

The International Woodworking Fair® is one of the world's top events for the custom and general woodworking industries. Woodworking Network offers a number of outstanding sponsorship and advertising opportunities to help exhibitors reach attendees and stand out in the crowd at IWF 2024.



## IWF Official Pre-Show Planner

Drive traffic to your booth with this comprehensive show preview including a floor map, the complete exhibitor list, show schedule and seminar slate.

- Polybagged/distributed with June FDMC
- Delivered with FDMC June and July digital issues
- Distributed to the IWF pre-registration list



The pre-show planner is worth the investment and is sure to deliver results for you in 2024.

[Refer to standard ad pricing](#)

Ad Closing: 5/10/24 Materials Due: 5/17/24

## Product Sneak Peek Emails – IWF Edition

Build anticipation for your product offerings in advance of the show. For 6 weeks leading up to IWF, we'll deliver Sneak Peek emails dedicated to showcasing exhibitors and their products to our Woodworking Network subscribers. This text ad opportunity includes your product image, a headline and 50 words of body copy, including your booth number at the show.

6 spots available per distribution

### Distribution Dates:

7/2 | 7/9 | 7/16 | 7/23 | 7/30 | 8/6



August 6-9, 2024 | Georgia World Congress Center

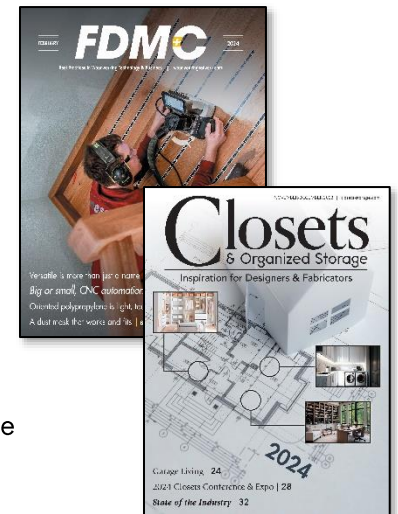
## FDMC Preview Issue and Bonus Distribution

July FDMC is the IWF show issue containing a preview of what to expect and includes all the important show information, plus bonus distribution on the IWF expo floor.

[Refer to standard ad pricing](#)

July Ad Closing: 6/5/24

Materials Due: 6/10/24



## Closets & Organized Storage Preview Issue and Bonus Distribution

The May/June issue will include a preview of closet and home storage exhibitor's products you'll see on the IWF expo floor.

The July/August issue will have bonus distribution on the IWF expo floor.

[Refer to standard ad pricing](#)

May/June Ad Closing: 4/22/24

Materials Due: 4/26/24

July/August Ad Closing: 6/21/24

Materials Due: 6/27/24



IWF Official Show Dailies

The only official show daily distributed to all attendees during IWF at the entrances of the Georgia World Congress Center and at the registration desk. Two editions will be distributed, one on the first day and another on the third day of the show, plus digital distribution that will include linking to your website. This comprehensive guide includes the world’s largest IWF floor plan with advertisers highlighted plus up-to-date show happenings and things to do after hours, making it a well-received guide for attendees. This is your last-minute value to drive traffic to your booth.



Distribution Schedule:

	Print Distribution	WWN Digital Distribution to surrounding states	IWF Digital Distribution to registered attendees
August 5		Edition 1	
August 6	Edition 1		Edition 1
August 7	Edition 1		Edition 1
August 8	Edition 2		Edition 2
August 9	Edition 2		Edition 2

RATES (includes both issues)

- \$4,366 | Spread
- \$2,292 | Full page
- \$1,144 | Standard half page (no islands)

Ad Closing: 6/26/24    Materials Due: 6/29/24

[Ad Specifications](#)

IWF Fair Booth Video

A 3-4 min. video shot at your booth with a Woodworking Network interviewer that promotes your key marketing messages. Your edited video will be distributed electronically postIWF to Woodworking Network audiences, and available on woodworkingnetwork.com.

RATE: \$3,413 | Video

Symposium Sponsorship at IWF | August 5

LEARN MORE

Woodworking Network will present three full-day symposiums the day before IWF opens on August 5.

The **Closets Symposium**, moderated by Michaelle Bradford, Editor of **Closets & Organized Storage**, will address the latest trends in the closets industry.

**CNC Bootcamp** is designed to help kickstart woodworking businesses on their CNC automation journey. Will Sampson, editorial director of Woodworking Network, moderates the event featuring industry experts covering everything you need to know to get started.

New for 2024: The **Material Design & Innovation Symposium** will focus on the fastest-growing segment of the woodworking industry, surface material design and innovation.

- Three multi-level sponsorship packages are available for each symposium that includes but is not limited to:
- sponsor logo recognition on IWF educational mentions and signage,
  - sponsor logo recognition on Woodworking Network promotional materials promoting the symposium,
  - pre-event and during event recognition, plus more.

RATES:

\$6,500 | Gold      \$3,500 | Silver      \$2,000 | Bronze