

# WPE®

Wood Pro Expo

FLORIDA

[WoodProExpoFlorida.com](http://WoodProExpoFlorida.com)

# Closets

Conference & Expo

For Designers & Fabricators of Organized Storage

[ClosetsCon.com](http://ClosetsCon.com)

# EXHIBITOR JUNE 11-13 2025 PROSPECTUS

Conference: June 11      Expo: June 12-13  
Palm Beach County Convention Center | Palm Beach, FL



A **Woodworking Network** Event  
[WoodworkingNetwork.com/events](http://WoodworkingNetwork.com/events)



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**Closets Conference & Expo**, the only national event for all closet and organized storage companies and **Wood Pro Expo Florida**, the regional marketplace for woodworking professionals will return to West Palm Beach, FL in 2025.

Held right in the heart of southern Florida and populated with high-net-worth individuals, the 2025 show is sure to attract the finest in custom woodworking, cabinet, and home organization to the expo floor. Coming off the 2024 show that attracted a record 1,100 attendees and with more than 1,000 attendees visiting the expo in West Palm Beach in 2023, we're ready to bring an even bigger show to the area in 2025. Plus, we're expanding the show floor, combining two halls, to accommodate even more exhibitors and attendees alike.

With two shows under one roof, it's an exceptional opportunity for exhibitors 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 perfect destination to conduct business

The Palm Beach County Convention Center is an architectural masterpiece and is connected to the host hotel, Hilton West Palm Beach, both located just 8 minutes from the Palm Beach International Airport. Plus, restaurants, shopping, and nightlife are conveniently located in The Square just across the street, so you'll have more time to relax and unwind when you're not doing business.



### Attracting quality attendees from across the country

We are committed to delivering qualified attendance, working tirelessly behind the scenes to make sure you have a productive and profitable experience. Woodworking Network's powerful database and talented marketing team will use print ads, e-mail, social media, direct mail, and more to drive a high-quality audience at woodworking shops and closet shops in Florida and throughout the country.



**55%**

*of attendees travel more  
than 300 miles to attend the show.*

# Enormous purchasing power under one roof

**87% of attendees** have purchasing and/or specifying authority at their companies. 2023 drew more than 1,000 buyers to West Palm Beach.

## Job Function



**47%**  
Owner/Partner/  
Corporate Management

**20%**  
Engineering/Product Design

**15%**  
Production  
Management

**13%**  
Marketing/Sales

**4%**  
Other

**2%**  
Purchasing

**91%** of attendees said they plan to attend another show in the future.

## Primary Business



**36%**  
Closet & Garage Organization

**28%**  
Residential & Commercial Cabinets

**14%**  
Custom Woodwork  
& Other Wood Products

**7%**  
Dealers & Suppliers

**6%**  
Building Contractor/Remodeler

**3%**  
Architectural Woodworking  
& Millwork

**2%**  
Residential & Commercial Furniture

**2%**  
Education/University

**2%**  
Architect/Designer/Specifier

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### Top reasons they attend



**1**  
To network with peers

**2**  
To find and purchase new products

**3**  
To see specific products and/or exhibitors

**4**  
To evaluate and compare for future purchases

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

**71%** downloaded the Whova app.

**74%** found the app helpful in connecting with exhibitors and other attendees.

"Great show, the vendors were incredible and we found a lot of new products we can incorporate into our business. This show gets better every year. A must if you are in the closet business." – **Kory Clark, Closet Concepts**

"This was a great experience for our team. It was a wonderful way to bring our different departments together, explore new machinery and update our product offerings. We gained confidence in what does work for us and found solutions for what wasn't working leaving us inspired and motivated for what's to come."

– **Alexandria Ovington, St. Charles Closets**





## 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	\$28/SQ FT
400 SQ FT and more	\$25/SQ FT

**Conference** Wednesday, June 11

**Expo** Thursday & Friday, June 12-13

## 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
- Restaurants, shopping and nightlife conveniently located in The Square just across the street.



**Woodworking  
Network**

WoodworkingNetwork.com

## 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, June 9** | 2 PM - 7 PM (Machinery Only)

**Tuesday & Wednesday, June 10-11** | 8 AM-5 PM

### EVENT

**Wednesday, June 11** | Closets & WPE Conferences and Plant Tour | 8 AM - 6 PM

### Thursday, June 12

Free Keynote | 9 AM

Expo Floor Open | 10 AM - 5 PM

Presentations from the Woodworking Network Live Stage | 11 AM - 2 PM

Roundtables sponsored by the CMA and ACSP

Live machinery exhibitor demos on the show floor

Top Shelf Awards Reception

Young Wood Pro Awards Reception

### Friday, June 13

Exhibitors' Breakfast | 8 AM

Free Keynote | 9 AM

Expo Floor Open | 10 AM - 3 PM

Presentations from the Woodworking Network Live Stage | 11 AM - 2 PM

Live machinery exhibitor demos on the show floor

### MOVE OUT

**Friday, June 13** | 3 PM-10 PM

**Saturday, June 14** | 7 AM-10 AM (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**, Exhibit Sales, laurel.didier@woodworkingnetwork.com, 847-334-3038

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

### APPLICATION



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