

WPE[®]

Wood Pro Expo

LANCASTER PA.

Oct 22-23, 2026

Spooky Nook Sports Center

Manheim, PA - Lancaster County

A regional marketplace for woodworking professionals across the Mid-Atlantic and Northeast, specializing in furniture, cabinets, millwork, fixtures, storage solutions and other wood products.

EXHIBITOR PROSPECTUS

SHOW SCHEDULE

EXPO FLOOR OPEN

Thursday, October 22 | 9:00 AM – 4:00 PM

Friday, October 23 | 9:00 AM – 3:00 PM

FREE KEYNOTES

Thursday and Friday | October 22-23

CONFERENCE

Thursday and Friday | October 22-23 | 10:00 AM – 12:00 PM

NETWORKING RECEPTION On the show floor
Thursday, October 22 | 4:00 PM – 5:00 PM

EXHIBITOR MOVE-IN

Monday, October 19 | 2:00 PM – 5:00 PM*

**Large running machine exhibitors only*

Tuesday, October 20 | 8:00 AM – 1:00 PM*

**Large running machine exhibitors only*

Tuesday, October 20 | 1:00 PM – 4:30 PM

Wednesday, October 21 | 8:30 AM – 4:30 PM

EXHIBITOR DISMANTLE

Friday, October 23 | 3:00 PM – 7:00 PM

Carriers must be checked in by 5:30 PM

For exhibit information, contact Tim Fixmer at tim.fixmer@ccimedia.net or phone 414-807-3540

A **Woodworking Network** event

ABOUT WOOD PRO EXPO

Wood Pro Expo events are designed to serve professional woodworkers by showcasing leading industry brands in equipment, hardware, software, materials and services. Now in its fourteenth year, Wood Pro Expo Lancaster continues to be the only professional woodworking event to serve the Northeast and Mid-Atlantic regions, making it a must-attend event for both exhibitors and attendees.

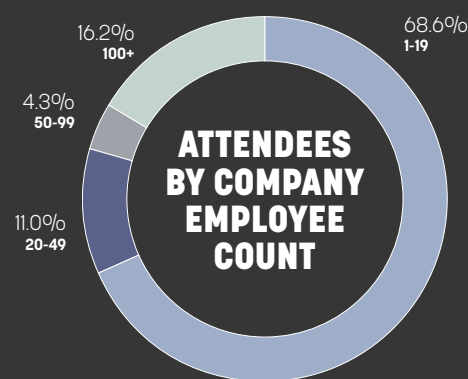
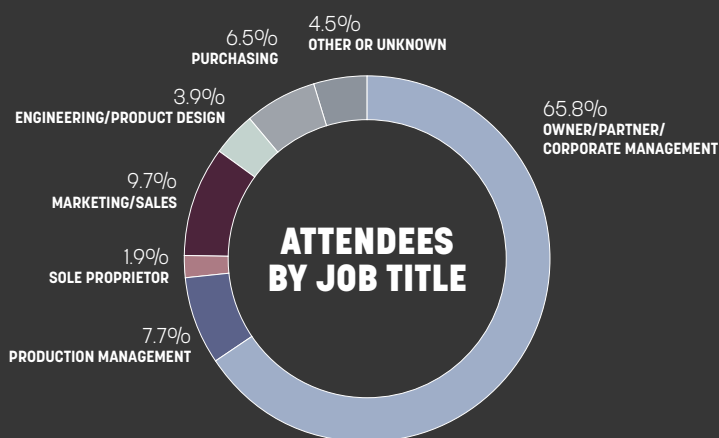
For exhibitors, it's an exceptional opportunity to connect face-to-face with cabinet makers, custom woodworkers, furniture manufacturers, and other wood products professionals who are actively sourcing new equipment, technology, and solutions for their shops.

The two-day event features a robust expo hall complemented by educational programming to help attendees improve their businesses—creating an engaged audience with clear purchasing intent.

ATTENDEES BY PRIMARY BUSINESS

Residential & Commercial Cabinets	44.3%
Commercial/Institutional and Residential Furniture	17.2%
Custom Woodwork & Other Wood Products	9.0%
Architectural Woodworking & Millwork	8.1%
Supplier/Woodworking Machinery	5.0%
Building Contractor/Remodeler	4.5%
Dealers/Dist/Wholesalers	3.6%
Laminator/Panel Processor/CounterTops	3.2%
Education/University	2.3%
Architect/Designer/Specifier	1.4%
Closet & Garage Organization	1.4%

2025 ATTENDEE DEMOGRAPHICS



Attracting the attendees you want to meet

We work behind the scenes to ensure your Wood Pro Expo Lancaster experience is productive and profitable. Our commitment is simple: deliver a high-quality audience of qualified woodworking professionals directly to the show floor. Using a multi-channel marketing outreach to woodworking shops and manufacturing facilities, we drive attendance from serious buyers throughout Pennsylvania and the surrounding states of:

- New Jersey,
- Delaware,
- New York,
- Ohio,
- Virginia,
- West Virginia,
- Massachusetts.

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 commitment. Includes an extra 200 sq. feet of space dedicated to "viewing gallery and gathering space for attendees."
- Recognized as co-sponsors of WPE, printed and published.
- Two demonstration times on Thursday and Friday for 15-20 minute demos.
- Free air for demonstrated machines.
- Free PR throughout Woodworking Network's media channels including video posted online, email promotions, machinery demo schedules in print in the official show program.
- Signage at registration and on the expo floor.
- Inclusion in all conference promotion and in all printed and online conference schedules.
- Local PA system with microphone.

RATE: \$23.50/sq. ft. + \$500 (Running Machine Pavilion participants only)



We were able to network efficiently with some businesses that are pertinent to our specific needs.

- Past Attendee



What is your purchasing influence at your company for machinery and supplies?

77.6%

Final Decision Maker

18.4 %

Specify or Recommend

3.9%

No influence

96%
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 23-24. 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. **\$895 each** run of book, covers are **\$995 each** and available on a first-reserved basis.

Materials are due Friday, September 11.



For more information,
contact Tim Fixmer
at tim.fixmer@ccimedia.net
or phone (414) 807-3540



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