

WPE[®]

Wood Pro Expo

LANCASTER PA.

Oct 24-25, 2024

Spooky Nook Sports Center

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

EXPO FLOOR OPEN

Thursday, October 24 | 9:00 AM – 4:00 PM

Friday, October 25 | 9:00 AM – 3:00 PM

FREE KEYNOTES

Thursday and Friday | October 24-25

CONFERENCE

Thursday and Friday | October 24-25 | 10:00 AM – 12:00 PM

NETWORKING RECEPTION On the show floor
Thursday, October 24 | 4:00 PM – 5:00 PM

EXHIBITOR MOVE-IN

Monday, October 21 | 2:00 PM – 5:00 PM*

**Large running machine exhibitors only*

Tuesday, October 22 | 8:00 AM – 1:00 PM*

**Large running machine exhibitors only*

Tuesday, October 22 | 1:00 PM – 4:30 PM

Wednesday, October 23 | 8:30 AM – 4:30 PM

EXHIBITOR DISMANTLE

Friday, October 25 | 3:00 PM – 7:00 PM

Carriers must be checked in by 5:30 PM

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

A **Woodworking Network** event

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 2024 to serve the Northeast and Mid-Atlantic regions.

Exhibitors can expect strong participation from not only Pennsylvania, but the woodworking base from the surrounding states. Surrounded by woodworking-rich states, with New Jersey and Delaware on the east, West Virginia and Virginia to the south/southwest, New York and Massachusetts to the north/northwest, and Ohio on the west, it's an exceptional opportunity to cash in by meeting cabinet makers, custom woodworkers, and other wood product manufacturers from the region.

Wood Pro Expo Lancaster's two-day event includes not only a booming expo hall, but also educational opportunities to help attendees improve their businesses. Here are some attendee demographics from the 2023 event:

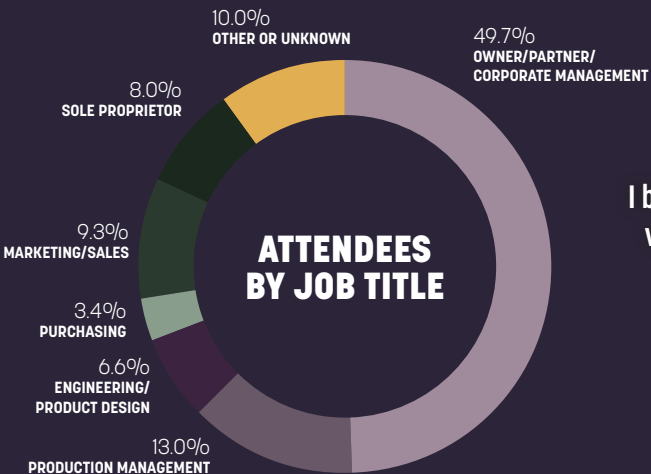
ATTENDEES BY PRIMARY BUSINESS

Residential & Commercial Cabinets	46.0%
Custom Woodwork & Other Wood Products	20.5%
Architectural Woodworking & Millwork	9.3%
Commercial/Institutional and Residential Furniture	7.1%
Building Contractor/Remodeler	4.6%
Architect/Designer/Specifier	3.8%
Dealers/Dist/Wholesalers	3.6%
Education/University	3.3%
Laminator/Panel Processor/ CounterTops	1.2%
Closet & Garage Organization	0.7%

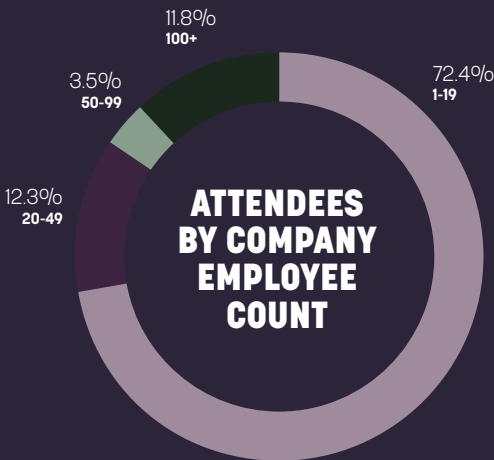
Attracting the attendees you want to see

We work tirelessly behind the scenes to make sure you have a productive and profitable experience and are committed to delivering qualified attendees to the show floor. Woodworking Network's powerful database and talented marketing team will drive attendance using print ads, e-mail, social media, direct mail and other industry touchpoints to woodworking shops and manufacturing facilities in Pennsylvania and the surrounding states.

Pennsylvania 7,531 Business Sites	New Jersey 3,556 Business Sites	Delaware 436 Business Sites
New York 7,864 Business Sites	Ohio 5,741 Business Sites	Virginia 3,703 Business Sites
West Virginia 571 Business Sites	Massachusetts 3,392 Business Sites	



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



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:

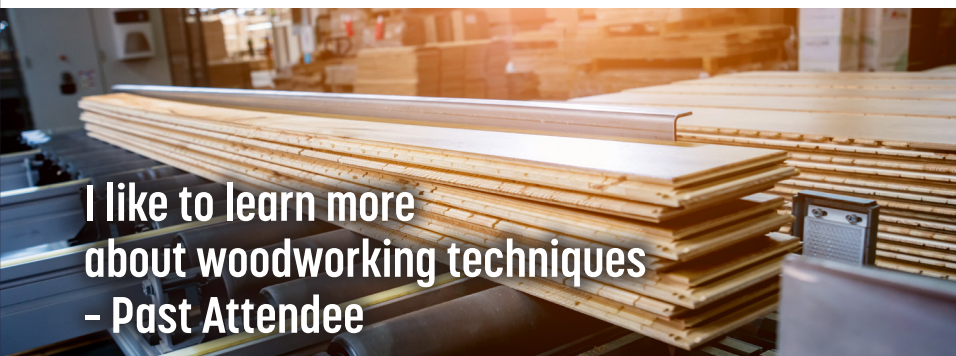
- 20 x 20 exhibit space
- Free air plus generous electric service allowance for demonstrated machines
- Named sponsorship of the "Pavilion", promoted in all of our materials including the floor plan, website, digital and print promotions

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 air plus generous electric service allowance for demonstrated machines
- 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: \$22.50/sq. ft. + \$500 (Running Machine Pavilion participants only)



I like to learn more
about woodworking techniques
- Past Attendee



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

94%

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

*Top 3 reasons why attendees
come to Wood Pro Expo*

#1 - Looking for new products

#2 - Evaluate and compare products
for future purchase

#3 - Looking for specific products

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



SPONSORSHIP OPPORTUNITIES

Wood Pro Expo 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 | \$1500

Sponsor provides the double clip lanyards.

CARPET DECALS | \$750 each, 2 available.

STANDING SIGN BOARD | \$850 each

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

KEYNOTE SPEAKERS | \$1000 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 | \$1000

Sponsor provides the bags.

TOTE BAG INSERTS | \$300

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

CREATE YOUR OWN EVENT | \$1500

Invite your customers and prospects to a breakfast, lunch or reception on Thursday or Friday, October 24-25. 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. **\$850 each** run of book, covers are **\$950 each** and available on a first-reserved basis.

Materials are due Friday, September 13.



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



woodproexpolancaster.com

**Woodworking
Network**

woodworkingnetwork.com/events

All roads lead to the Spooky Nook

- Conveniently located in the heart of Pennsylvania woodworking country, the Spooky Nook is set with 600,000 square feet of event space.
- 130 room hotel with full-service restaurant and fitness center right on site.
- Conveniently located and easily accessible. 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.spookynooksports.com/manheim