



# 2024 AAW INTERNATIONAL WOODTURNING SYMPOSIUM EXHIBITOR INFORMATION

**MAY 23-26, 2024**

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**PORTLAND, OR**

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**OREGON CONVENTION CENTER**



222 Landmark Center • 75 5th St W • St. Paul, MN • 55102-7704  
651-484-9094 • 877-595-9094 (toll free) • [woodturner.org](http://woodturner.org)

# THANK YOU FOR CONSIDERING EXHIBITING AT THE 2024 AMERICAN ASSOCIATION OF WOODTURNERS ANNUAL SYMPOSIUM.

Please allow the checklist below to guide you:

## *Your 2024 AAW Symposium Checklist*

- 10/23/23 – Deadline - First round booth booking stage – Exclusive to 2023 Exhibitors
- 12/1/24 – Deadline - Early bird booth rates #1
- 2/1/24 – Deadline - Early bird booth rates #2
- By 1/31/24 – Reserve your hotel room early to assure you are at the most convenient location.
- 3/1/24 – Final booth payment due
- 3/1/24 – Submit necessary sales tax registration information
- 4/1/24 – Review Safety Regulations
- 5/1/24 Deadline – Exhibitor Move-in Plan – Use online form to order your name badges, electricity, carpet, etc.

In the event the 2024 Symposium is canceled by AAW or transitioned to a virtual event due to circumstances beyond exhibitors' control, a full refund will be available to exhibitors. In this event exhibitors would also have the opportunity to transition any fees paid to an available 2024 AAW virtual exhibit/ad option should they prefer.

Exhibitor and general symposium information will be available on the AAW Website – [www.woodturner.org](http://www.woodturner.org)



### **Advertising Contacts:**

Erica Nelson, Advertising Representative • [erica@pierreproductions.com](mailto:erica@pierreproductions.com) • 763-497-1778  
Betsy Pierre, Advertising Manager • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com) • 763-295-5420

**AAW** | AMERICAN ASSOCIATION  
OF WOODTURNERS  
[woodturner.org](http://woodturner.org)

# ABOUT THE AMERICAN ASSOCIATION OF WOODTURNERS

The **American Association of Woodturners (AAW)** is a nonprofit organization dedicated to advancing the art and craft of woodturning worldwide by offering opportunities for education, information, inspiration, and community. Established in 1986, AAW currently has 14,000 members and a network of over 360 chapters globally representing professionals, amateurs, artists, hobbyists, gallery owners, collectors, wood and tool vendors and others. The AAW possesses the single largest collection of woodturning information anywhere and its award-winning journal, *American Woodturner*, is the foremost publication on the art and craft of woodturning in the world.

## Our Annual Symposium

The AAW International Woodturning Symposium is the biggest and most well-known annual woodturning event in the world. Held in a different region of the country each year, the Symposium attracts woodturning hobbyists, artists, professionals, collectors, gallery owners and anyone looking to learn more about the woodturning craft. It features the industry's largest and most attended tradeshow, showcasing companies of all sizes. Tradeshow admission is free and open to the public. Woodturners regularly attend AAW's Symposium to learn, connect with the woodturning community and shop for the best tools, gear and merchandise.

## Why Exhibit?

- **Reach Your Target Audience:** Connect and sell directly to your target audience of woodturners and woodworkers who are inclined to make purchases on the spot.
- **Build Relationships:** Network and form relationships with other vendors, woodturning professionals and social media influencers.
- **Product Launch and Promotion:** Debut new products or demonstrate your existing products to a captive, interested audience.
- **Market Research:** Learn what your customers are interested in to help with product development and marketing strategies.
- **Brand Visibility:** Exhibiting at the largest woodturning event in the world will enhance your brand and credibility.
- **Educate:** Teach attendees how to use your product live and in-person.

## Your Brand Exposure Through AAW: *(Metrics are annual unless otherwise noted)*

### AAW Symposium Website

- 40,000 visits
- 78,000 total page views

### AAW Symposium Emails

- 181,000 emails delivered
- 60% open rate
- 5.7% click rate

### AAW Social Media

- 461,000 People reached on Facebook
- 110,000 People reached on Instagram

### American Woodturner (AAW Journal)

- 13,900 Print distribution per issue
- 15,000+ Members can access the digital versions

## 2023 Attendees by the Numbers:

- More than 1,500 people from five Continents attended.
- Almost 900 people watched virtually.
- 37% were first-time attendees
- 93% made a purchase in the Tradeshow
- 64% spent at least \$250 in the Tradeshow
- 4.4 out of 5 stars – Average attendee experience rating



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# 2024 EXHIBIT OPPORTUNITIES

**Assignment of Exhibit Space:** Last year's exhibitors will receive an exclusive booth booking opportunity. Following this booking opportunity, the exhibit hall will open to all interested companies. Should an exhibitor cancel their booth reservation, their booth(s) will be available for reservation to all interested companies on a first-come, first-served basis.

**Reward Points:** Reward points are earned and accumulated from year to year for exhibiting, advertising, etc. In early booking phases, reward point standings determine priority booth assignments.

**Multiple Booth Discount:** Booth rates will not be increasing in 2024. Due to drayage fee changes (see Drayage/Material Handling info on page 7) and to offset any additional expenses, AAW will be offering vendors a multiple booth discount of up to 25%. 2 Booths – 10% discount\* | 3-4 booths – 15% discount\* | 5-6 booths – 25% discount\*  
*\*Discount applies to Standard Booths and Endcaps (endcaps are considered one booth). Discounts do not apply to Table Tops. The discount applies to booth fee only and does not apply to additional exhibitor services purchased from the Convention Center or decorator.*

**Booth Rental Finalization:** Once the exhibit hall is available for all booth reservation requests, a signed contract and booth deposit\* will be required within 30 days of reservation request to officially reserve space.  
*\*Full payment is due at time of reservation if after March 1, 2024.*

**Floor plan:** See floor plan on page 5

## Booths Include:

**Booth Size** – Dependent on reservation – see below chart.

**Carpeting** – The exhibit hall is not carpeted, it is a cement floor. Booth carpeting will be available to order.

**Draping** – Standard and endcap booths will be defined by draping.

**Standard Furnishings** – Each booth includes two 8' x 24" unskirted tables, four folding chairs, one wastebasket and one small identification sign. Other furnishings will be available to order.

### Badges/Credentials

- Four tradeshow only badges per 10 x 10 booth
- 25% discount on full registration badges (limit 4)

### General Marketing Exposure

- Business/Booth listing in AAW Symposium App
- Included in exhibitor list on aawSYMPOSIUM.ORG
- Included in AAW tradeshow promotions in emails, online articles and *American Woodturner*

### NEW! AAW Vendor Partner Status

- Business listing featured on woodturner.org
- One-time use of the post-show attendee mailing list (\*direct mail use only).
- Inclusion in AAW Vendor Partners ad in *American Woodturner*
- AAW Vendor Partner graphic
- Opportunity to advertise to the virtual viewers

*\* AAW does not release an attendee or membership list directly to your company. List provided to mail house for distribution. Any costs associated with sending direct-mail marketing is at the expense of the exhibitor.*

## Booth Fees\* (See above Multiple Booth Discount information)

Booth Type	Size	on or before 12/1/23	on or before 2/1/24	After 2/1/24
Table Top	8'	\$285	\$335	\$435
Standard Booth	10' x 10'	\$670	\$720	\$880
Endcap	10' x 20'	\$1,415	\$1,455	\$1,680

*\* A 25% deposit is due at time of reservation. Final booth payment is due on or before 3/1/24. Booth deposit is non-refundable. Following 3/1/24 entire booth fee is non-refundable.*

In the event the 2024 Symposium is canceled by AAW or transitioned to a virtual event due to circumstances beyond exhibitors' control, a full refund will be available to exhibitors. In this event exhibitors would also have the opportunity to transition any fees paid to an available 2024 AAW virtual exhibit/ad option should they prefer.

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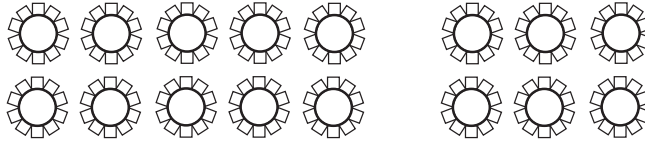
# FLOOR PLAN

2024 AMERICAN ASSOCIATION  
OF WOODTURNERS  
SYMPOSIUM TRADE SHOW  
MAY 23-26, 2024  
OREGON CONVENTION CENTER,  
PORTLAND, OR

INSTANT GALLERY  
AND OTHER EXHIBITS



HANDS ON/YOUTH TURNING AREA



T1 T2 T3 T4 T5

T6 T7 T8 T9 T10

MAIN ENTRANCE



100	102	104	106	108
200	202	204	206	208

114	116	118	120	122
214	216	218	220	222

201	203	205	207	209
300	302	304	306	308

215	217	219	221	223
314	316	318	320	322

301	303	305	307	309
400	402	404	406	408

315	317	319	321	323
414	416	418	420	422

401	403	405	407	409
500	502	504	506	508

415	417	419	421	423
514	516	518	520	522

T11  
 T12  
 T13  
 T14  
 T15

POTENTIAL ADDITIONAL EXHIBITS AS NEEDED.

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# 2024 CONTRACT FOR EXHIBIT SPACE

2024 Annual International Symposium/ Oregon Convention Center / Portland, OR - May 23-26, 2024

To reserve booth space, please submit this contract with a 25% booth deposit to: **American Association of Woodturners**, Erica Nelson, 4084 Jana Ave NE, St. Michael, MN 55376 or fax to 763-497-8810. **Questions** – Call Erica Nelson, Symposium Sale Representative, 763-497-1778, erica@pierreproductions.com

**Booth Fees\*** (See above Multiple Booth Discount information)

Booth Type	Size	on or before 12/1/23	on or before 2/1/24	After 2/1/24
Table Top	8'	\$285	\$335	\$435
Standard Booth	10' x 10'	\$670	\$720	\$880
Endcap	10' x 20'	\$1,415	\$1,455	\$1,680

\* A 25% deposit is due at time of reservation. Final booth payment is due on or before 3/1/24. Booth deposit is non refundable. Following 3/1/24 entire booth fee is non-refundable.

**Multiple Booth Discount:** Booth rates will not be increasing in 2024. Due to drayage fee changes (see Drayage/Material Handling info on page 7) and to offset any additional expenses, AAW will be offering vendors a multiple booth discount of up to 25%. 2 Booths – 10% discount\* | 3-4 booths – 15% discount\* | 5-6 booths – 25% discount\*  
 \*Discount applies to Standard Booths and Endcaps (endcaps are considered one booth). Discounts do not apply to Table Tops. The discount applies to booth fee only and does not apply to additional exhibitor services purchased from the Convention Center or decorator.

Exhibiting Company: \_\_\_\_\_  
 Product: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Website: \_\_\_\_\_ Email: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_

Please indicate booth preference (see floor plan)

Booth Type	First Choice	Second Choice	Third Choice	Assigned	Booth Fee
Table Top	_____	_____	_____	_____	_____
Standard Booth	_____	_____	_____	_____	_____
Endcap	_____	_____	_____	_____	_____
Total Due:	\$ _____	25% deposit required at time of reservation			\$ _____
Less multiple booth discount	\$- _____				
Final Amount Due:	\$ _____				

**TWO SIGNATURES REQUIRED - PAGE 6 & PAGE 9 (BOTH MUST BE SUBMIT TO RESERVE SPACE)**

**Signing below indicates acceptance of the Exhibit Terms and Conditions and of the Safety Regulations.**

Exhibiting Company Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please include check payment made out to American Association of Woodturners with your Contract for Exhibit Space or include credit card info below. (PayPal payment is also an option.)**

Credit Card Payment: You may pay by credit card if you prefer. Type: \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Discover \_\_\_\_\_ AMEX

Please check choice(s) – multiple choices may apply:

\_\_\_\_\_ Charge entire amount upon receipt \_\_\_\_\_ Charge 25% deposit upon receipt and invoice for remainder due by 3/1/24

Name on Card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiration: \_\_\_\_\_ / \_\_\_\_\_ Security Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

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# EXHIBIT TERMS AND CONDITIONS

page 1 of 3 (Must sign and return page 9 with contract for exhibit space.)

The Contract for Exhibit Space represents an official agreement between the Exhibiting Company (Exhibitor) and AAW (Exhibit Management).

**2024 Dates:** **Priority Move-in:** Wednesday, May 22, 2024 **General Move-in:** Thursday, May 23, 2024  
**Show Dates:** Thursday, May 23 - Sunday, May 26, 2024 (Tradeshow preview May 23)

In the event the 2024 Symposium is canceled by AAW or transitioned to a virtual event due to circumstances beyond exhibitors' control, a full refund will be available to exhibitors. In this event exhibitors would also have the opportunity to transition any fees paid to an available 2024 AAW virtual exhibit/ad option should they prefer.

**Exhibitor Arrangements:** WiFi for exhibitors will be complimentary this year. Additional exhibitor information regarding shipping, electrical options, etc. will be incorporated into exhibitor communications from the AAW. AAW contracts Trade Show management services with ConferenceDirect. Exhibitors will receive contact information following execution of the contract.

**Sharing Booth Space:** Sharing of any single booth space by more than one company/organization is strictly prohibited unless the number of booths is greater than or equal to the number of companies/organizations sharing the space.

**Booth Rental Finalization and Payment:** A signed contract and a 25% booth deposit\* are required to officially reserve booth space. Final booth payment is due on or before 3/1/24. If these items are not received, space reservation is subject to termination.

\*Full payment is due at time of reservation if after 3/1/24.

**Booth Reservations:** All exhibit bookings are subject to the approval of exhibit management. Exhibit management reserves the right to refuse space rental for any reason including, but not necessarily limited to, a conflict with the intent of the Exhibit or the mission of the Association. AAW reserves the right to make booth assignments based on the overall success of the symposium. Some of the considerations taken into account for booth assignments will be number of booths bought, number of years participating in the AAW symposium and exhibitor point standings. Prior to 2/1/24, endcaps may be bought as a whole for the endcap price OR two exhibitors may join as "buddies" - each taking a booth of the end cap and paying 1/2 the price of the endcap (in this event, both reservation requests must clearly note the other buddy). After 2/1/24 - Single corner endcaps will be available for sale, if available, at the cost of the correlating price for 1/2 endcap.

**Cancellation and Violation of Terms, Conditions and Details:** An exhibitor may cancel their exhibit space at any time. Cancellation notice must be received in writing with confirmed receipt of cancellation notice. Under no circumstances will booth deposit be refunded. Cancellation after 3/1/24 will result in a forfeit of any/all deposit/booth fees paid. Upon cancellation of booth space, the booth will be available for reservation to all interested parties on a first-come, first-served basis. Violations of any of these terms and conditions or any details included in the Exhibitor Services Kit may result in termination of this agreement. In this event any previous exhibitor payment is forfeited and exhibit management may reassign the space.

**Drayage/Material Handling:** Exhibitors will be allowed to move things to and from their booth from the loading dock in as many trips as needed by hand or by moving apparatuses with no more than two wheels (i.e. dolly). Exhibitors with items that require heavier hauling equipment (including but not limited to pallet jacks, fork lifts, any apparatus with more than two wheels) will be required to engage the services of Fern, the tradeshow decorator. Drayage fees will be \$1.40 per pound (\$.75 per pound for a machine or for wood supply weighing over 1,000 lbs.). Charges cover in and out handling and will be based on onsite weight or on shipping weight from carrier that delivered items on the exhibitors behalf. IMPORTANT note: To avoid additional fees and higher rates, materials must arrive during set move in times. Materials/shipments that arrive earlier go to show decorator's warehouse and will incur additional fees.

**Exhibit Management Reserves the Right To:** Make any necessary adjustments to booth locations, booth assignments and exhibit floor plan. Make any necessary changes or exceptions to terms, conditions and details. Refuse any display, or portion thereof, that does not meet the local fire, safety, building, etc. codes.

**Audio-visual equipment and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of the exhibit management, do not interfere with the activities of neighboring exhibitors.**

**Appropriate Space:** It is requested that exhibitors rent enough space to accommodate their display, personnel and anticipated crowds for any presentations or demonstrations that might be given from within their booth space. Aisles must be kept clear as safe pathways for attendees.

**All Exhibitors Are Responsible For:** Abiding by these terms and conditions as well as the details included in the Exhibitor Services Kit. Educating booth staff on these terms, conditions and details. Any necessary arrangements for their booth (i.e. insurance, shipping, electrical services, additional furniture rental, carpet rental, etc.). Charges associated with these items are the responsibility of the exhibiting company. Forms for many of these services will be included in the Exhibitor Services Kit. Creating a display that meets local fire, safety, building, etc. codes. This includes assuring that their entire display is flame proof and fire resistant. Staffing exhibit booth during ALL exhibit open hours as published on the Symposium website. Registering all exhibit booth staff with exhibit management. Any damage done to the facility caused by the exhibiting company's booth staff or its agents. The safety and security of any and all valuables in the booth. Reporting, collecting and paying applicable taxes and/or fees. Applications for permits that are required by individual state based on event location can be obtained by calling the appropriate state office.

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# EXHIBIT TERMS AND CONDITIONS

page 2 of 3 (Must sign and return page 9 with contract for exhibit space.)

**Passes:** ALL booth staff/representatives will be provided with Trade Show credentials to gain access to the hall during approved non-show hours. Exhibitors will receive four tradeshow only badges per 10 x 10 booth and will receive a 25% discount on full registration badges (limit 4).

**Insurance** – All Exhibitors regardless of booth activities are required to be covered by a general liability insurance policy. This requirement is to mutually protect the interests of the AAW and each Exhibitor against risk of liability arising out of foreseeable and unforeseeable events. The general liability policy must name the AAW as additional insured, in the amount of not less than \$300,000 for injury to each person, not less than \$1,000,000 for each accident and not less than \$100,000 property damage for each accident, to protect against possible claims arising out of the operation of his booth. Theft and fire insurance floater policies are highly recommended. Small or easily portable articles of value should be properly secured or removed after exhibit hours. The AAW insurance policies do not include fire and theft coverage for individual exhibit booths. AAW has made arrangements for all of our exhibitors to acquire this coverage at significant savings by purchasing as part of a group. Following receipt of Exhibitor's signed booth contract, AAW will publish the internet link for completing a short questionnaire allowing you to obtain this coverage for an affordable premium.

**Indemnification** – Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display at all times, and wherever the same may be located within, on, or about the Exhibition Hall premises. AAW will not be responsible for property damage or loss by, or for, any cause and exhibitor hereby waives any right to claim liability against AAW for the same. The Exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of Exhibitor's participation in the exhibition or symposium activities. Each party will indemnify, defend and hold the other harmless from any loss, liability, costs or damages arising from actual or threatened claims resulting from its breach of this Agreement or the negligence, gross negligence or intentional misconduct of such party or its officers, directors, employees, agents, contractors, members or participants when acting within the scope of their employment or agency. The Exhibitor expressly understands and agrees that the foregoing clauses apply not only during the exhibit hours, but also at all other hours of the day for the period extending from the commencement of installation until the final removal of all the Exhibitor's property and personnel from the Exhibition Hall and to any latent contingent damage, injuries, or liability arising or discovered at a later date as the results of or arising out of exhibitor's participation in the Exhibition.

**Additional Requirements, Chemicals:** Chemical products commonly used by individuals in woodworking processes including adhesives and wood finishing products will be allowed. These chemicals may be used in educational demonstrations and may be made available for sale in the trade show, even though they may be classified as hazardous under various transportation, flight and environmental regulations statutes. On request by AAW, exhibitors intending to sell and/or demonstrate the application of any hazardous chemical products may be required to furnish to AAW in advance of the event a complete listing of MSDS for all such products brought into Convention Center. When demonstrating the application of embellishment products such as, but limited to, paint, stain, dye and all other chemical used in demonstrations Exhibitors are strongly encouraged to use only non-VOC products. As responsible participants at our symposium, Exhibitors help support AAW's commitment to educate all woodturners by promoting and encouraging safe woodturning practices in the tradeshow.

**Non-Island Exhibit Booth Regulations:** For non-island booths, display items higher than 3' (with a maximum 8' height) must be placed in the back 3' of booth space. No display item within the booth may exceed 8' without prior, written consent of Exhibit Management. Items in the front 7' of the booth must be no taller than 3'.

**Island Exhibit Booth Regulations:** No display item within the booth may exceed 8' without prior, written consent of Exhibit Management.

**Exhibitor Agrees:** To keep their display within their designated booth space. To keep the audio level of any amplified sound at a level that does not interfere with other exhibitors. Display items in the aisles are not permitted. To set up and tear down display during designated times only. Not to display or distribute promotional materials outside of their booth space. Not to enter another exhibitor's booth space without permission from that exhibitor. To protect, indemnify and hold harmless exhibit management, its employees, volunteers and agents against any claims arising from the conduct or neglect of the exhibitor, its employees and agents. To carry adequate insurance for the duration of the Exhibition (including move in and move out).

**Exhibitor Load-in and Load-out:** Exhibitors will begin receiving communication detailing dock arrival scheduling and procedures approximately 1-2 months in advance of the event.

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# EXHIBIT TERMS AND CONDITIONS

## page 3 of 3

**Booth and Table-Top Safety Regulations:** The AAW values its partnership with vendors and exhibitors participating in the symposium tradeshow. Working together, we help educate attendees on the safe use of woodturning equipment. Attendees appreciate the ability to see equipment, tools, and other products, and it is incumbent upon vendors and meeting organizers to ensure a safe experience while demonstrating equipment, products, and tools. For the safety of symposium attendees and vendor staff, the following safety policies will be followed:

- Each lathe that will be used for demonstrating to an audience will have an audience safety shield that is large enough to protect the audience assembled in front of the lathe. All exhibitors offering live demonstrations will have an approved Audience Protection Shield (APS), built in accordance with AAW's recommended safety shield specifications, or equivalent. The shield will be suitably positioned and large enough to protect the size of audience expected. This includes any turning, cutting, grinding, or other activities that can create flying debris. If you are unsure how large or how the shield should be constructed, please contact AAW.  
**Exhibitors who do not use an approved audience safety shield for demonstrations will not be permitted to demonstrate until they have a safety shield in place. The AAW does not provide safety shields for exhibitors.**
- All demonstrators will use appropriate Personal Protective Equipment (PPE) for the task at hand. All exhibitor demonstrators are required to wear a full face shield at all times when operating a lathe. Suitable shoes are also required for foot protection. At a minimum, eye protection is required for any demonstration involving cutting, grinding, sawing, or other potentially hazardous operations. All exhibitor demonstrators who do not wear the approved PPE will be asked one time to wear the approved PPE, and if in violation a second time will no longer be allowed to demonstrate. The AAW does not provide full face shields.
- Any other booth and table-top personnel that are not demonstrating will have and use appropriate PPE protection when in the area of activity. Anyone joining the demonstration will be supplied with appropriate PPE for the task at hand. This includes eye, face, footwear, and dust protection equipment as needed.
- Any exhibitor who allows attendees to test products, equipment or allows attendees out of the area protecting them by an audience safety shield, such as behind the lathe is responsible for the attendee to be properly supplied with PPE and to follow all proper safety procedures. The exhibitor will be in attendance for the duration of the "testing".
- The minimum age requirement for operating equipment is 10 years old. Vendors accept sole responsible for the care and conduct of any minors operating equipment. AAW reserves the right to act if unsafe activity or conditions warrant.
- Exhibitors will have ongoing clean-up of all chips and debris generated to provide for safe passage of attendees. This includes the exhibitor's booth or table, public aisles and neighboring exhibitor spaces. NOTE: The exhibitor is responsible for bringing necessary cleaning equipment (broom, dustpan, etc.) – these will not be supplied by the AAW or the Convention Center. Waste and recycling cans will be made available as necessary.
- We encourage a minimum amount of sanding operations in the Trade Show. If you intend to use abrasives or other procedures that generate airborne dust, use of a suitable dust extractor is required. Exhibitors will be responsible to minimize dust hazards within their own booths, and must also eliminate any airborne dust drifting to adjacent booths.
- Exhibitors will be responsible to keep a safe working environment during set up and tear down, including placement of materials, avoiding tripping hazards such as cords/hand trucks/moving dollies, tools and equipment, etc. Packing debris, paper/ padding, or other discarded items will be removed from floor and aisle areas to minimize chances of accidents or injuries due to tripping, slipping, etc.
- No open flames, hot plates, butane flames, microwaves or sandblasting cabinets are allowed.
- Convention Center rules prohibit exhibitors from distributing any food products.
- Health and Safety regulations require all attendees, vendors, and related personnel to have appropriate attire, including shirts and footwear. Persons lacking shirts or footwear will not be permitted entry to the Trade Show or other areas of the Convention Center.
- It is the policy of the AAW that the process known as Fractal Burning is prohibited from being used at the AAW Symposium. The display of woodturnings embellished by the Fractal Burning process is prohibited during the Symposium. Fractal burning devices may not be displayed, offered for sale or demonstrated in any exhibition booth or any location associated with an AAW Symposium. Further, the process of Fractal Burning shall not be featured in any written or on-line AAW publication, except within articles that warn against its use. AAW publications will not accept advertisements for any products or supplies directly related to the process.

**Signing below acknowledges I have read and agreed to comply with all Exhibit Terms and Conditions.**

\_\_\_\_\_  
Exhibiting Company Authorized Signature

\_\_\_\_\_  
Date

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# AAW INTERNATIONAL SYMPOSIUM HANDOUT BOOK

## Advertising rates and options

American Association of Woodturners 2024 International Symposium Handout Book

Distributed onsite at the symposium — approximately 1,500.

The official Handout Book for the world's largest woodturning event.

## Rates (full color)

Size options	
Outside Back Cover	\$599
Inside Front Cover	\$539
Opposite Inside Front Cover	\$539
Inside Back Cover	\$539
Full Page	\$329
Half Page	\$229
Quarter Page	\$149

- All rates apply to camera-ready copy only.
- Contact Erica for help with ad design services  
erica@pierreproductions.com, 763-497-1778.

## Submission deadline

<b>Deadline</b>	<b>February 1, 2024</b>
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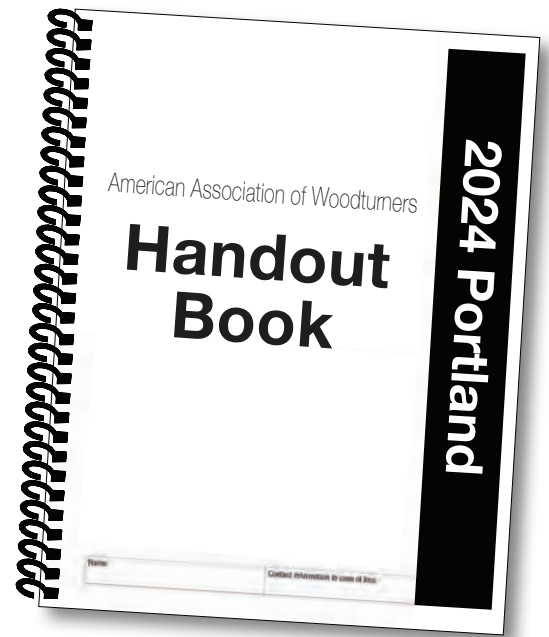
## Submission specifications

### File formats accepted

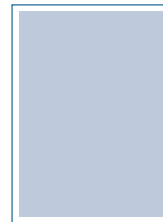
- JPG (preferred)
- Press quality PDF with embedded fonts.

### Images, logos, artwork

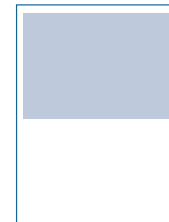
- Providing color files is encouraged. No additional charge.
- All art must be saved as CMYK (four-color process). RGB images will not be accepted.
- Please do not send files with spot colors. Spot (PMS) colors detected will be printed as CMYK match.
- All images saved at 100% and a minimum of 300 dpi. Line art must be a minimum of 1200 dpi.
- Files lower than minimum dpi may lose clarity when printed.
- Images and logos from websites are not acceptable.



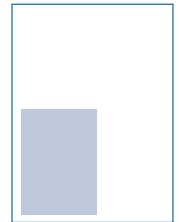
## Dimensions Width x height



**Full**  
7.425" x 9.425"  
188 mm x 239 mm



**1/2 horizontal**  
7.425" x 4.625"  
188 mm x 117 mm



**1/4**  
3.625" x 4.625"  
92 mm x 117 mm

- Do not include printer's marks (crop, bleed, etc) on ads.
- All ads must be cropped to final size before submission.
- Reproduction quality of materials not meeting specifications will be converted at advertiser's risk.

## Advertising Contacts:

Erica Nelson, Advertising Representative • erica@pierreproductions.com • 763-497-1778

Betsy Pierre, Advertising Manager • betsy@pierreproductions.com • 763-295-5420

# 2024 SYMPOSIUM SPONSORSHIP AND MARKETING OPPORTUNITIES

Gain attention, create interest and capture customers with these standout opportunities!

## SPONSORSHIPS

Sponsor benefits include:

- Acknowledgement on AAWSymposium.org
- Acknowledgement on the 2024 Symposium app
- Acknowledgement in appropriate promotions
- Acknowledgement via Onsite Signage
- Acknowledgement where appropriate from podium/mic
- Acknowledgement in *American Woodturner*

### Social Function Sponsorships:

**Thursday Evening Welcome Reception -**

Cost: \$500 shared (up to 4) / \$1,500 exclusive

**Friday Evening Live Benefit Auction -**

Cost \$1,000 shared (up to 4) / \$3,000 exclusive

**Saturday Evening Social Hour -**

Cost: \$500 shared (up to 4) / \$1,500 exclusive

**Saturday Evening Dinner and Entertainment -**

Cost \$1,000 shared (up to 4) / \$3,000 exclusive

### Education, Demonstration & Gallery Sponsorships

**Virtual Symposium Sponsorship -** Cost: \$999 (up to 3)

Your chance to engage with the estimated 1,000 choosing to participate in this year's Symposium virtually. In addition to the above benefits, sponsors will receive logo recognition on the virtual platform and the opportunity to provide an educationally-focused video link to sharing on the platform with virtual participants to view. Platform will be accessible to virtual participants for up to 90 days following the Symposium.

**General Demonstration Rooms -** Cost: \$1,000 per room (1 per room)

Typically 8-10 rooms will be designated for live demonstration breakout sessions during the symposium. These breakouts will cover a diverse range of woodturning topics. Each room typically sees 10 sessions throughout the symposium with on average 80-200 people in attendance. Sponsor will receive name recognition in electronic materials (logo where possible) and logo recognition in event printed materials as well as via signage in the area.

**Instant Gallery -** Cost: \$999 (max 3)

Sponsor one of the largest group of turned-wood objects under one roof – approximately 30,000 square feet of heavily attended space. Sponsor will receive name recognition in electronic materials (logo where possible) and logo recognition in event printed materials as well as via signage in the area.

**Special Exhibitions Gallery -** Cost: \$1,000

Special Exhibitions at the AAW Symposium include the AAW member juried and Professional Outreach Program (POP) invitational exhibits. These artists' work are selected on originality and technical excellence. Special Exhibitions also include the

POP Merit Award artist exhibit. This award is given to artist(s) whose body of work has contributed significantly to the growth of woodturning as an art form. The AAW Special Exhibitions feature world class work and an excellent opportunity to highlight your brand. Sponsor will receive name recognition in electronic materials (logo where possible) and logo recognition in event printed materials as well as via signage in the area.

## MARKETING OPPORTUNITIES

**Daily Door Symposium Swag -** Cost: \$500 exhibitor / \$750 non exhibitor (either option + cost of swag item)

Help AAW greet the first 100 trade show attendees on your chosen day with fun and collectible Symposium Swag. Giveaway item to be purchased by AAW and will have AAW and participant co-branding. One swag participant per day Thurs-Sun. Swag choices include cups, koozies, stickers and other fun items. Participant has the option to help man the distribution point.

**Official Symposium Lanyard or Tote -** Cost: \$500 exhibitor / \$750 non exhibitor (either option + cost of lanyard)

One of the best Symposium branding options available – have your logo be worn by nearly every Symposium attendee throughout the event. (Sponsor responsible to supply lanyards by April 15, 2024 – exact number will be confirmed as the event date approaches.)

## OTHER OPPORTUNITIES

**Hands On/Youth Turning Area –** In Kind Supply Donation

Support this popular area of the Symposium tradeshow where turners of all skill levels and ages participate and enjoy hands on woodturning experiences and learning. To donate an item, please contact Jen at [jennifer@woodturner.org](mailto:jennifer@woodturner.org) or 651-484-9094.

**Donate an Item to the AAW Silent Auction**

Interest and participation among attendees in the expanded AAW Silent Auction held the past recent years has been outstanding. The silent auction offers attendees an affordable alternative to the more prestigious live auctions and it contributes essential funding to benefit our ongoing AAW educational services and publications. AAW encourages all exhibitors to donate an item to the Silent Auction. Since the majority of Symposium attendees are woodturners, many people prefer the chance to bid on non-turned alternatives – tools, equipment, branded-wear clothing, unique experiences, etc. This is another avenue to get your brand, products and/or services visibly positioned in front of attendees. All Silent Auction items will be prominently displayed in the Instant Gallery until Saturday. To donate an item, please contact Jen at [jennifer@woodturner.org](mailto:jennifer@woodturner.org) or 651-484-9094. Exhibitors who donate to the Silent Auction will be recognized with appropriate mentions provided during the Symposium.

### Advertising Contacts:

Erica Nelson, Advertising Representative • [erica@pierreproductions.com](mailto:erica@pierreproductions.com) • 763-497-1778

Betsy Pierre, Advertising Manager • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com) • 763-295-5420



Advertising Insertion Order
American Association of Woodturners (AAW)
2024 Symposium Handout Book
Complete and return to 763-497-8810 (fax) or
erica@pierreproductions.com

Advertiser information

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

2024 Symposium Handout Book Ad Order (all ads are full color) – Deadline February 1, 2024

AAW Business members receive a 5% discount on advertising rates.
Check here if you are a Business Member \_\_\_\_\_

Ad Size: \_\_\_\_\_

Placement Request (available to full pages only):

\_\_\_\_\_ Back Cover \_\_\_\_\_ Inside Front Cover \_\_\_\_\_ Opposite Inside Front Cover \_\_\_\_\_ Inside Back Cover

Base Rate: \$ \_\_\_\_\_ per Insertion

Less Member Discount: \$ \_\_\_\_\_ per Insertion

Special Instructions: \_\_\_\_\_ Final Total: \$ \_\_\_\_\_ per Insertion

Signing below constitutes agreement to the details listed above and to the American Woodturner General Terms & Conditions.

Advertiser's Signature \_\_\_\_\_

Date \_\_\_\_\_

Your American Association of Woodturners Advertising Contact:
Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com
Betsy Pierre, Advertising Director – 763-295-5420 / betsy@pierreproductions.com
American Association of Woodturners - 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704

Credit Card Payment: You may pay by credit card if you prefer.

Check type: \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Discover \_\_\_\_\_ AMEX The above Final Total will be charged.

Name on Card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiration: \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_ (Three numbers. AMEX has four.)



# 2024 Symposium Sponsorship and Marketing Options Reservation Form

Please reserve the following participation.

Return this order to Erica: [erica.nelson@ewald.com](mailto:erica.nelson@ewald.com) or fax – 763-497-8810

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## 2024 AAW Annual Symposium

(please reference the AAW International Symposium Sponsor Options)

### Sponsorship or Marketing Option:

\_\_\_\_\_

Fee: \$ \_\_\_\_\_

Additional Notes: \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Your AAW Symposium Contact:**  
**Erica Nelson, Sales Representative – 763-497-1778 / erica.nelson@ewald.com**

American Association of Woodturners - 222 Landmark Center, 75 5<sup>th</sup> St W, St. Paul, MN 55102-7704

**Credit Card Payment:** You may pay by credit card if you prefer.

Check type: \_\_\_ Visa \_\_\_ MC \_\_\_ Discover \_\_\_ AMEX      The above Final Total will be charged.

Name on Card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiration: \_\_\_/\_\_\_ Security Code \_\_\_\_\_ (Three numbers. AMEX has four.)

## **Mechanical Requirements**

Art Submission: See rate card for dimensions and submission specifications.

Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.

Send artwork to: Erica Nelson – [erica@pierreproductions.com](mailto:erica@pierreproductions.com) / 763-497-1778. Please refer to rate card for submission guidelines.

## **General Terms & Conditions**

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication, the American Association of Woodturners.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Advertisements must be placed during a six-issue period for frequency discounts to apply.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use previously submitted art or 2) the advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

Publisher’s liability in the event of a publisher error within an ad will be limited to publishing the ad once correctly at no additional charge.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

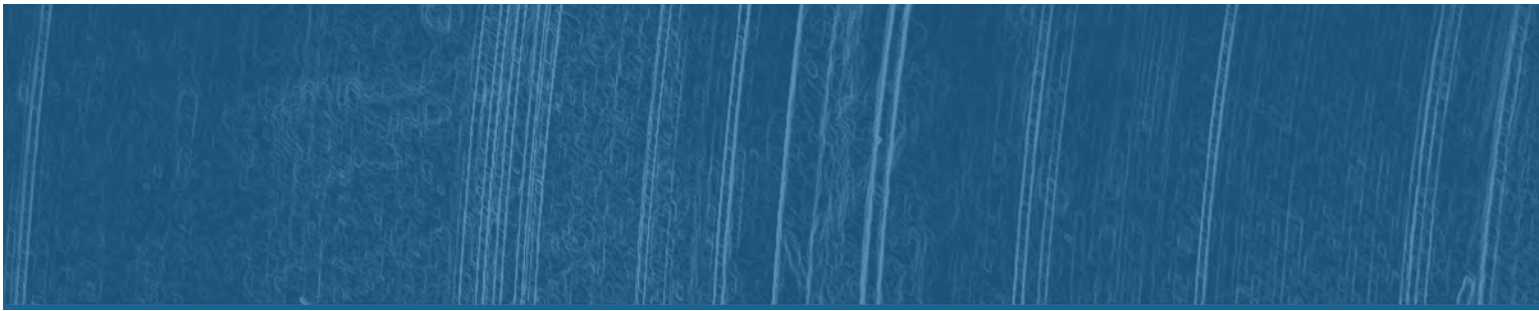
The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Cancellation of any portion of the Insertion Order voids any frequency discount.

Cover and Preferred placements are non-cancellable.

Other cancellations must be made prior to an issue’s deadline.



American Association of Woodturners  
222 Landmark Center | 75 5th St W  
St. Paul, MN 55102-7704

877-595-9094 | 651-484-9094 | 651-484-1724 fax  
[woodturner.org](http://woodturner.org) | [galleryofwoodart.org](http://galleryofwoodart.org)