



EXHIBITOR PROSPECTUS



WOODWORKING MACHINERY & SUPPLY EXPO READY, SET, GROW!

WWW.WOODWORKINGEXPO.CA

**OCTOBER 27-29, 2011
DIRECT ENERGY CENTRE
TORONTO, ONTARIO**

READY, SET, GROW!

Times are changing and so is the Woodworking Machinery & Supply Expo.

We recognize the changing face of the economy, construction, remodeling, purchasing and design. All of these factors impact how you find new customers, stay connected with current clients and, in effect, conduct your day-to-day business operations. We are reinvigorating WMS to meet the challenges and changing needs of the industry — to provide the education, new products and networking opportunities that only Canada's leading woodworking tradeshow can deliver.

NEW SPACE

In 2011, WMS moves to the Direct Energy Centre — a modern, downtown facility, LEED-rated and designed to host Canada's leading tradeshow. With its high ceilings, comfortable lobbies, modern meeting space and easy move-in/move-out capabilities, the DEC will enhance WMS's ability to offer the most professional environment to present your products, services and technologies to the secondary wood product industry's leading buyers.

NEW RATES

As WMS management explored the options to enhance our location; we also looked at the competitive environment the new economy provided. We are pleased to announce that exhibit rates are being reduced by more than 15% compared to WMS 2009. In addition, we are committed to providing the most cost-effective exhibit platform that will extend to all contractor services involved in producing the 2011 WMS event.

ATTENDEES REPRESENT A WIDE RANGE OF CORE WOODWORKING BUSINESSES:

- 36% Kitchen and Bath Cabinets
- 14% Residential Furniture
- 9% Millwork, Moulding, Doors, Windows, Stairs
- 8% Architectural Woodwork
- 7% Office/Institutional Furniture
- 5% Woodworking Machinery Dealer or Distributor
- 2% Store & Office Partitions and Fixtures
- 2% Veneers, Plywood, Particle Board, MDF, OSB
- 17% Other Wood products and materials

FROM BUSINESSES LARGE AND SMALL:

- | | | | | | |
|-----|----------------|-----|-----------------|----|-------------------|
| 42% | 1-4 employees | 10% | 20-49 employees | 8% | 100-449 employees |
| 30% | 5-19 employees | 6% | 50-99 employees | 4% | 500+ employees |

NEW DATES

With the move to the DEC, WMS has the new dates of October 27-29, 2011. These dates still allow us to hold the tradeshow over the days of the week — Thursday through Saturday — that are most preferred by exhibitors and attendees alike. The conference schedule will stretch over all three exhibit days to help attract buyers, whether they prefer attending one or multiple days. Conference pricing will be developed in discount packages and a la carte opportunities to offer every attendee a convenient and cost-effective opportunity to network and learn.

All of these changes will allow you to reach the best possible audience in 2011. As Canada's largest tradeshow targeted to your market, it simply cannot be missed. A survey of the 2009 audience gives you a glimpse of the high quality attendees you will meet at the WMS 2011.

70% OF ATTENDEES ARE THE TOP MANAGERS OF THEIR COMPANIES:

- 55% President/Owner
- 6% Senior Executive
- 9% General Manager
- 5% Foreman/Production Executive
- 4% Purchasing Manager
- 5% Cabinetmaker
- 5% Sales/Marketing
- 3% Plant/Industrial Engineer
- 3% Designer
- 5% Other

REACH THE DECISION-MAKERS

Exhibiting at WMS is the smarter way to do business. This event allows you to differentiate your company from competitors and enhance the credibility and effectiveness of your sales force. Smarter selling means you can write business on the spot, establish quick transactions with prospects, and accelerate the sales cycle with key customers you already know—all in just a few days. At WMS, you will meet with the decision makers—**89%** are involved with the purchase of products and services exhibited at WMS.

WMS is a rare opportunity to meet these decision makers. These are the facts:

85%

**OF ATTENDEES
ATTEND NO OTHER
WOODWORKING
SHOW AND 40%
ATTEND NO OTHER
TRADE SHOW AT ALL**

92%

**ARE INVOLVED IN
THE PURCHASE
DECISION FOR
MACHINERY,
PRODUCTS AND
SERVICES EXHIBITED
AT WMS**

68%

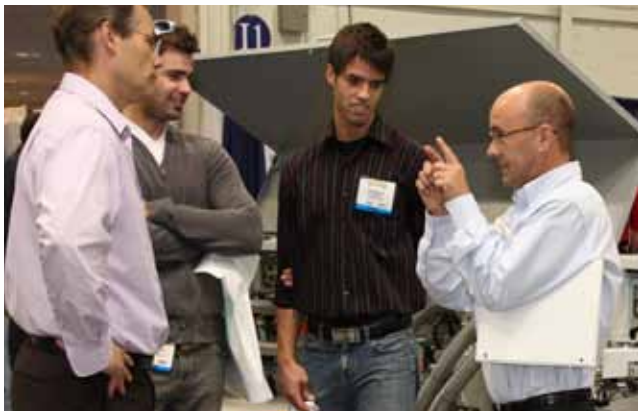
**OF ATTENDEES
FOUND NEW
COMPANIES TO
DO BUSINESS
WITH WHILE AT
WMS 2009**

62%

**OF ATTENDEES PLANNED TO MAKE A PURCHASE FROM AN EXHIBITOR
WITHIN 3 MONTHS OF WMS 2009**

WMS attendees search the exhibit floor for the latest products and services that will make them more successful and more profitable. They know that the WMS exhibit floor is the place to find what they need to move their companies forward. WMS past attendees were most interested in the following during their time on the exhibit floor:

- 84%** Machinery
- 65%** Hardware
- 41%** Computer Software
- 50%** Raw Materials
- 49%** Green Products
- 25%** Services



PROMOTING YOUR PRESENCE

Once you have made the decision to exhibit, your participation is backed by an aggressive attendance promotion program that reaches all corners of Ontario, throughout Canada and the northern United States. Show Management will use a variety of methods to reach the top industry executives including:

- More than 100,000 pieces of direct mail
- A dynamic event website featuring up-to-date exhibitor lists and conference information
- Print advertising in the leading Canadian and U.S. woodworking publications
- An active electronic communication plan providing attendees and prospects with compelling reasons to attend WMS
- Support and cooperation from leading associations to attract their members to the exhibit floor

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WMS Woodworking Machinery & Supply Expo 2011

EXHIBITOR MOVE IN

Monday, October 24
8:00 am – 5:00 pm (targeted machinery only)

Tuesday, October 25
8:00 am – 5:00 pm

Wednesday, October 26
8:00 am – 5:00 pm

EXHIBIT HALL OPEN

Thursday, October 27
10:00 am – 6:00 pm

Friday, October 28
10:00 am – 6:00 pm

Saturday, October 29
10:00 am – 4:00 pm

EXHIBITOR MOVE OUT

Saturday, October 29
4:00 pm – 11:00 pm

Sunday, October 30
8:00 am – 5:00 pm

Monday, October 31
8:00 am – Noon



FOR MORE INFORMATION OR TO RESERVE EXHIBIT SPACE:

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