



2025

AAW INTERNATIONAL WOODTURNING SYMPOSIUM EXHIBITOR INFORMATION

JUNE 12-15, 2025

SAINT PAUL RIVERCENTRE

SAINT PAUL, MINNESOTA



AAW
AMERICAN ASSOCIATION
OF WOODTURNERS

AAWSYMPIUM.ORG

THANK YOU FOR CONSIDERING EXHIBITING AT THE AAW INTERNATIONAL WOODTURNING SYMPOSIUM

Your AAW Symposium Checklist

Reserve your booth early to get the best rate!

- ❑ 11/8/24 – Returning Exhibitor early booking deadline (exclusive to 2024 exhibitors).
- ❑ 11/15/24 – Exhibitor booking opens to all.
- ❑ 12/9/24 – First early bird booth discount deadline (prices go up on 12/10/24).
- ❑ 2/7/25 – Second early bird booth discount deadline (prices go up on 2/8/25).
- ❑ 3/7/25 – Final booth payment due.
- ❑ 5/1/25 – Deadline to complete Exhibitor Move-in Plan and order name badges, electricity, carpet, etc.

**THE DISCOUNTED HOTEL BLOCKS WILL OPEN FOR RESERVATIONS IN MID-NOVEMBER.
DON'T FORGET TO RESERVE YOUR HOTEL ROOMS BEFORE THEY SELL OUT!**

Exhibitor and general symposium information will be available at aawsymposium.org



Advertising Contacts:

Erica Nelson, Advertising Representative • erica.nelson@ewald.com • 763-497-1778

ABOUT THE AMERICAN ASSOCIATION OF WOODTURNERS

The **American Association of Woodturners (AAW)** is a nonprofit organization dedicated to advancing the art and craft of woodturning worldwide by offering opportunities for education, information, inspiration, and community. Established in 1986, AAW currently has 14,000 members and a network of over 360 chapters globally representing professionals, amateurs, artists, hobbyists, gallery owners, collectors, wood and tool vendors and others. The AAW possesses the single largest collection of woodturning information anywhere and its award-winning journal, *American Woodturner*, is the foremost publication on the art and craft of woodturning in the world.

Our Annual Symposium

The AAW International Woodturning Symposium is the biggest and most well-known annual woodturning event in the world. Held in a different region of the country each year, the Symposium attracts woodturning hobbyists, artists, professionals, collectors, gallery owners and anyone looking to learn more about the woodturning craft. It features the industry's largest and most attended tradeshow, showcasing companies of all sizes. Tradeshow admission is free and open to the public. Woodturners regularly attend AAW's Symposium to learn, connect with the woodturning community and shop for the best tools, gear and merchandise.

Why Exhibit?

- **Reach Your Target Audience:** Connect and sell directly to your target audience of woodturners and woodworkers who are inclined to make purchases on the spot.
- **Build Relationships:** Network and form relationships with other vendors, woodturning professionals and social media influencers.
- **Product Launch and Promotion:** Debut new products or demonstrate your existing products to a captive, interested audience.
- **Market Research:** Learn what your customers are interested in to help with product development and marketing strategies.
- **Brand Visibility:** Exhibiting at the largest woodturning event in the world will enhance your brand and credibility.
- **Educate:** Teach attendees how to use your product live and in-person.

Attendees by the Numbers (from 2024):

- Nearly 2,000 people from 13 countries & 47 US States.
- **50% were first-time attendees.**
- Plus, 1,000+ people participated online.
- 90% made a purchase in the Tradeshow.
- 4.6 out of 5 stars – Average attendee experience rating.

Your Brand Exposure Through AAW:

(Metrics are annual unless otherwise noted)

AAW Symposium Website Traffic

- 115,000 total site sessions
- 79,000 unique visitors

AAW Symposium Marketing Emails

- 181,000 emails delivered
- 60% open rate
- 5.7% click rate

AAW Social Media Reach

- 1 million+ People reached on Facebook & Instagram

American Woodturner (AAW Journal)

- 13,900 Print distribution per issue
- 14,000 Members can access the online version



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2025 EXHIBIT OPPORTUNITIES

More Affordable Booth Pricing for 2025: This year AAW has reduced booth cost to help accommodate the budgetary needs of exhibiting companies and ensure that the AAW Symposium Exhibit Hall provides a top tier experience for attendees by showcasing as many high quality products and services as possible. The more affordable pricing also creates more opportunity for exhibitors to get increased brand exposure through AAW Symposium sponsorships and year-round advertising opportunities.

Assignment of Exhibit Space: Last year's exhibitors will receive an exclusive early booth booking opportunity. Following this booking opportunity, the booth sales 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, 2025.*

A Booth Includes:

Standard Furnishings

- Two 8' x 24" unskirted tables, four folding chairs, one wastebasket and one small identification sign. (Other furnishings will be available to order.)
- Standard and endcap booths will be defined by draping.
- The exhibit hall has a cement floor and is not carpeted. Booth carpeting will be available to order.

Badges/Credentials

- Four tradeshow only badges per 10 x 10 booth.
- 25% discount on full-registration badges - access to all demonstrations, presentations and online recordings (limit 4).
- AAW Banquet tickets can be purchased for an additional fee.

General Marketing Exposure (see pg.3)

- Business/Booth listing in the AAW Symposium App.
- Included in exhibitor list on aawsymposium.org.
- Included in AAW tradeshow promotions in emails, online articles and American Woodturner journal.

AAW Vendor Partner Status

- Business listing featured on woodturner.org
- One-time use of the post-show attendee mailing list (*direct mail use only).
- Inclusion in AAW Vendor Partners ad in American Woodturner.
- AAW Vendor Partner graphic

** AAW does not release an attendee or membership list directly to your company. List provided to mail house for distribution. Any costs associated with sending direct-mail marketing is at the expense of the exhibitor.*

Booth/Table Fees*

Booth Type	Size	on or before 12/9/24	on or before 2/7/25	After 2/7/25
Table Top	8'	\$285	\$335	\$435
Standard Booth	10' x 10'	\$580	\$620	\$780
Endcap	10' x 20'	\$1,315	\$1,355	\$1,580

** A 25% deposit is due at time of reservation. Final booth payment is due on or before 3/7/25. Booth deposit is non refundable. Following 3/7/25 entire booth fee is non-refundable.*

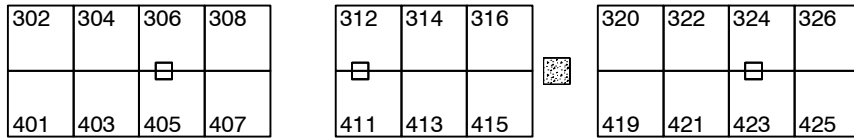
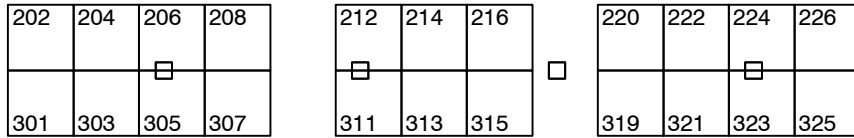
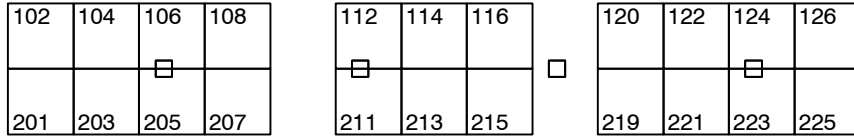
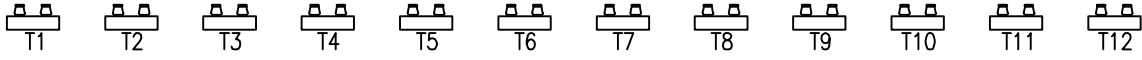
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2025 TRADE SHOW FLOOR PLAN

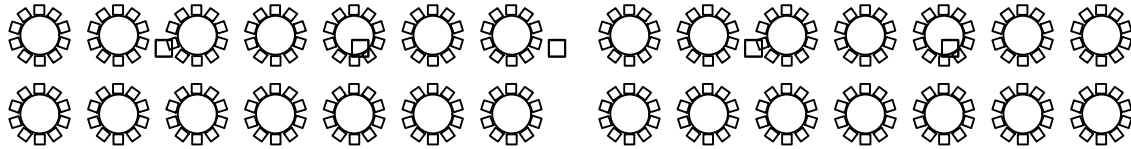
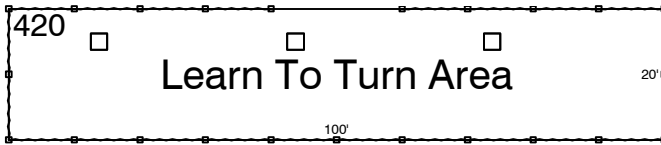
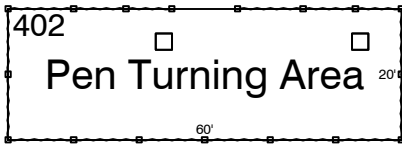
2025 AAW INTERNATIONAL WOODTURNING SYMPOSIUM
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 SAINT PAUL RIVERCENTRE
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MAIN ENTRANCE



ADDITIONAL
 BOOTHS WILL
 BE ADDED AS
 NEEDED.

AAW GALLERY
 LOCATION
 (INCLUDING
 MULTIPLE ART
 EXHIBITIONS,
 THE INSTANT
 GALLERY AND
 THE AUCTION
 AREA)



CONCESSIONS

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2025 AAW EXHIBITOR CONTRACT

2025 AAW International Woodturning Symposium | Saint Paul Rivercentre | Saint Paul, Minnesota - June 12-15, 2025

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.nelson@ewald.com

Booth/Table Fees*

Booth Type	Size	on or before 12/9/24	on or before 2/7/25	After 2/7/25
Table Top	8'	\$285	\$335	\$435
Standard Booth	10' x 10'	\$580	\$620	\$780
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* A 25% deposit is due at time of reservation. Final booth payment is due on or before 3/7/25. Booth deposit is non-refundable. Following 3/7/25 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			\$ _____
Final Amount Due:	\$ _____				

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 3/1/25

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).

2025 Dates: **Exhibitor Move-in:** Thursday, June 12, 2025

Show Dates: Thursday, June 12 - Sunday, June 15, 2025 (Tradeshow preview June 12)

In the event the 2025 Symposium is canceled by AAW or transitioned to a virtual event due to circumstances beyond exhibitors' control, a full refund will be available to exhibitors. In this event exhibitors would also have the opportunity to transition any fees paid to an available 2025 AAW virtual exhibit/ad option should they prefer.

Exhibitor Arrangements: WiFi for exhibitors will be complimentary this year. Additional exhibitor information regarding shipping, electrical options, etc. will be incorporated into 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 3/7/25. If these items are not received, space reservation is subject to termination.

*Full payment is due at time of reservation if after 3/7/25.

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. Prior to 2/7/25, endcaps may be bought as a whole for the endcap price OR two exhibitors may join as "buddies" - each taking a booth of the end cap and paying 1/2 the price of the endcap (in this event, both reservation requests must clearly note the other buddy). After 2/7/25 - Single corner endcaps will be available for sale, if available, at the cost of the correlating price for 1/2 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 3/7/25 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.

Drayage/Material Handling: Exhibitors will be permitted to move materials to and from their booth from a personally owned vehicle (POV) parked in the venue's designated POV loading zone(s) by hand or by two-wheeled moving apparatuses. In order to expedite the unloading process and limited space at the dock, AAW has contracted with Fern to provide porter/cart service which includes a flat four-wheeled cart and a laborer to assist with loading and unloading of POV's at no charge to you. Porter service does not apply to shipments which arrive via a carrier (UPS, Fed Ex, XPO, DHL, etc.) or require forklift services and will be subject to material handling. Material handling charges will be \$1.47 per pound, charged by the pound with no minimum cost and no rounding (\$0.79 per pound for a machine or shipment of wood weighing over 800lbs). All shipments sent to Fern's advanced warehouse will be charged the material handling rate at \$1.47 per pound and billed to the exhibitor.

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.

Audio-visual equipment and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of the exhibit management, do not interfere with the activities of neighboring exhibitors.

Appropriate Space: It is requested that exhibitors rent enough space to accommodate their display, personnel and anticipated crowds for any presentations or demonstrations that might be given from within their booth space. Aisles must be kept clear as safe pathways for attendees.

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. Exhibitors are responsible for the cost of parking at the convention center. 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 on the Symposium website. 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.

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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. Exhibitors will receive four tradeshow only badges per 10 x 10 booth and will receive a 25% discount on full registration badges (limit 4).

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 Convention Center. 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'.

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: 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".
- The minimum age requirement for operating equipment is 10 years old. Vendors accept sole responsible for the care and conduct of any minors operating equipment. AAW reserves the right to act if unsafe activity or conditions warrant.
- 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. Fractal burning devices may not be displayed, offered for sale or demonstrated in any exhibition booth or any location associated with an AAW 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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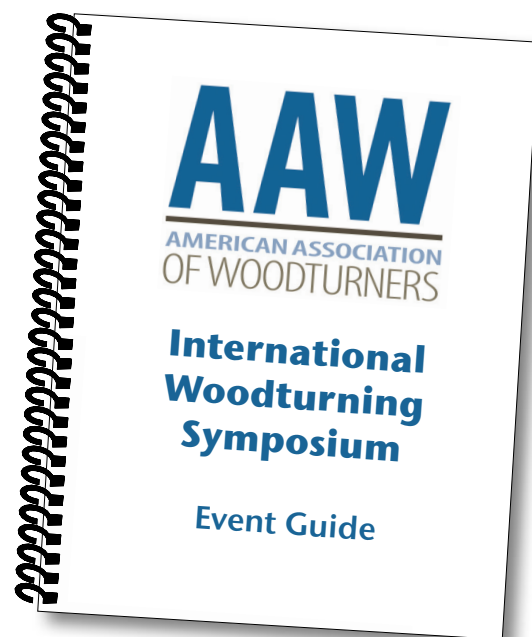
AAW SYMPOSIUM EVENT GUIDE ADVERTISING

Every registered AAW International Woodturning Symposium attendee gets a copy of the printed event guide (approximately 1,500 people). Include an advertisement for your brand so the attendees can easily find you after the event.

Rates (full color)

Size options	
Outside Back Cover	\$599
Inside Front Cover	\$539
Opposite Inside Front Cover	\$539
Inside Back Cover	\$539
Full Page	\$329
Half Page	\$229
Quarter Page	\$149

Ad Submission Deadline: February 1, 2025



Submission specifications

File formats accepted

- JPG (preferred)
- Press quality PDF with embedded fonts.

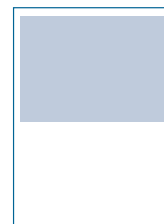
Images, logos, artwork

- Providing color files is encouraged. No additional charge.
- All art must be saved as CMYK (four-color process). RGB images will not be accepted.
- Please do not send files with spot colors. Spot (PMS) colors detected will be printed as CMYK match.
- All images saved at 100% and a minimum of 300 dpi. Line art must be a minimum of 1200 dpi.
- Files lower than minimum dpi may lose clarity when printed.
- Images and logos from websites are not acceptable.

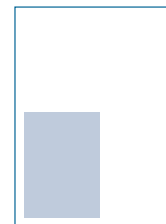
Dimensions Width × height



Full
7.425" × 9.425"
188 mm × 239 mm



1/2 horizontal
7.425" × 4.625"
188 mm × 117 mm



1/4
3.625" × 4.625"
92 mm × 117 mm

- Do not include printer's marks (crop, bleed, etc) on ads.
- All ads must be cropped to final size before submission.
- Reproduction quality of materials not meeting specifications will be converted at advertiser's risk.

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2025 SYMPOSIUM SPONSORSHIP AND MARKETING OPPORTUNITIES

Gain attention, create interest and capture customers with these standout opportunities!

SPONSORSHIPS

Sponsor benefits include:

- Acknowledgement on AAWSymposium.org
- Acknowledgement on the 2025 Symposium app
- Acknowledgement in appropriate promotions
- Acknowledgement via Onsite Signage
- Acknowledgement where appropriate from podium/mic
- Acknowledgement in *American Woodturner*

Social Function Sponsorships:

Thursday Evening Welcome Reception -

Cost: \$500 shared (up to 4) / \$1,500 exclusive

Friday Evening Live Benefit Auction -

Cost \$1,000 shared (up to 4) / \$3,000 exclusive

Saturday Evening Social Hour -

Cost: \$500 shared (up to 4) / \$1,500 exclusive

Saturday Evening Dinner and Entertainment -

Cost \$1,000 shared (up to 4) / \$3,000 exclusive

Education, Demonstration & Gallery Sponsorships

Virtual Symposium Sponsorship - Cost: \$799 (up to 5)

Your chance to engage with more than 1,000 people joining the symposium online. In addition to the above benefits, sponsors will receive logo recognition on the virtual platform and the opportunity to provide an educationally-focused video link to share on the site with virtual participants to view. The site will be accessible to virtual participants for up to 90 days following the Symposium.

General Demonstration Rooms - Cost: \$1,000 per room (1 per room)

Typically 8-10 rooms will be designated for live demonstration breakout sessions during the symposium. These breakouts will cover a diverse range of woodturning topics. Each room typically sees 10 sessions throughout the symposium with on average 80-200 people in attendance. Sponsor will receive name recognition in electronic materials (logo where possible) and logo recognition in event printed materials as well as via signage in the area.

Instant Gallery - Cost: \$799 (up to 3)

Sponsor one of the largest group of turned-wood objects under one roof – approximately 30,000 square feet of heavily attended space. Sponsor will receive name recognition in electronic materials (logo where possible) and logo recognition in event printed materials as well as via signage in the area.

Special Exhibitions Gallery - Cost: \$799

Special Exhibitions at the AAW Symposium include the AAW member juried and Professional Outreach Program (POP) invitational exhibits. These artists' work are selected on originality and technical excellence. Special Exhibitions also include the POP Merit Award artist exhibit. This award is given to artist(s) whose body of work has contributed significantly to the growth of woodturning as an art form. The AAW Special Exhibitions

feature world class work and an excellent opportunity to highlight your brand. Sponsor will receive name recognition in electronic materials (logo where possible) and logo recognition in event printed materials as well as via signage in the area.

MARKETING OPPORTUNITIES

Daily Door Symposium Swag - Cost: \$400 exhibitor / \$650 non exhibitor (either option + cost of swag item)

Help AAW greet the first trade show attendees on your chosen day with fun and collectible Symposium Swag. Giveaway item to be purchased by AAW and will have AAW and participant co-branding. One swag participant per day Thurs-Sun. Swag choices include cups, koozies, stickers and other fun items. Participant has the option to help man the distribution point.

Official Symposium Lanyard or Tote - Cost: \$400 exhibitor / \$650 non exhibitor (either option + cost of lanyard)

One of the best Symposium branding options available – have your logo be worn by nearly every Symposium attendee throughout the event. (Sponsor responsible to supply lanyards by April 15, 2025 – exact number will be confirmed as the event date approaches.)

OTHER OPPORTUNITIES

AAW Awards - \$499 (up to 2)

Sponsor the AAW Awards that recognize the efforts of local woodturning chapters and individuals. The sponsors will be prominently featured on woodturner.org and in communications during the application process, and acknowledged during the award ceremony and the award announcement communications.

Hands On/Youth Turning Area – In Kind Supply Donation

Support this popular area of the Symposium tradeshow where turners of all skill levels and ages participate and enjoy hands on woodturning experiences and learning. To donate an item, please contact Jen at jennifer@woodturner.org or 651-484-9094.

Donate an Item to the AAW Silent Auction

The silent auction offers attendees an affordable alternative to the more prestigious live auctions and it contributes essential funding to benefit our ongoing AAW educational services and publications. AAW encourages all exhibitors to donate an item to the Silent Auction. This is another avenue to get your brand, products and/or services visibly positioned in front of attendees. All Silent Auction items will be prominently displayed in the Instant Gallery until Saturday. To donate an item, please contact Jen at jennifer@woodturner.org or 651-484-9094. Exhibitors who donate to the Silent Auction will be recognized with appropriate mentions provided during the Symposium.

Advertising Contacts:

Erica Nelson, Advertising Representative • erica.nelson@ewald.com • 763-497-1778



Symposium Sponsorship and Marketing Options Reservation Form

Please reserve the following participation.

Return this order to Erica: erica.nelson@ewald.com or fax – 763-497-8810

Company Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

2025 AAW Annual Symposium

(please reference the AAW International Symposium Sponsor Options)

Sponsorship or Marketing Option:

Fee: \$ _____

Additional Notes: _____

Authorized Signature

Date

Your AAW Symposium Contact:
Erica Nelson, Sales Representative – 763-497-1778 / erica.nelson@ewald.com

American Association of Woodturners - 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704

Credit Card Payment: You may pay by credit card if you prefer.

Check type: ___ Visa ___ MC ___ Discover ___ AMEX The above Final Total will be charged.

Name on Card: _____

Credit card number: _____

Expiration: ___/___ Security Code _____ (Three numbers. AMEX has four.)



Advertising Insertion Order
American Association of Woodturners (AAW)
2025 Symposium Event Guide
Complete and return to 763-497-8810 (fax) or
erica.nelson@ewald.com

Advertiser information

Company Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

2025 Symposium Event Guide Ad Order (all ads are full color) – Deadline February 1, 2025
AAW Business members receive a 5% discount on advertising rates.
Check here if you are a Business Member ____
Ad Size: _____
Placement Request (available to full pages only):
____ Back Cover ____ Inside Front Cover ____ Opposite Inside Front Cover ____ Inside Back Cover
Base Rate: \$ _____ per Insertion
Less Member Discount: \$ _____ per Insertion
Special Instructions: _____ Final Total: \$ _____ per Insertion

Signing below constitutes agreement to the details listed above and to the American Woodturner General Terms & Conditions.

Advertiser's Signature _____ Date _____

Your American Association of Woodturners Advertising Contact:
Erica Nelson, Sales Representative – 763-497-1778 / erica.nelson@ewald.com
American Association of Woodturners - 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704

Credit Card Payment: You may pay by credit card if you prefer.

Check type: ____ Visa ____ MC ____ Discover ____ AMEX The above Final Total will be charged.

Name on Card: _____

Credit card number: _____
Expiration: ____/____ Security Code _____ (Three numbers. AMEX has four.)

Mechanical Requirements

Art Submission: See rate card for dimensions and submission specifications.

Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.

Send artwork to: Erica Nelson – erica.nelson@ewald.com / 763-497-1778. Please refer to rate card for submission guidelines.

General Terms & Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication, the American Association of Woodturners.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Advertisements must be placed during a six-issue period for frequency discounts to apply.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use previously submitted art or 2) the advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

Publisher’s liability in the event of a publisher error within an ad will be limited to publishing the ad once correctly at no additional charge.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

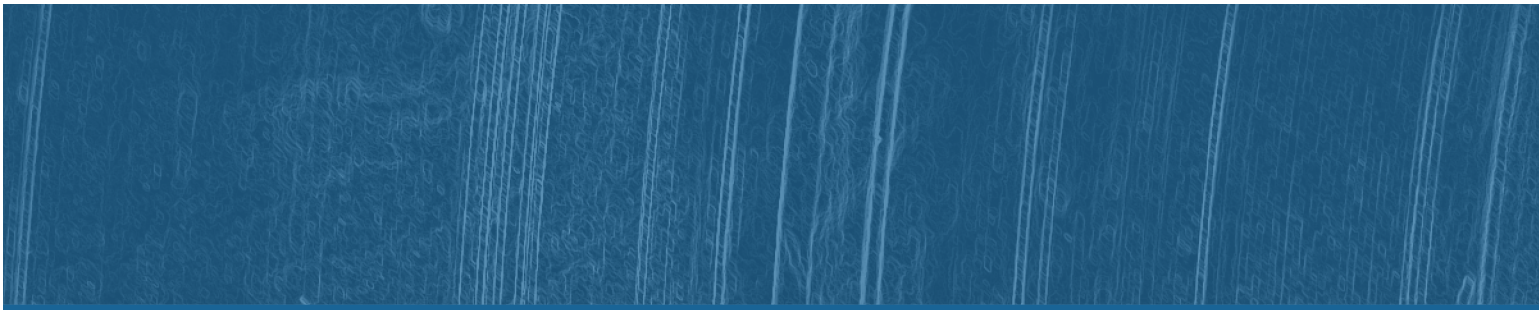
The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Cancellation of any portion of the Insertion Order voids any frequency discount.

Cover and Preferred placements are non-cancellable.

Other cancellations must be made prior to an issue’s deadline.



AAW

AMERICAN ASSOCIATION
OF WOODTURNERS

American Association of Woodturners
222 Landmark Center | 75 5th St W
St. Paul, MN 55102-7704

877-595-9094 | 651-484-9094 | 651-484-1724 fax
woodturner.org | galleryofwoodart.org