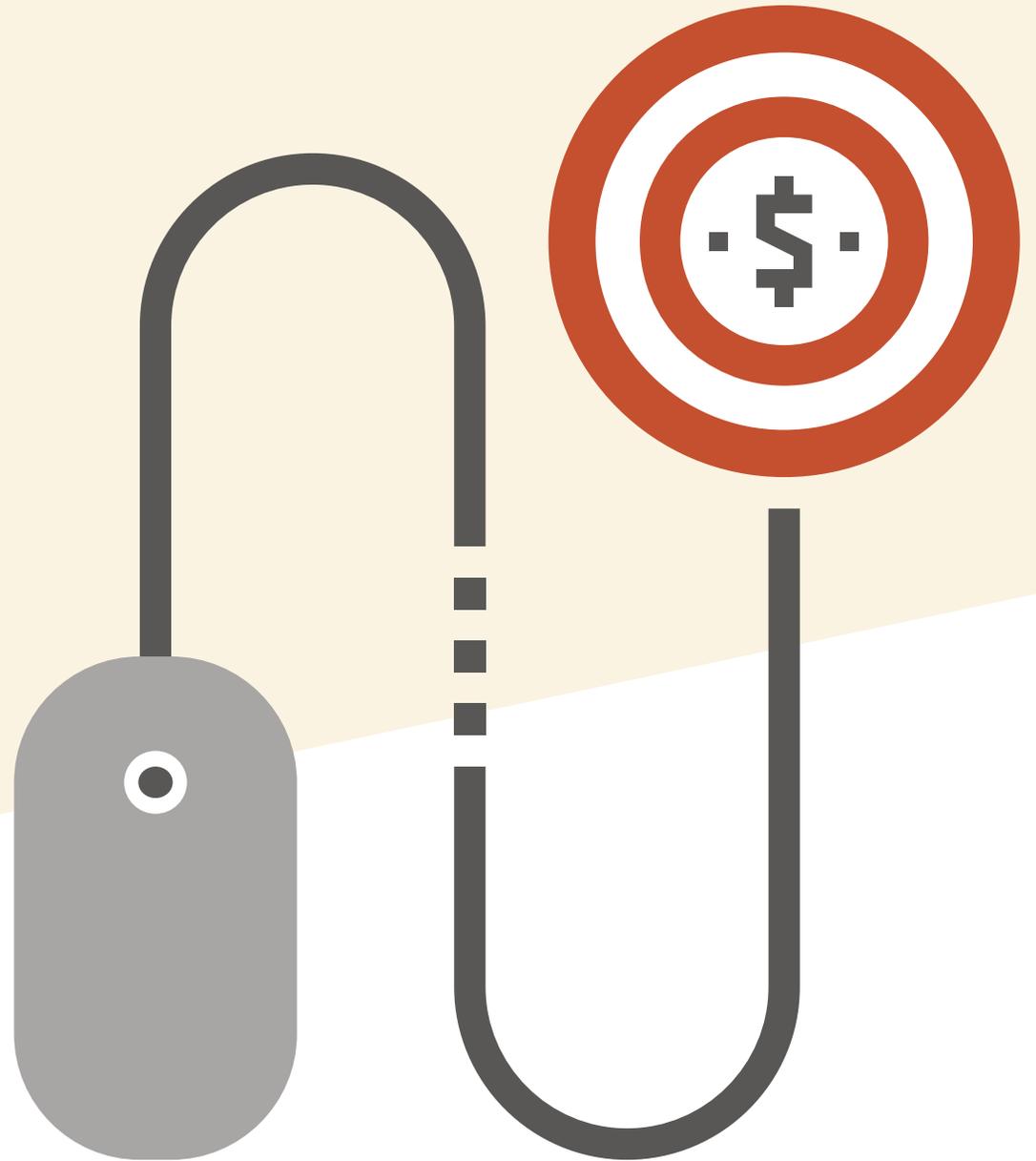
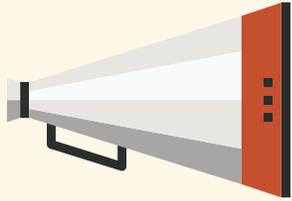


Reach **IWF's** audience with targeted digital marketing

IWF Reach puts the unmatched buying power of IWF attendees and prospects to work for your business.





IWF is where the woodworking business does business—BIG business. IWF offers you direct-connect access to the woodworking industry's largest audience. Deliver your brand to IWF's national audience and leverage unmatched buying power NOW.

Introducing **IWF Reach**: Easy, affordable ways to reach highly qualified buyers.

IWF Reach gives you three ways to market your products and services to IWF's international woodworking audience:

Attendee List Rental: Send your emails to IWF Atlanta U.S. attendees. Announce product launches, share upcoming deals or events, and more. Keep your business in contact with existing customers, and draw new customers.

Digital Ads on IWF Connect: Run ads on the IWF Connect website. Your ads will be highly visible to motivated buyers who are looking for new products. Capture their attention and lead the IWF Connect audience directly to your business.

Digital Ad Retargeting: Get your digital ads in front of IWF website visitors, after they've left the IWF Atlanta or IWF Connect site and are browsing the web. Stay visible and relevant to IWF's qualified audience and continue to engage potential buyers.

Tap the buying power of the IWF audience with digital marketing tools, customized to your business and brand.

IWF Attendee List Rental

Provide us with your fully created email to send on your behalf, or let us create the email for you.

Send your emails to IWF's audience. Get in front of buyers.

With IWF's attendee list rental, you can talk directly to IWF Atlanta attendees: a highly engaged, highly qualified audience of woodworking professionals. IWF Atlanta attendees are active buyers who want to see what's new in the industry. Draw them in to view your products and company through IWF's affordable email list rental.

- IWF attendee email addresses are available for sponsored email deployments
- Only valid, active and subscribed IWF Atlanta attendee emails are included
- Customize your list to match your target audience
- Available universe: 25,973 U.S. email addresses*

Attendee List Rental

Reach your audience through custom email deployments



Targeted IWF Atlanta Attendee List

Create your customized email list from a qualified list of 25,973 IWF Atlanta attendees.



Customized Email Design

Create your own branded email or engage IWF to create a customized HTML email for you.

Be sure to include a call to action enticing readers to visit your site or contact you.



Email Deployment

In a coordinated effort and on your schedule, IWF will distribute your email campaign for you.



Field Responses

Once deployed, be ready to field and respond to inquiries from potential customers.



Data Analytics

Campaign results will be available, including but not limited to:

- Number of views
- Number of clicks
- Geographic location

IWF Attendee List Rental Pricing Structure

(Minimum Order: 5,000 Email Addresses for \$1,975)

**It's easy and cost-effective
to deliver your message to
the right audience. Ask your
IWF sales rep for full details
on list customization options.**

Active Email Addresses	\$300 per thousand
Transmission Fees.....	+ \$95 per thousand
HTML Email Creation.....	\$500

Additional email transmissions are available at a 20% discount.

List customization is available with the following options:

Geography (State)	+ \$15 per thousand
Company Industry	+ \$15 per thousand
Custom Business Profile	+ \$15 per thousand
Number of Employees	+ \$15 per thousand
Sales Volume	+ \$15 per thousand
Job Title	+ \$15 per thousand

IWF Attendee List Rental

List customization is available with the following profiles:

Company Industry

Architect
 Builder
 Consultant
 Custom Builder
 Dealer
 Digital Imaging
 Distributor
 Fabricator
 General Contractor
 Home Center
 IT
 Industry Manufacturing Rep
 Machinery
 Non-Machinery
 Remodeler
 Retailer
 Supplier
 Supplier, Retailer
 Thermoformer
 Wholesaler

Job Title

- Accounting
 - CEO
 - CFO
 - Consultant
 - Consultant/Educator
 - Designer
 - Educator/Student
 - Factory or Shop Engineering
 - Factory or Shop Maintenance
 - Factory or Shop Production
 - Factory or Shop position: Production/
 Engineering/Technical/QC/Maintenance
 - Factory or Shop Quality Control
 - Factory or Shop Technical
 - General Manager
 - Hobbyist
 - Information Technology
 - Information Technology/Accounting
 - Logistics
 - Logistics/Material Handling/ Physical Plant/
 Transportation
 - Marketing
 - Material Handling
 - Owner
 - Owner/CEO/CFO/President/VP/GM
 - Physical Plant
 - President
 - Purchasing
 - Sales Manager
 - Sales/Marketing/Purchasing/Accounting/Design
 - Transportation
 - Vice-President

IWF Attendee List Rental

List customization is available with the following profiles:

Number of Employees

- 1 - 9
- 10 - 19
- 20 - 39
- 40 - 99
- 100 - 249
- 250 +

Sales Volume

- Less than \$250,000
- \$250,001 - \$500,000
- \$500,001 - \$1 million
- \$1,000,001 - \$5 million
- \$5,000,001 - \$10 million
- \$10,000,001 - \$50 million
- \$50,000,001 +

Company Business Profile

- 3-D Imaging and Processing
- Accessories, Gift, Toys, Specialty items
- Advanced and Non-wood Materials: Processing, Fabrication and Installation
- Architect, Engineer, Designer, Interior Designer and Related
- Architectural: Custom Manufacturing Design to Specs
- Building/Organization: Products and Materials for Commercial or Residential Construction
- Commercial Furniture: Non-Wood
- Commercial Furniture: Upholstery
- Business/Institutional Furnishings
- Cabinetry: Commercial and Institutional (Laboratory, Medical, Educational, Retail, Office etc)
- Cabinetry: Kitchen & Bath, Drawer and/or Cabinetry Doors
- Cabinetry: Kitchen & Bath, Drawer and/or Cabinetry Doors, Architect, Engineer, Designer, Interior Designer and Related
- Closets/Organization Systems
- Composites Mfg or Fabrication
- Countertops Fabrication and Materials
- Coverings and Panels: Materials and Processing
- Custom Woodworking: Residential (Libraries, Home Theaters, Built-ins etc)
- Distributor
- Doors and Windows: Mfg/Design
- Engineered Products Non-Wood: Composites, Panels or Dimensions
- Engineered Products Wood: Composites, Panels or Dimensions
- Flooring
- Forest Products/Harvesting/Wood Processing
- Hobbyist
- Home Furnishings Non-Wood
- Home Furnishings Upholstery
- Home Furnishings Wood
- Machinery, Tooling, Hardware, Metals
- Outdoor Living, Design, Decking, Hardscaping
- Plastics Fabrication: Sheets/Rods/Shapes/Tubes
- Renewable Energy Co-Generation, Biomass, Alternative energy resources
- Retail Store Fixtures/Partitions
- Software, Educational Materials
- Stock Millwork and Moulding
- Veneers, Plywood, Panels

Digital Ads on **IWF Connect**

Reach highly motivated buyers on the IWF Connect website.

IWF Connect is the online hub for the woodworking industry, connecting buyers and sellers. With ads on IWF Connect, you are putting your business directly in front of an audience that is looking for new products and services. Draw visitors immediately to view your business with impactful ad placements that look like native content, encouraging more click-throughs.

- Affordable placements on buying hub for the industry
- Heavily marketed event from Oct. 26-30 will draw buyers to site for months leading up to, during and after event
- Placements will be offered on the IWF Atlanta website after the conclusion of IWF Connect

Ad Prices:

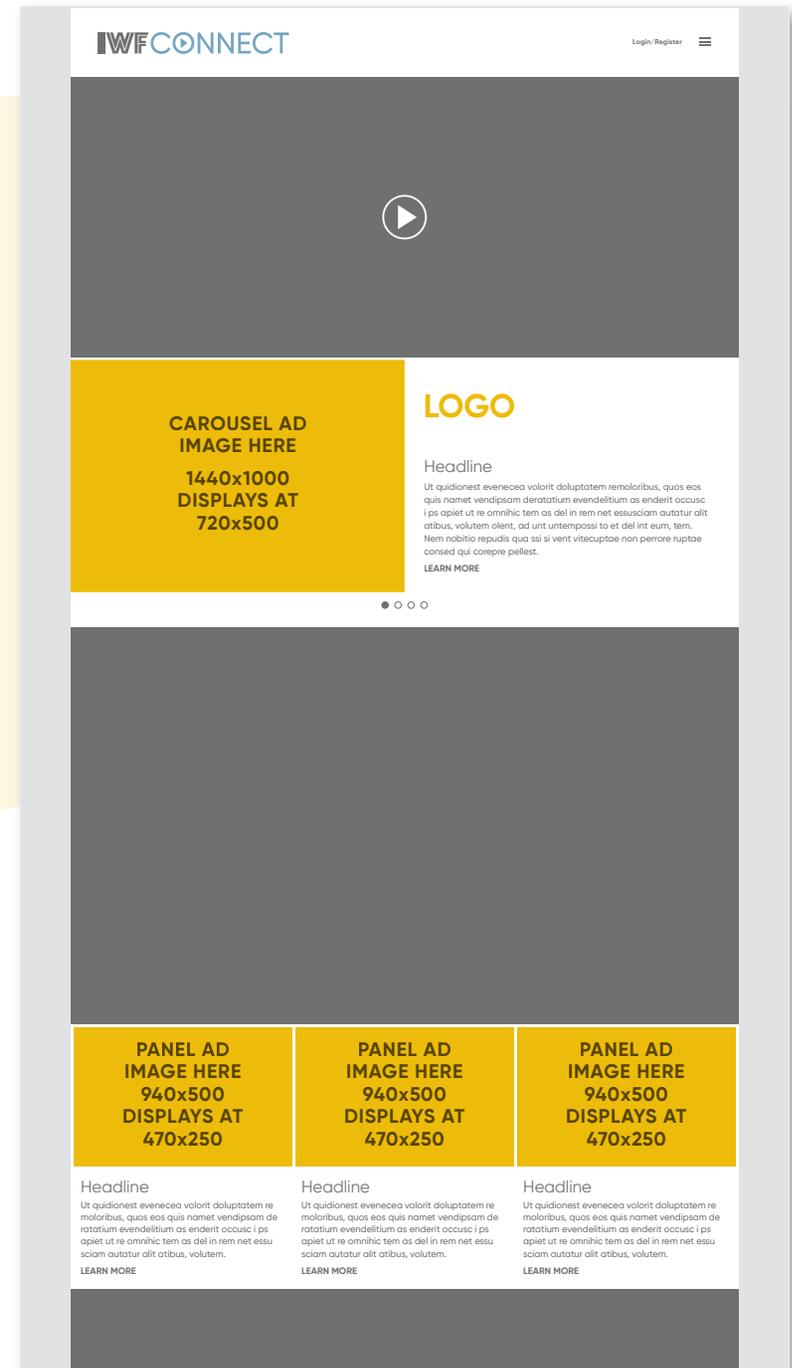
- CAROUSEL AD- \$1,500 per month, 25% SOV
- PANEL AD - \$1,200 per month

Ad Specifications:

Provide the elements listed below, and we will lay out your ad to look like native content on the IWF Connect website.

CAROUSEL AD - 1440x1000 at 72 dpi image (no text on image), logo file (.eps or .ai), short headline, copy 50 words or less, website URL

PANEL AD - 940x500 at 72 dpi image (no text on image), logo file (.eps or .ai), short headline, copy 35 words or less, website URL



IWF Digital Ad Retargeting

Your ads will appear on sites across the web, wherever the IWF site visitor is browsing. You are getting in front of qualified, potential buyers right where they are.

Advertise directly to every IWF website visitor.

With ad retargeting, your digital ads are guaranteed to be in front of the IWF audience: not only show attendees, but all of the woodworking professionals who visit the IWF Atlanta site and IWF Connect site. Ad retargeting means that when the IWF audience visits other sites across the web, they will continue to see your ads and can click through to your site, keeping your company top-of-mind and supporting the continual engagement that can boost sales.

- Extend your visibility and gain exposure to qualified buyers
- Reach the IWF audience year-round; not just during shows
- Detailed analytics help you maximize ROI

Digital Advertising / Audience Extension

Reach your audience across the web through ad retargeting



IWF Website Visitor

With an average of more than 360 site visitors per day* we offer the qualified audience that you want to reach.



Same IWF Visitor visits other Websites

Through the use of cookies, we track IWF website visitors as they go to other websites.



Your advertisement viewed on other websites

Your digital ads are then displayed to the IWF audience when they visit those other websites.



Guaranteed Reach

Through ad retargeting, you gain sustained exposure to your qualified audience and can draw them to your site.



Data Analytics

Campaign results will be available, including but not limited to:

- Number of views
- Number of clicks
- Geographic location

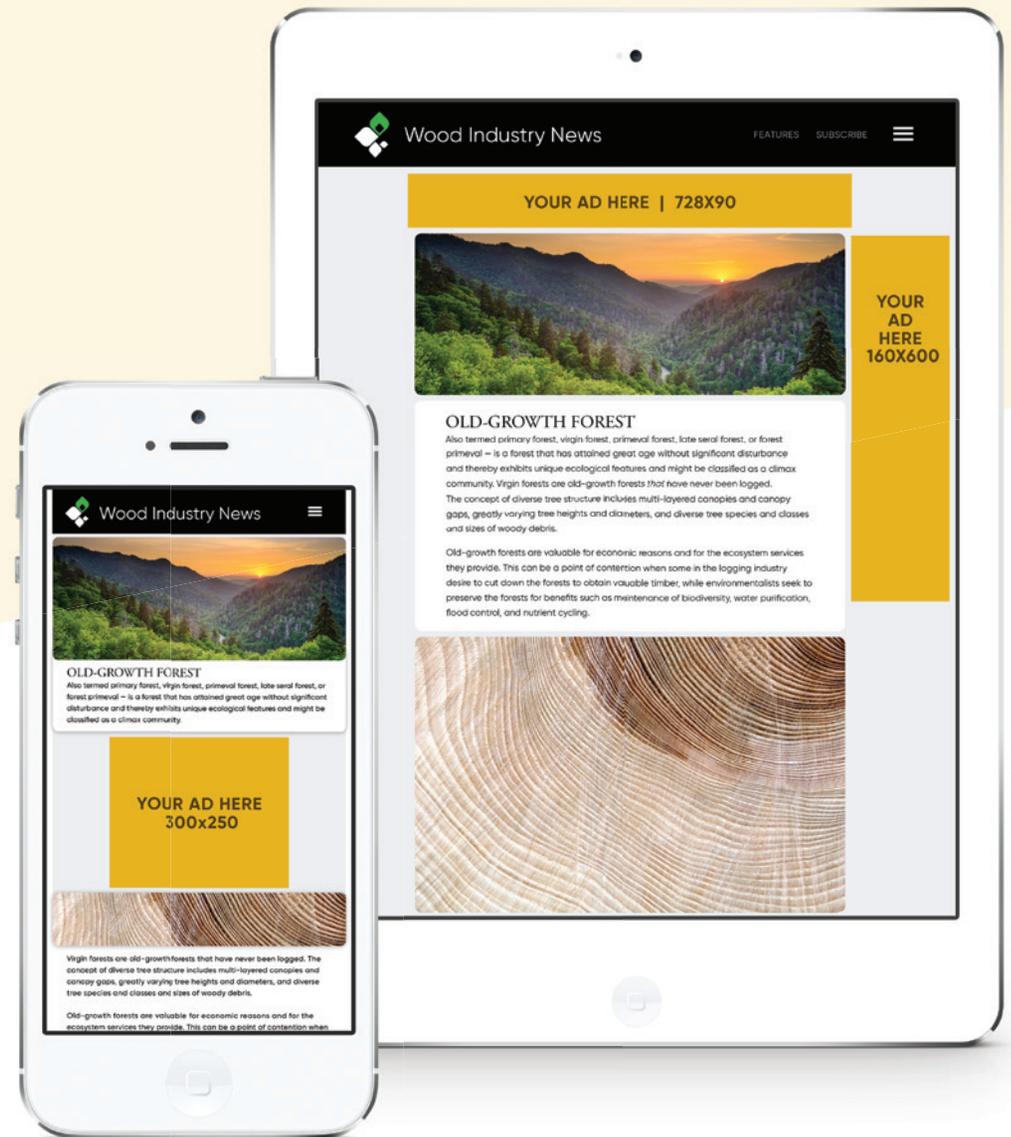
IWF Retargeting Packages

Choose Your Reach and Duration

# of Impressions	Package	Duration	Price
300,000	Premium Impression	6 months	\$13,995
200,000	Ultimate Impression	4 months	\$9,995
100,000	Bold Impression	2 months	\$5,495
50,000	First Impression	1 month	\$2,895

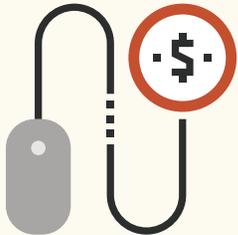
Available Ad Sizes:

- Leaderboard 728x90
- Wide Skyscraper 160x600
- Medium Rectangle 300x250





For more information about
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