



# 2020 AAW INTERNATIONAL SYMPOSIUM EXHIBITOR INFORMATION

**JUNE 4-7 2020  
(TRADE SHOW JUNE 5-7)**

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**LOUISVILLE, KY**

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**KENTUCKY EXPO CENTER**



222 Landmark Center • 75 5th St W • St. Paul, MN • 55102-7704  
651-484-9094 • 877-595-9094 (toll free) • woodturner.org  
MAY 2019



# THANK YOU FOR CONSIDERING EXHIBITING AT THE 2020 AMERICAN ASSOCIATION OF WOODTURNERS ANNUAL SYMPOSIUM.

Please allow the checklist below to guide you:

## *Your 2020 AAW Symposium Checklist*

- 8/5/19 - Deadline - First round booth booking stage – Exclusive to 2019 Symposium Exhibitors
- 9/5/19 - Deadline - Early bird booth rates #1
- By 12/1/19 – Reserve your hotel room early to assure you are at the most convenient location.
- 12/12/19 – Deadline - Early bird booth rates #2
- 2/1/20 – Deadline - Handbook advertising
- 3/1/20 – Final booth payment due
- 3/31/20 – Submit necessary sales tax registration information
- 4/1/20 – Deadline - Insurance certificates due to AAW home office (linda@woodturner.org)
- No later than 4/1/20 - Submit company logo and up to 500 word description to AAW home office via email to kim@woodturner.org
- 5/1/20 – Review Safety Regulations
- 5/1/20 – Deadline – Inform us of your Silent Auction donation (linda@woodturner.org)
- 5/1/20 Deadline – Exhibitor Move-in Plan – Use online form to schedule your move in date/time, order your name badges, etc.

Exhibitor and general symposium information will be available on the AAW Website –  
[www.woodturner.org](http://www.woodturner.org)

For specific exhibitor information, please visit:  
[www.woodturner.org](http://www.woodturner.org) and click on the Symposium logo



### Advertising Contacts:

Erica Nelson, Advertising Representative • [erica@pierreproductions.com](mailto:erica@pierreproductions.com) • 763-497-1778  
Betsy Pierre, Advertising Manager • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com) • 763-295-5420

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[woodturner.org](http://woodturner.org)

# ABOUT THE AMERICAN ASSOCIATION OF WOODTURNERS

Nonprofit and with an international membership, the American Association of Woodturners (AAW) is the largest organization in the world dedicated to the advancement of woodturning. We currently have over 16,000 members, and 365 affiliated local chapters. AAW's mission is to provide education, information and organization to those interested in woodturning--a branch of woodworking centered on using the lathe to shape wood. The results range from the familiar to the profound: everything from decorative and functional bowls, boxes and vessels to furniture and architectural spindles, toys, tools, musical instruments, even sculptural art. Members of the AAW include professionals, amateurs, gallery owners, collectors and wood and tool suppliers.

## ***Our Annual Symposium***

This year's Symposium is projected to be attended by over 2,000 attendees, invited guests, and public admissions. The annual AAW International Symposium is an intensely informative, fun-filled event held in a different region of the country each year. Three days are packed with demonstrations by internationally renowned and local woodturners, art galleries and design workshops, as well as professional panel discussions on marketing, technical and aesthetic development, safety and legal topics. The AAW trade show will be the largest assemblage of woodturning exhibitors anywhere in the world and will be a central feature of the event; admission is free and open to all. Through our market research, the trade show closely follows the educational woodturning break-out sessions as the next-most important factor driving symposium attendance. Over 90% of registered attendees have reported making a trade show purchase. The symposium also includes tours of local destinations, three evenings of programmed social activities, and multiple auctions of donated member art, tools and supplies. Through local and regional promotions, the AAW's marketing efforts will extend our reach to attract attendance at all of our free attractions including the Trade Show, by individuals who are not registered attendees but who do have interest in woodworking and arts and crafts.

- 95% of registered members attending the 2019 AAW Symposium reported making a purchase in the Trade Show.
- 62+% reported spending \$250 or more
- 68% rated the Symposium Trade Show as one of the most important elements to them in their Symposium experience. (Above statistics from 2019 AAW Symposium Attendee Survey)

## ***The Symposium***

The 2020 Symposium is scheduled for June 4-7 at the Kentucky Expo Center, Louisville, KY.

## ***Table of Contents***

Check list .....	Page 2
Overview .....	Page 3
Exhibit Opportunities.....	Page 4
Exhibit Floorplan .....	Page 5
Contract for Exhibit Space .....	Page 6
Exhibit Terms and Conditions.....	Page 7-9
Additional Sponsor and Marketing Options	Page 10-12
Handout Book Advertising.....	Page 13-14

## ***Additional Sponsor and Marketing Options***

AAW offers exhibitors exclusive marketing and sponsorship opportunities to more comprehensively promote your brand. Please visit pages 10-12 for information.

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# 2020 EXHIBIT OPPORTUNITIES

**Thank you 2019 exhibitors – you are given the FIRST OPPORTUNITY to reserve your exhibit space!**

**Assignment of Exhibit Space:** Last year's exhibitors will receive an exclusive booth booking opportunity. Following this booking opportunity, the exhibit hall will open to all interested companies. Should an exhibitor cancel their booth reservation, their booth(s) will be available for reservation to all interested companies on a first-come, first-served basis.

**Reward Points:** Reward points are earned and accumulated from year to year for exhibiting, advertising, etc. In early booking phases, reward point standings determine priority booth assignments.

**Booth Rental Finalization:** Once the exhibit hall is available for all booth reservation requests, a signed contract and booth deposit\* will be required within 30 days of reservation request to officially reserve space.

*\*Full payment is due at time of reservation if after March 1, 2020.*

**Floor plan:** See floor plan on page 5

## Standard Booth Package Includes:

- Booth Size – Dependant on reservation – see below chart.
- Marketing Exposure – Exhibitors enjoy free marketing exposure to attendees via listings at woodturner.org and via the AAW Symposium Event App
- Draping – Standard and endcap booths will be defined by draping.
- Carpeting – The exhibit hall is not carpeted, it is a cement floor. Booth carpeting will be available to order.
- Furnishings – For each booth - two 8' unskirted tables - 24" wide, four folding chairs, one wastebasket and one small identification sign. Other furnishings will be available to order.
- Free Access Credentials – Two complimentary full access credentials per 10'x10' booth space (up to a maximum total of four per contract for multiple booths). Full access credentials are not included with table top display space.
- One Handbook and Registration Packet
- Free Promotion on the AAW website Woodturning MarketSpace and on the AAW Atlanta Symposium Event App
- Free Media Package for Symposium promotion – including logos, press releases and links to materials. (Tickets for Saturday evening dinner may be purchased separately.)

## Booth Fees\*

Booth Type	Size	on or before 9/5/19	on or before 12/12/19	After 12/12/19
Table Top	8'	\$285	\$335	\$435
Standard Booth	10' x 10'	\$670	\$720	\$880
Endcap	10' x 20'	\$1,415	\$1,455	\$1,680

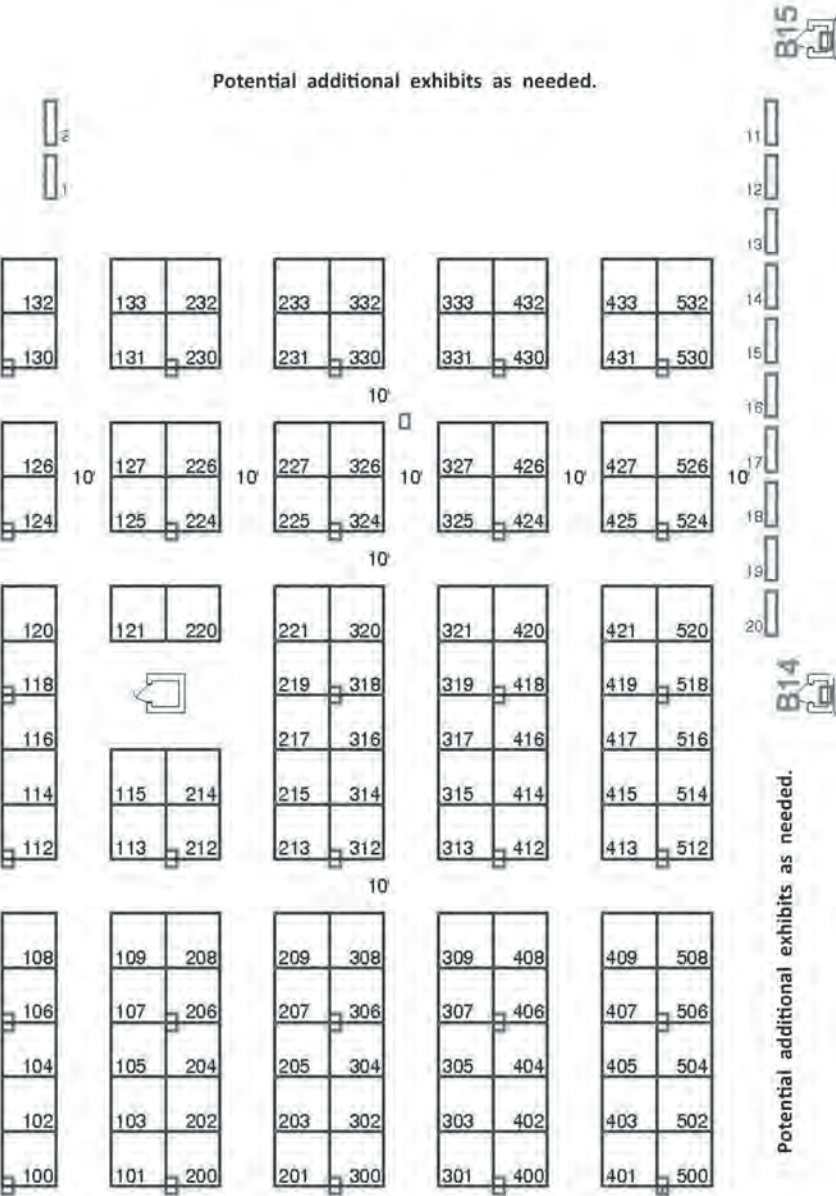
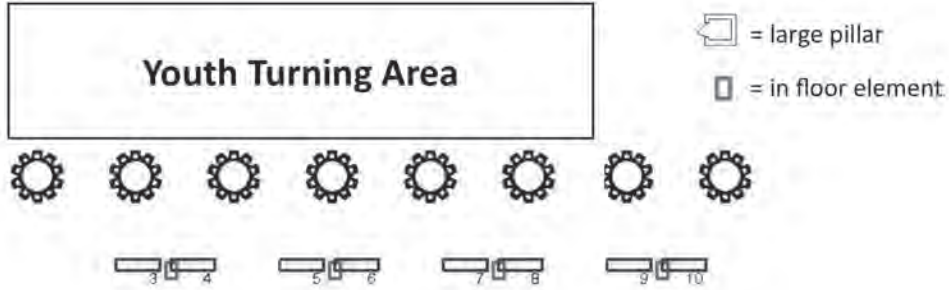
*\* A 25% deposit is due at time of reservation. Final booth payment is due on or before 3/1/20. Booth deposit is non refundable. Following 3/1/20 entire booth fee is non-refundable.*

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# FLOOR PLAN

2020 AMERICAN ASSOCIATION OF WOODTURNERS SYMPOSIUM TRADE SHOW—JUNE 5-7, 2020  
KENTUCKY EXPO CENTER, LOUISVILLE, KY



**Entrance Here**

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# 2020 CONTRACT FOR EXHIBIT SPACE

2020 Annual International Symposium/ Kentucky Expo Center / Louisville, KY  
Symposium - June 4-7 / Trade Show – June 15-7

To reserve booth space, please submit this contract with a 25% booth deposit to: **American Association of Woodturners**, Erica Nelson, 4084 Jana Ave NE, St. Michael, MN 55376 or fax to 763-497-8810. **Questions** – Call Erica Nelson, Symposium Sale Representative, 763-497-1778, erica@pierreproductions.com

## Booth Fees\*

Booth Type	Size	on or before 9/5/19	on or before 12/12/19	After 12/12/19
Table Top	8'	\$285	\$335	\$435
Standard Booth	10' x 10'	\$670	\$720	\$880
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\* A 25% deposit is due at time of reservation. Final booth payment is due on or before 3/1/20. Booth deposit is non refundable. Following 3/1/20 entire booth fee is non-refundable.

Exhibiting Company: \_\_\_\_\_  
Product: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Website: \_\_\_\_\_ Email: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_

Please indicate booth preference (see floor plan)

Booth Type	First Choice	Second Choice	Third Choice	Assigned	Booth Fee
Table Top	_____	_____	_____	_____	_____
Standard Booth	_____	_____	_____	_____	_____
Endcap	_____	_____	_____	_____	_____
Total Due:	\$ _____	25% deposit required at time of reservation			\$ _____

**Added value – AAW will include exhibitor logos and company description at Woodturner.org – if interested, please email your logo and a 50 word description to kim@woodturner.org**

**TWO SIGNATURES REQUIRED - PAGE 6 & PAGE 9 (BOTH MUST BE SUBMIT TO RESERVE SPACE)**

**Signing below indicates acceptance of the Exhibit Terms and Conditions and of the Safety Regulations.**

Exhibiting Company Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

**Please include check payment made out to American Association of Woodturners with your Contract for Exhibit Space or include credit card info below. (PayPal payment is also an option.)**

Credit Card Payment: You may pay by credit card if you prefer. Type: \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Discover \_\_\_\_\_ AMEX

Please check choice(s) – multiple choices may apply:

\_\_\_\_ Charge entire amount upon receipt \_\_\_\_ Charge 25% deposit upon receipt and invoice for remainder due by 3/1/20

Name on Card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiration: \_\_\_\_/\_\_\_\_/\_\_\_\_ Security Code \_\_\_\_-\_\_\_\_ Billing Zip Code \_\_\_\_\_

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# EXHIBIT TERMS AND CONDITIONS

page 1 of 3 (Must sign and return page 9 with contract for exhibit space.)

The Contract for Exhibit Space represents an official agreement between the Exhibiting Company (Exhibitor) and AAW (Exhibit Management).

**2020 Dates:** Priority Move-in: Wednesday, June 3, 2020  
General Move-in: Thursday, June 4, 2020  
Show Dates: Friday, June 5 – Sunday June 7, 2020

**Exhibitor Arrangements:** In 2020, as in recent years, exhibitor drayage will be at no cost to exhibitors. WiFi for exhibitors will be complimentary as well. Additional exhibitor information regarding shipping, electrical options, etc. will be incorporated into monthly exhibitor communications from the AAW. AAW contracts Trade Show management services with ConferenceDirect. Exhibitors will receive contact information following execution of the contract.

**Sharing Booth Space:** Sharing of any single booth space by more than one company/organization is strictly prohibited unless the number of booths is greater than or equal to the number of companies/organizations sharing the space.

**Booth Rental Finalization and Payment:** A signed contract and a 25% booth deposit\* are required to officially reserve booth space. Final booth payment is due on or before 3/1/20. If these items are not received, space reservation is subject to termination.

\*Full payment is due at time of reservation if after 3/1/20.

**Booth Reservations:** All exhibit bookings are subject to the approval of exhibit management. Exhibit management reserves the right to refuse space rental for any reason including, but not necessarily limited to, a conflict with the intent of the Exhibit or the mission of the Association. AAW reserves the right to make booth assignments based on the overall success of the symposium. Some of the considerations taken into account for booth assignments will be number of booths bought, number of years participating in the AAW symposium and exhibitor point standings. After 2/1/20 – Single corner endcaps will be available for sale, if available, at the cost of the correlating price for ½ endcap.

**Cancellation and Violation of Terms, Conditions and Details:** An exhibitor may cancel their exhibit space at any time. Cancellation notice must be received in writing with confirmed receipt of cancellation notice. Under no circumstances will booth deposit be refunded. Cancellation after 3/1/20 will result in a forfeit of any/all deposit/booth fees paid. Upon cancellation of booth space, the booth will be available for reservation to all interested parties on a first-come, first-served basis. Violations of any of these terms and conditions or any details included in the Exhibitor Services Kit may result in termination of this agreement. In this event any previous exhibitor payment is forfeited and exhibit management may reassign the space.

**Exhibit Management Reserves the Right To:** Make any necessary adjustments to booth locations, booth assignments and exhibit floor plan. Make any necessary changes or exceptions to terms, conditions and details. Refuse any display, or portion thereof, that does not meet the local fire, safety, building, etc. codes.

**All Exhibitors Are Responsible For:** Abiding by these terms and conditions as well as the details included in the Exhibitor Services Kit. Educating booth staff on these terms, conditions and details. Any necessary arrangements for their booth (i.e. insurance, shipping, electrical services, additional furniture rental, carpet rental, etc.). Charges associated with these items are the responsibility of the exhibiting company. Forms for many of these services will be included in the Exhibitor Services Kit. Creating a display that meets local fire, safety, building, etc. codes. This includes assuring that their entire display is flame proof and fire resistant. Staffing exhibit booth during ALL exhibit open hours as published in the Symposium Handbook. Registering all exhibit booth staff with exhibit management. Any damage done to the facility caused by the exhibiting company's booth staff or its agents. The safety and security of any and all valuables in the booth. Reporting, collecting and paying applicable taxes and/or fees. Applications for permits that are required by individual state based on event location can be obtained by calling the appropriate state office.

**Free Promotion on the AAW website Woodturning Market Space and on the AAW Louisville Symposium Event App:** AAW is highly committed to our exhibitors' sales success and will contribute our full marketing power to gain maximum exposure leading up to the Trade Show. Exhibitors shall send a logo and up to 500 word description no later than May 1, 2020. Information about where to submit company information will be provided after contract is finalized.

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# EXHIBIT TERMS AND CONDITIONS

page 2 of 3 (Must sign and return page 9 with contract for exhibit space.)

**Passes:** ALL booth staff/representatives will be provided with Trade Show credentials to gain access to the hall during approved non-show hours. Two complimentary full access symposium credentials per 10'x10' booth space up to a maximum total of four per contract for multiple booths. These full credentials allow access to all event demonstrations, the Trade Show hall and to public spaces. Full access credentials are not included with any table top display space.

**Insurance** – All Exhibitors regardless of booth activities are required to be covered by a general liability insurance policy. This requirement is to mutually protect the interests of the AAW and each Exhibitor against risk of liability arising out of foreseeable and unforeseeable events. The general liability policy must name the AAW as additional insured, in the amount of not less than \$300,000 for injury to each person, not less than \$1,000,000 for each accident and not less than \$100,000 property damage for each accident, to protect against possible claims arising out of the operation of his booth. Theft and fire insurance floater policies are highly recommended. Small or easily portable articles of value should be properly secured or removed after exhibit hours. The AAW insurance policies do not include fire and theft coverage for individual exhibit booths. AAW has made arrangements for all of our exhibitors to acquire this coverage at significant savings by purchasing as part of a group. Following receipt of Exhibitor's signed booth contract, AAW will publish the internet link for completing a short questionnaire allowing you to obtain this coverage for an affordable premium.

**Indemnification** – Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display at all times, and wherever the same may be located within, on, or about the Exhibition Hall premises. AAW will not be responsible for property damage or loss by, or for, any cause and exhibitor hereby waives any right to claim liability against AAW for the same. The Exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of Exhibitor's participation in the exhibition or symposium activities. Each party will indemnify, defend and hold the other harmless from any loss, liability, costs or damages arising from actual or threatened claims resulting from its breach of this Agreement or the negligence, gross negligence or intentional misconduct of such party or its officers, directors, employees, agents, contractors, members or participants when acting within the scope of their employment or agency. The Exhibitor expressly understands and agrees that the foregoing clauses apply not only during the exhibit hours, but also at all other hours of the day for the period extending from the commencement of installation until the final removal of all the Exhibitor's property and personnel from the Exhibition Hall and to any latent contingent damage, injuries, or liability arising or discovered at a later date as the results of or arising out of exhibitor's participation in the Exhibition.

**Additional Requirements, Chemicals:** Chemical products commonly used by individuals in woodworking processes including adhesives and wood finishing products will be allowed. These chemicals may be used in educational demonstrations and may be made available for sale in the trade show, even though they may be classified as hazardous under various transportation, flight and environmental regulations statutes. On request by AAW, exhibitors intending to sell and/or demonstrate the application of any hazardous chemical products may be required to furnish to AAW in advance of the event a complete listing of MSDS for all such products brought into RCC. When demonstrating the application of embellishment products such as, but limited to, paint, stain, dye and all other chemical used in demonstrations Exhibitors are strongly encouraged to use only non-VOC products. As responsible participants at our symposium, Exhibitors help support AAW's commitment to educate all woodturners by promoting and encouraging safe woodturning practices in the tradeshow.

**Non-Island Exhibit Booth Regulations:** For non-island booths, display items higher than 3' (with a maximum 8' height) must be placed in the back 3' of booth space. No display item within the booth may exceed 8' without prior, written consent of Exhibit Management. Items in the front 7' of the booth must be no taller than 3'. Exhibitors must keep the audio level of any amplified sound at a level that does not interfere with other exhibitors.

**Island Exhibit Booth Regulations:** No display item within the booth may exceed 8' without prior, written consent of Exhibit Management.

**Exhibitor Agrees:** To keep their display within their designated booth space. To keep the audio level of any amplified sound at a level that does not interfere with other exhibitors. Display items in the aisles are not permitted. To set up and tear down display during designated times only. Not to display or distribute promotional materials outside of their booth space. Not to enter another exhibitor's booth space without permission from that exhibitor. To protect, indemnify and hold harmless exhibit management, its employees, volunteers and agents against any claims arising from the conduct or neglect of the exhibitor, its employees and agents. To carry adequate insurance for the duration of the Exhibition (including move in and move out).

**Exhibitor Load-in and Load-out:** Show management has made arrangements to offer exhibitors the convenience of load-in and load-out service from the dock to their booth space at no additional cost. Exhibitors will begin receiving communication detailing dock arrival scheduling and procedures approximately 1-2 months in advance of the event.

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# EXHIBIT TERMS AND CONDITIONS

page 3 of 3

**Booth and Table-Top Safety Regulations:** The AAW values its partnership with vendors and exhibitors participating in the symposium tradeshow. Working together, we help educate attendees on the safe use of woodturning equipment. Attendees appreciate the ability to see equipment, tools, and other products, and it is incumbent upon vendors and meeting organizers to ensure a safe experience while demonstrating equipment, products, and tools. For the safety of symposium attendees and vendor staff, the following safety policies will be followed:

- Each lathe that will be used for demonstrating to an audience will have an audience safety shield that is large enough to protect the audience assembled in front of the lathe. All exhibitors offering live demonstrations will have an approved Audience Protection Shield (APS), built in accordance with AAW's recommended safety shield specifications, or equivalent. The shield will be suitably positioned and large enough to protect the size of audience expected. This includes any turning, cutting, grinding, or other activities that can create flying debris. If you are unsure how large or how the shield should be constructed, please contact AAW.

**Exhibitors who do not use an approved audience safety shield for demonstrations will not be permitted to demonstrate until they have a safety shield in place. The AAW does not provide safety shields for exhibitors.**

- All demonstrators will use appropriate Personal Protective Equipment (PPE) for the task at hand. All exhibitor demonstrators are required to wear a full face shield at all times when operating a lathe. Suitable shoes are also required for foot protection. At a minimum, eye protection is required for any demonstration involving cutting, grinding, sawing, or other potentially hazardous operations. All exhibitor demonstrators who do not wear the approved PPE will be asked one time to wear the approved PPE, and if in violation a second time will no longer be allowed to demonstrate. The AAW does not provide full face shields.
- Any other booth and table-top personnel that are not demonstrating will have and use appropriate PPE protection when in the area of activity. Anyone joining the demonstration will be supplied with appropriate PPE for the task at hand. This includes eye, face, footwear, and dust protection equipment as needed.
- Any exhibitor who allows attendees to test products, equipment or allows attendees out of the area protecting them by an audience safety shield, such as behind the lathe is responsible for the attendee to be properly supplied with PPE and to follow all proper safety procedures. The exhibitor will be in attendance for the duration of the "testing".
- Exhibitors will have ongoing clean-up of all chips and debris generated to provide for safe passage of attendees. This includes the exhibitor's booth or table, public aisles and neighboring exhibitor spaces. NOTE: The exhibitor is responsible for bringing necessary cleaning equipment (broom, dustpan, etc.) – these will not be supplied by the AAW or the Convention Center. Waste and recycling cans will be made available as necessary.
- We encourage a minimum amount of sanding operations in the Trade Show. If you intend to use abrasives or other procedures that generate airborne dust, use of a suitable dust extractor is required. Exhibitors will be responsible to minimize dust hazards within their own booths, and must also eliminate any airborne dust drifting to adjacent booths.
- Exhibitors will be responsible to keep a safe working environment during set up and tear down, including placement of materials, avoiding tripping hazards such as cords/hand trucks/moving dollies, tools and equipment, etc. Packing debris, paper/ padding, or other discarded items will be removed from floor and aisle areas to minimize chances of accidents or injuries due to tripping, slipping, etc.
- No open flames, hot plates, butane flames, microwaves or sandblasting cabinets are allowed.
- Convention Center rules prohibit exhibitors from distributing any food products.
- Health and Safety regulations require all attendees, vendors, and related personnel to have appropriate attire, including shirts and footwear. Persons lacking shirts or footwear will not be permitted entry to the Trade Show or other areas of the Convention Center.
- It is the policy of the AAW that the process known as Fractal Burning is prohibited from being used at the AAW Symposium. The display of woodturnings embellished by the Fractal Burning process is prohibited during the Symposium. Further, the process of Fractal Burning shall not be featured in any written or on-line AAW publication, except within articles that warn against its use. AAW publications will not accept advertisements for any products or supplies directly related to the process.

**Signing below acknowledges I have read and agreed to comply with all Exhibit Terms and Conditions.**

\_\_\_\_\_  
Exhibiting Company Authorized Signature

\_\_\_\_\_  
Date

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