AAW | AMERICAN ASSOCIATION OF WOODTURNERS

2027 VENDOR PROSPECTUS

Oklahoma City, Oklahoma | June 24 – 27, 2027

You're invited to exhibit.

Reserve a booth at the largest and most recognized woodturning event in the world, and recharge in the Vendor Hospitality Lounge, back by popular demand, with complimentary snacks and beverages. Booth information and floor plan: aawsymposium.org/vendors.



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WHY EXHIBIT?

The AAW International Woodturning Symposium brings together a passionate community of woodturners, artists and makers. Admission to the trade show is free and open to the public, and attendees come to learn, connect and shop for tools, equipment and supplies.

1,500+ attendees	**~90%** of attendees buy in the trade show	**4.7 / 5** average attendee experience rating	**6 + 48** countries and U.S. states represented	**360** AAW chapters worldwide

WHAT YOU GET FROM EXHIBITING

Reach buyers
Woodturners and woodworkers ready to buy on-site.

Build relationships
Network with fellow vendors, industry professionals and social media influencers.

Launch products
Show new products or demonstrate existing ones to a focused audience.

Learn what customers want
Insights to guide product development and marketing.

Boost your brand
Build credibility at the world's largest woodturning event.

Teach in real time
Hands-on instruction and live demos show how your products work.



BRAND EXPOSURE THROUGH AAW

297K
website visits, 158K unique visitors

181,000
emails delivered, 60% open rate

6.2M Facebook reach + **90K** Instagram reach

12,000
American Woodturner journal issues, print + online, per edition

800+
yearly downloads of the Guidebook Mobile App, which lists your booth

Included
Vendor List on the website + a vendor graphic

Post-Symposium mailing: one-time use of the Symposium mailing list. AAW does not release attendee or membership lists to vendors; the list goes to a mailhouse of your choosing on your behalf, and direct-mail costs are the vendor's.

BOOTHS & PRICING

BOOTH TYPE	SIZE	Reserve by **Feb 6, 2027**	Reserve by **Mar 6, 2027**	Reserve on or after **Mar 7, 2027**
Table Top	8’	$295	$345	$448
Standard Booth	10’ × 10’	$597	$638	$803
Endcap	10’ × 20’	$1,355	$1,395	$1,627

A 25% deposit is due at reservation; the balance is due on or before March 6, 2027. Deposits are non-refundable. No refunds on or after March 7, 2027.

INCLUDED WITH YOUR BOOTH

FURNISHINGS

- Two 8’ × 24” unskirted tables
- Four folding chairs (two for Table Top)
- One wastebasket
- One small identification sign
- Standard and endcap booths defined by pipe and drape
- Concrete floor (not carpeted); optional carpet available to order
- Additional furnishings and upgrades through the event’s official service contractor

BADGES AND ACCESS

- Up to **six trade-show-only badges** per booth; up to three for Table Top (please inquire, if additional badges are needed)
- **25% off** up to four Full-Registration badges (all demonstrations, presentations and online recordings)
- Access to the **Vendor Hospitality Lounge**, with complimentary snacks and beverages
- Complimentary WiFi

BOOTH ASSIGNMENT AND RESERVATIONS

- **Priority window:** vendors from the previous year pre-book before booth space opens to the public.
- **Reservations are final** only when a signed contract and deposit (or full payment) are received.
- **Booking after March 6, 2027** requires full payment at the time of booking.
- Canceled booths are released first-come, first-served.

HOW TO RESERVE

1. CLICK HERE!
2. Select your booth type and review the Terms & Conditions.
3. Sign the Vendor Contract.
4. Pay your **25% deposit** with the contract.
5. Pay the balance by **March 6, 2027**.

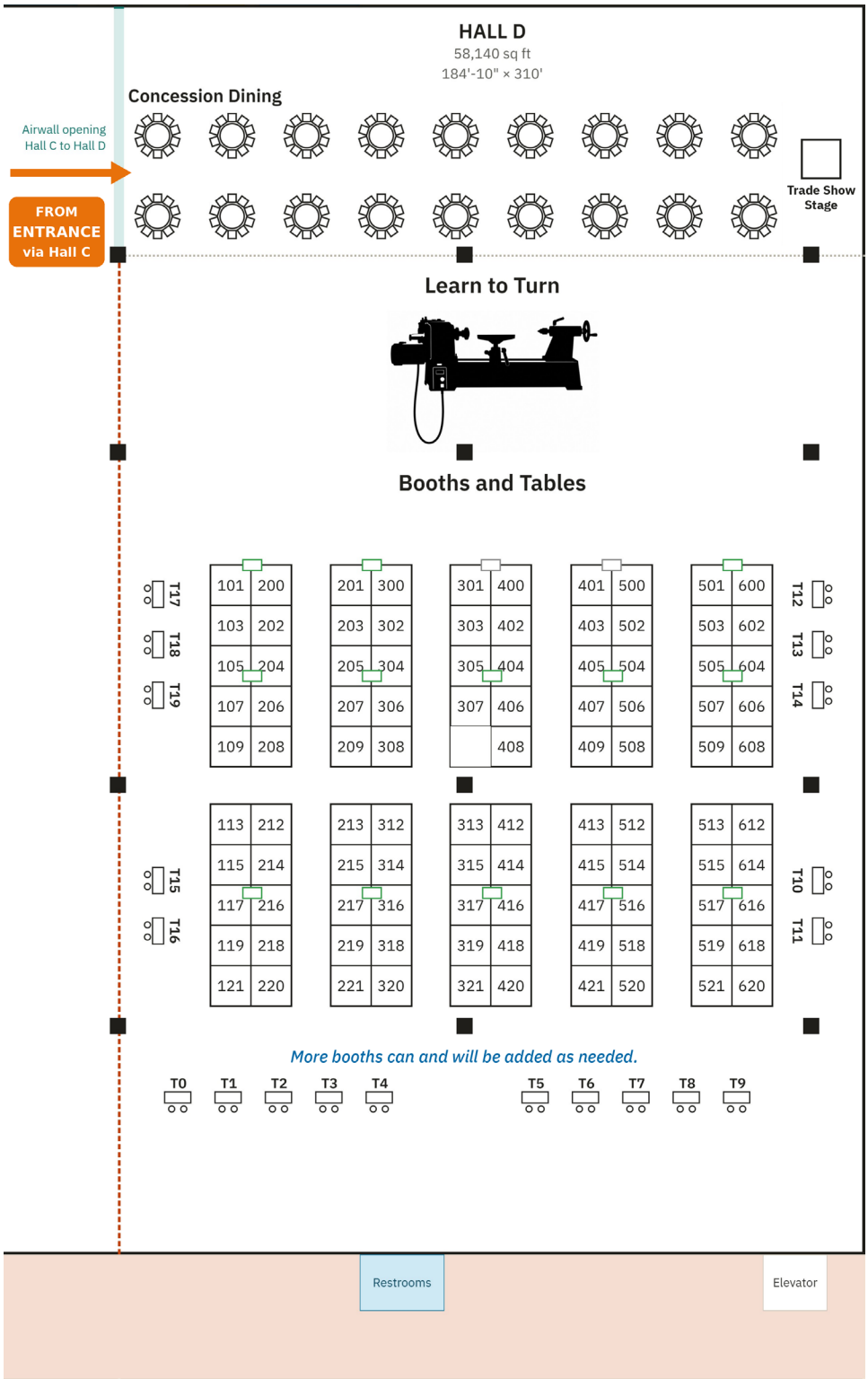
Can’t complete the online contract? Email memberservices@woodturner.org.



RESERVE TRADE SHOW SPACE TODAY!

FLOOR PLAN

RESERVE TRADE SHOW SPACE TODAY!



SHOW LOCATION

Oklahoma City Convention Center
Exhibit Hall D, Level 1
Oklahoma City, Oklahoma

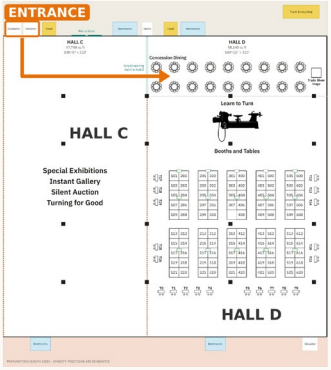
DATES

June 24–27, 2027

ENTRANCE

Escalator and elevator down into Hall C. Attendees walk through Hall C to reach Hall D.

On the way: Special Exhibitions, Instant Gallery, Silent Auction and Turning for Good.



KEY

- Airwall (operable wall)
- Restrooms
- Stairs / lifts / other
- Round table, 10 seats
- Booth (10' × 10')
- Table T0–T19
- Marker from reference layout
- Airwall opening
- Column (approx.)

Amenity positions are schematic. Layout subject to change.

VENDOR TERMS AND CONDITIONS

Dates	• Symposium: **June 24–27, 2027**, Oklahoma City • Move-in: **Thu, June 24**, 7 AM – 5 PM | Move-out: **Sun, June 27**, 1 PM • Trade show hours: **Thu** 6–8 PM (opening and reception) | **Fri & Sat** 8 AM – 5 PM | **Sun** 8 AM – 1 PM
Payments and cancellations	• Deposits are non-refundable; all payments are forfeited on or after **March 7, 2027** • Cancel in writing and get confirmation of receipt • If AAW cancels or moves the event online for reasons outside your control, you get a full refund or a virtual booth
Staffing and sharing	• Booths must be staffed during all published trade show hours and stay operational until the show closes at 1 PM on **Sunday, June 27** • Booth sharing is not allowed unless the number of booths reserved equals or exceeds the number of companies sharing • Register all booth staff; booth staff receive credentials for non-show-hour access
Shipping and drayage	• Hand-carry materials from personal vehicles in designated loading zones; complimentary porter/cart service for personal vehicles only • Material handling: $1.47/lb, no minimums or rounding; $0.79/lb for machines or wood shipments over 800 lbs; warehouse shipments $1.47/lb. • Symposium management partner: ConferenceDirect will serve as AAW's symposium management partner and will communicate directly with contracted vendors regarding important event information, logistical details, deadlines, and coordination requirements. Contact information will be provided following execution of this Agreement.
Insurance	• General liability naming AAW as additional insured: **$300,000** per person injury, **$1,000,000** per accident, **$100,000** property damage • Fire and theft coverage strongly recommended; AAW group-rate options shared after contract • Vendors are responsible for property, injuries or damages caused by their participation, plus insurance, shipping, electrical, furnishings, parking, code compliance and valuables
Safety and demonstrations	• Audience safety shields required for all lathe demonstrations (supply your own) • Face shields for all lathe operators (or you will be asked to shut down your lathe); eye protection for cutting, grinding and sawing; suitable footwear • Attendees must wear PPE when testing equipment; minimum participant age is 10 • Ongoing cleanup required (bring your own supplies); dust extractors required for sanding
Not allowed	• Open flames, hot plates, butane, microwaves and sandblasting cabinets • Distribution of food, excluding candy • Fractal burning displays, devices, demos or sales
Booth rules	• Height: standard booths 8' max (back 3' may go to 8'; front 7' limited to 3'); island booths 8' max unless approved in writing • Keep displays and materials inside your booth and out of aisles; keep audio levels reasonable • Set up and tear down only during designated times; do not enter other booths without permission
Chemicals and finishes	• Adhesives, finishes, stains and other woodworking chemicals may be sold or demonstrated • Safety Data Sheets (SDS) may be requested; low-VOC products strongly encouraged
AAW rights	• Exhibit Management may adjust booth locations or floor plans, make exceptions to the rules, and refuse displays that violate codes or disrupt the event • All booth requests are subject to Exhibit Management approval; single corners may be offered at half-endcap pricing after **February 6, 2027**

HANDBOOK ADVERTISING

NEW FOR 2027

Your ad now reaches far beyond the show floor.

Every Handbook ad runs in print for Symposium attendees and in a new digital edition in the AAW content library, open to all members worldwide. Both are included with your ad. Ads must be purchased by February 28, 2027 for inclusion.

IN PRINT

In attendees' hands

The Handbook is presold to Symposium attendees, so your ad reaches them while they plan their trip and shopping list, and it is in their hands at the show to point them to your booth.

ONLINE

In members' libraries

The digital edition is available in the AAW content library to all members worldwide, including woodturners who can't be at the show. They can open it on demand, and your ad goes with it.

12,000+	Presale	On demand
AAW members worldwide can open the digital edition	puts the Handbook in attendees' hands before the show	members can open it any time from the content library

RATES

PLACEMENT (FULL COLOR)	AD SIZE	COST
Back cover*	Full page, 7.425" × 9.425"	**$617**
Inside front cover*	Full page, 7.425" × 9.425"	**$555**
Opposite inside front cover*	Full page, 7.425" × 9.425"	**$555**
Inside back cover*	Full page, 7.425" × 9.425"	**$555**
Full page	7.425" × 9.425" (188 × 239 mm)	**$339**
Half page	7.425" × 4.625" horizontal (188 × 117 mm)	**$236**
Quarter page	3.625" × 4.625" (92 × 117 mm)	**$153**

**Advertisers who purchased cover placements in the prior-year Handbook get first preference for cover positions.*

CLICK HERE to purchase Event Handbook advertising.

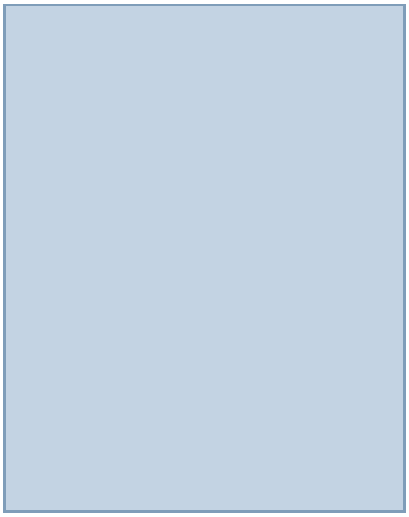
ADVERTISING + VENDOR CONTACT

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

AD SIZES, SPECS & TERMS

CLICK HERE to purchase Handbook advertising.

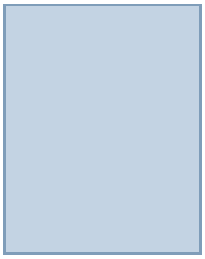
Full page
7.425” × 9.425” (188 × 239 mm)



Half page, horizontal
7.425” × 4.625” (188 × 117 mm)



Quarter page
3.625” × 4.625” (92 × 117 mm)



FILE SPECS

- **Formats:** JPG (preferred) or press-quality PDF with embedded fonts
- **Color:** CMYK only; RGB files not accepted; no spot (PMS) colors
- **Resolution at 100% size:** 300 dpi photos/graphics, 1200 dpi line art
- No web images or logos; no printer’s marks; crop to final size
- Files that miss specs may be adjusted at the advertiser’s risk
- Need a design? We can build your ad from supplied copy for **$65**

KEY TERMS

- **Art due: February 28, 2027.** Need more time? Please inquire. If art is late, AAW may reuse earlier art or omit the ad, and full payment is still due
- **Billing:** invoiced after publication, due in 30 days; 1.5% monthly interest on past-due balances
- **Cancellations:** cover and preferred placements are non-cancellable; others before the deadline
- Ads that resemble editorial content must say “Advertisement” and may not use Adobe Garamond
- Artwork must be free of copyright infringement; advertiser indemnifies the publisher
- AAW may refuse any ad; for publisher error, liability is one corrected insertion

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