



2023

# TEXAS WOODWORKING FESTIVAL

## EXHIBITOR INFORMATION

Prepared for 2023 Exhibitors	Reference Number: 2023-0001-E
	Prepared by: Austin Waldo
	Valid Until: August 26th, 2023

Saturday & Sunday  
August 26th - 27th, 2023  
9am to 5pm  
Palmer Event Center  
Austin, Texas



— Brought to You By —  
AUSTIN SCHOOL OF FURNITURE 

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# Event Summary

## WHY TWF?

The Texas Woodworking Festival is a one of a kind event that brings together woodworkers from all over the United States looking to see what's new and who's who. TWF is produced by the Austin School of Furniture as a fun and unique annual fundraiser.

The Texas Woodworking Festival combines an industry conference, an educational seminar, and a woodworking themed festival all in one amazing weekend. This event draws in a young, diverse woodworking crowd looking to meet you and your company.

### As an exhibitor, you can:

- Sell your products and wares
- Tap into the growing community of Texas woodworkers
- Reach a broad regional community of woodworking enthusiasts all in one place
- Meet your customers face-to-face
- Test new products, ideas and get immediate feedback
- Increase awareness of your company
- Make valuable business connections
- Support an important fundraiser (all proceeds benefit Austin School of Furniture)
- Have fun!

## OUR EVENT

The Texas Woodworking Festival is a celebration of all things related to the craft of woodworking. Attendees can expect to learn about woodworking techniques, products and services shared by industry experts and our partners through scheduled programming, workshops and exhibits. This two day event brings together woodworking organizations, content creators, furniture makers, lumber yards, educators and tool makers for a weekend of food, drinks and all things woodworking. Although, TWF is all about having fun, we pride ourselves on the growth of the event, the connections made and the results produced for our exhibitors.

### What to expect:

- 2000+ Expected Attendance
- 2 Day Event with Separate Load-In Day
- Fully Air Conditioned Venue
- Exhibitor and Attendee Parking
- Loading Docks and Ramps
- 25,000 sf Exhibition Hall
- Separate Seminar & Workshop Space
- Fun Activities and Atmosphere
- VIP Lounge and VIP After Party
- Food, Drinks and Music



# Event Details

## TEXAS WOODWORKING FESTIVAL 2023

Saturday & Sunday August 26th - 27th, 2023

9am to 5pm

Palmer Event Center - Austin, Texas



# Past Exhibitors





# Our Reach

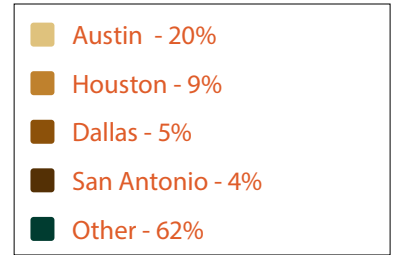
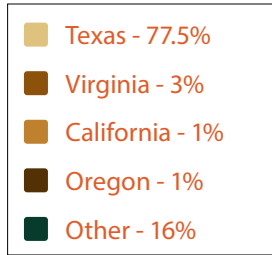
Texas Woodworking Festival and Austin School of Furniture have continued to grow each year and expand their digital reach. 54,000 website views annually, 32,000 social media followers, 5,000 newsletter subscribers are all used to promote the event and its participants. As an exhibitor, you will be listed on the website and promoted through our social media



## ONLINE STATISTICS

- Our visitors are 31% women and 69% male
- The average age is 35 - 44 year of age
- Views are 60% mobile, 35% desktop, 5% tablet

## ONLINE VISITORS



## 2021 TEXAS WOODWORKING FESTIVAL

- 1200+ attendees in 2021 one day event (160% increase from previous year)
- Top 5 Attendee States were Texas, Oklahoma, Florida, Louisiana, and New Mexico
- Attendees were 20% professional, and 80% hobbyist woodworkers

**60%**  
ATTENDEE  
INCREASE

## 2019 TEXAS WOODWORKING FESTIVAL

- 750 Attendees

**150%**  
ATTENDEE  
INCREASE

## 2019 TEXAS WOODWORKING FESTIVAL

- 300 Attendees



# Event Opportunities

Don't miss out on engaging with customers and tap into the Texas woodworking market through the Texas Woodworking Festival.

## EVENT BENEFITS

### HOW YOU CAN BENEFIT FROM THE IN-PERSON EVENT

- W **BENEFIT:** Face to Face Interaction
- W **BENEFIT:** Direct Products Sales
- W **BENEFIT:** Influencer and Promotional Partner Networking
- W **BENEFIT:** Access to the Texas Woodworkers Community
- W **BENEFIT:** A Platform to Launch New Products and Drive Sales
- W **BENEFIT:** Customer Feedback and Ideas
- W **BENEFIT:** Valuable Business Connections

## MARKETING BENEFITS

### HOW YOU CAN BENEFIT BEYOND THE IN-PERSON EVENT

- ▶ Free Event Website Listing
- ▶ Podcast Mentions
- ▶ On-site and Off-Site Promotion
- ▶ Print and Merchandise
- ▶ Email Marketing

- ▶ Social Media, In-House and Affiliates
- ▶ Customer Generated Content
- ▶ Organic and Paid Advertising
- ▶ Lead Generation
- ▶ Local and Regional Press



# Exhibitor Opportunities

## Large Business Exhibitor Booth

**\$1,500**

- **10x10 Booth Space**
- **Pipe and Drape Included**
- **110 Volt Power Included**
- **First Come, First Served Location**
- **15% Off Additional Booth**
- **5/+ Employees**
- **Exhibitor Packages Available**
- **Additional Power Add-On Available**

## Small Business Exhibitor Booth

**\$850**

- **10x10 Booth Space**
- **Pipe and Drape Included**
- **110 Volt Power Included**
- **First Come, First Served Location**
- **15% Off Additional Booth**
- **Less than 5 employees**
- **Exhibitor Packages Available**
- **Additional Power Add-On Available**





# Exhibitor Opportunities

**Small Business Exhibitor Table Prime Location**

**\$325**

- 8x6 Table Area
- 6ft Table Included
- 110 Volt Power Included
- First Come, First Served Location
- 15% Off Additional Table
- Less than 5 employees
- Central Location

**Small Business Exhibitor Table**

**\$150**

- 8x6 Table Area
- 6ft Table Included
- Power Add-On Available
- First Come, First Served Location
- 15% Off Additional Table
- Less than 5 employees
- Wall Location

**Antique Alley**

**\$75**

- 8x6 Table Area
- 6ft Table Included
- 15% Off Additional Table
- Vintage and Refurbished Tools



# About Austin School of Furniture

Traditional Craft  
Modern Education

## BACKGROUND

The Austin School of Furniture is a woodworking and furniture making school located in Austin, Texas offering beginner to advanced, part-time and full-time woodworking courses. Yeehaw!



We focus on educating hobbyists and aspiring professionals in the craft of furniture making through demonstrations, lectures, pre-recorded videos and of-course in-person hands on learning.

We at ASF feel that it is extremely important to learn and understand the traditions and historical techniques of furniture construction while embracing advances in design and technology. Hand tools to computer-aided machinery are all used to cover a broad understanding of both the past and future of furniture making.



## WHY TWF?

The Texas Woodworking Festival is a yearly fundraiser for the Austin School of Furniture. It helps to bring awareness to the school while raising money to support the continuation of the school, develop new classes, create scholarships, and pay instructors and staff.



# Our Team



## SEAN DUFFY

### Director of Partnerships - Texas Woodworking Festival

Sean Duffy leads the Partnerships team at GAN and is passionate about connecting people while helping to make the world a more awesome place. In addition to his work in the corporate sponsorships community, Sean leads the way on partnerships for the Texas Woodworking Festival. While not a professional woodworker himself, he loves the Texas Woodworking Festival mission has on several occasions, used an orbital sander.



## HEATHER NEIMEYER

### Managing Director - KDMC Event Management

Heather has served the agency for over 16 years, as COO, and is a knowledgeable industry staple for our clients, community partners, and team members. Recently promoted to Managing Director, she continues to be the teams' inspirational mentor that oversees the daily operations, client relations, while being a process-minded leader that is responsible for the strategic rapid scale of K.DMC.



# Our Team



## AUSTIN WALDO

**Event Producer - Texas Woodworking Festival**  
**Managing Director / Owner - Austin School of Furniture**

Austin is a digital marketer turned furniture maker. He loves designing and building furniture, playing with new tools and networking with other woodworkers. He started the Austin School of Furniture in 2018 and eventually created the Texas Woodworking Festival.

As a former marketer in the tech and entrepreneurship world, Austin infuses the woodworking industry with some of the best aspects of the tech world. His goal is to create an epic-center of furniture making around the Austin School of Furniture while providing access, opportunity, education, and fun to anyone that wants to participate in woodworking.



## PHILIP MORLEY

**Lead Instructor / Owner - Austin School of Furniture**

Philip Morley began his career in woodworking at a young age in London, England. Philip attended trade school for carpentry and eventually ventured into furniture making. Besides his schooling, Philip held several multi-year apprenticeships before starting his own company. Philip has developed a unique style of modern furniture with a hint of mid-century in his own custom furniture that he designs and builds in his home shop in Wimberley, Texas. Philip a co-founder and leads instruction at the Austin School of Furniture.



# Let's Chat!

If you see an opportunity that interests you please reach out to the Texas Woodworking Festival team today.

Don't see what you are looking for or have a great idea about a new exhibitor level?

Let's chat!



**Austin Waldo**

**EVENT PRODUCER**

**Texas Woodworking Festival**

**INFO@TEXASWOODWORKINGFESTIVAL.COM**







# TEXAS WOODS WORKING FESTIVAL

VENDORS · SPONSORS  
· LIVE DEMONSTRATIONS ·

*Two Days in August*

08.26/27.23

PALMER EVENTS CENTER

· AUSTIN · USA · TEXAS ·

*Brought to You By* AUSTIN SCHOOL OF FURNITURE 

Texas Woodworking Festival  
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