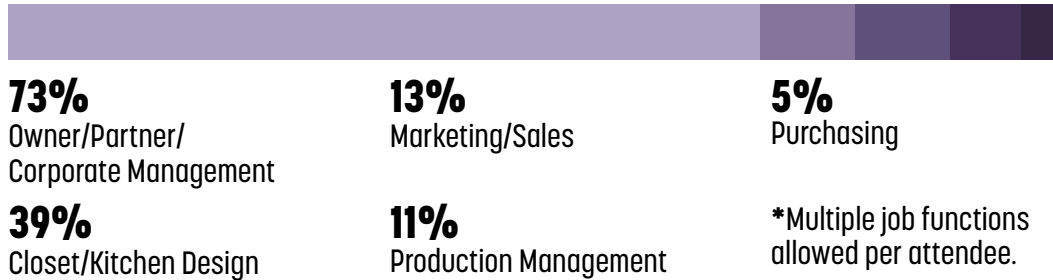


ILLINOIS 5,029 Business Sites	INDIANA 2,858 Business Sites	IOWA 1,491 Business Sites	OHIO 4,420 Business Sites	MICHIGAN 4,113 Business Sites
MISSOURI 2,408 Business Sites	KENTUCKY 1,511 Business Sites	WISCONSIN 3,307 Business Sites	MINNESOTA 2,977 Business Sites	

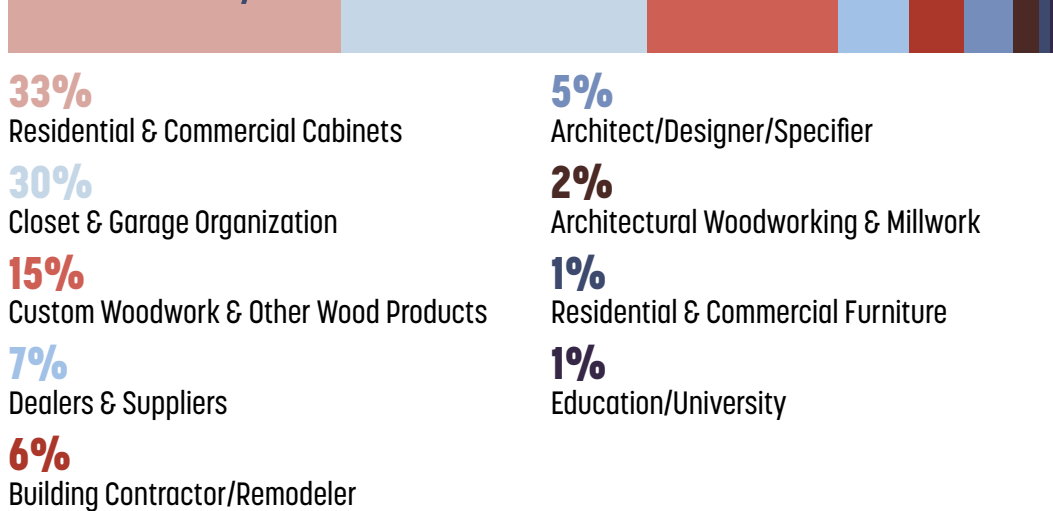
Enormous purchasing power under one roof

82% of attendees have purchasing and/or specifying authority at their companies. The 2023 show drew more than 1,000 buyers to the show floor.

Job Function*



Primary Business



88% 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.

63% downloaded the Whova app.

90% found the app helpful in connecting with exhibitors and other attendees.

"The Closets Conference & Expo exceeded my expectations by far. The amount of knowledgeable people that our team encountered, along with the demonstrations provided opened a door for many ideas to be implemented down the road."

– **Mallory Otero, Closet Designer, Distinctive Designs & Storage Solutions**

"I brought my staff this year and I can say that it was a great decision having them exposed to so much information from the industry, sales reps and suppliers, all in one location. I will definitely bring them to the next expo."

– **Robert Meyers, President, More Space Place in the DMV**

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4

Top reasons they attend

1

To find and purchase new products

2

To network with peers

3

To attend the conference tracks

4

To see specific products and/or exhibitors



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 offers this benefit.
- Exhibitor badges, limit 4 per 10' x 10'
- Conference and reception attendance at a reduced rate

EXHIBIT SPACE RATES:

SIZE	
100-399 SQ FT	\$27/SQ FT
400 SQ FT and more	\$24/SQ FT

Conference Wednesday, April 17

Expo Thursday & Friday, April 18-19

Location

Schaumburg Convention Center
1551 N Thoreau Dr.
Schaumburg, IL 60173

The Schaumburg Convention Center presents a spectacular setting for Closets Conference & Expo/ Wood Pro Expo. It is the premier Midwest facility with refined amenities and state of the art technology throughout the 150,000 square foot venue.

- Under one roof with the Renaissance Hotel
- Conveniently located minutes from Chicago O'Hare International Airport (ORD)
- Ideally located near upscale shopping and dining



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 15 10 AM-5 PM (Machinery Only)
Tuesday & Wednesday, April 16-17 8 AM-5 PM

EVENT

Wednesday, April 17 8 AM-6 PM | Closets & WPE Conferences and Plant Tour

Thursday, April 18 9 AM | Free Keynote

Thursday, April 18 10 AM-5 PM | Expo Floor Open

Thursday, April 18 | Roundtables sponsored by CMA & ACSP

Thursday, April 18 | 30-minute live machinery exhibitor demos on the show floor

Thursday, April 18 | Top Shelf and Young Wood Pro Awards Reception

Friday, April 19 8:30 AM | Exhibitors' Breakfast

Friday, April 19 9 AM | Free Keynote

Friday, April 19 10 AM-3 PM | Expo Floor Open

Friday, April 19 11 AM-2 PM | Special interviews and podcasts scheduled at Woodworking Network Live area on the show floor

Friday, April 19 | 30-minute live machinery exhibitor demos on the show floor

MOVE OUT

Friday, April 19 3 PM-10 PM

Saturday, April 20 8 AM-Noon (Machinery Only)

Reserve your space!

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

Laurel Didier, Exhibit Sales, laurel@woodworkingnetwork.com, 847-334-3038

Kim LeBel, Show Manager, kim.lebel@woodworkingnetwork.com, 773-842-7509

APPLICATION



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Network**

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