



NASHVILLE, TN • AUGUST 23-25, 2023

NOW
IS THE TIME FOR
NASHVILLE

EXHIBITOR PROSPECTUS



NOW LET'S GET DOWN TO BUSINESS

This is it – the new era of work has arrived. Responsive manufacturing, exciting innovations and shifting demand are causing lumber industry professionals to seek out new equipment, products, and services, and they are looking for trusted partners like you. Make the most of this moment of opportunity by showcasing your solutions at the 2023 Forest Products Machinery & Equipment Exposition, the event trusted by the sawmilling industry since 1950.



CONNECT

Get your company in front of industry-wide senior executives to build relationships, increase brand awareness, and connect with key decision-makers.



EXPLORE

Demonstrate to the forest products community how your solutions can help clients and prospects grow, expand, and prosper.



DISCOVER

Show buyers what your products can do and discover new business opportunities that generate new leads and enrich relationships.

FIND YOUR CUSTOMERS

The forest products manufacturing community knows that EXPO is the place to get up close to materials, resources, equipment, and technology. By exhibiting in this 50,000+ sq.ft. space, you'll connect with a wide variety of professionals who are ready to upgrade their facilities.



THE TIMES, THEY ARE A-CHANGIN'

A Noteworthy Change for 2023

EXPO 2023 will be held at the Music City Convention Center in downtown Nashville, Tennessee. Located in the middle of all the action, Music City Center is the perfect home base for a fun-filled visit to Nashville. Inside the new, state-of-the-art convention center you'll experience a modern business atmosphere, and outside you'll find a thriving culinary, music, sports, and cultural scene.

The Music City

Known for its trendy new restaurants and its eclectic music scene, Nashville is booming and the Music City Center is the new pulse of it all. A top-rated destination, downtown Nashville offers an authentic Music City experience. You are within walking distance of the Country Music Hall of Fame, the historic Ryman Auditorium, and the always fun and famous honky tonks, such as Tootsie's Orchid Lounge.

Music City Center

The Music City Center is Nashville's convention center located in the heart of downtown. The 2.1 million square foot facility opened in 2013 and was built so that Nashville could host large conventions in the downtown area – blocks away from entertainment, music, and dining.

Experiences that create opportunities for more leads.

Meet with new clients in a relaxed atmosphere at the EXPO Networking Zone. This is the place to build relationships and share ideas in an impromptu, casual way.

NASHVILLE TENNESSEE

FOREST PRODUCTS EXPO HOURS

With an optimized, concentrated exhibit hall schedule, you'll spend your time on-site getting business done.



Wednesday, August 23
9AM – 5PM

Thursday, August 24
9AM – 5PM

Friday, August 25
9AM – 1PM

THE TIE THAT BINDS

Connect with Key Decision-Makers

The Forest Products Machinery & Equipment Exposition (EXPO) has a longstanding reputation as the place where connections are formed, relationships are strengthened, and deals are closed.

Reconnect with the entire wood products manufacturing community at the EXPO. Building on a foundation of industry support for more than 70 years, EXPO will deliver even more opportunities to showcase your products, generate high-value leads, and increase your sales.



We Can't Slow Down 'Cause More Is Best

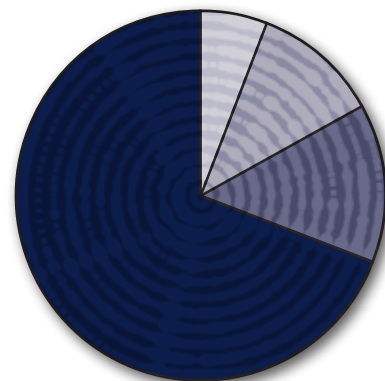
1200+ attendees,
representing 450+ companies
Build relationships with
every branch of the industry.

6%
Treated/Paper

11%
Pallet/Reman

14%
Bioenergy/Forestry

69%
Sawmill/Panels/
Engineered Wood

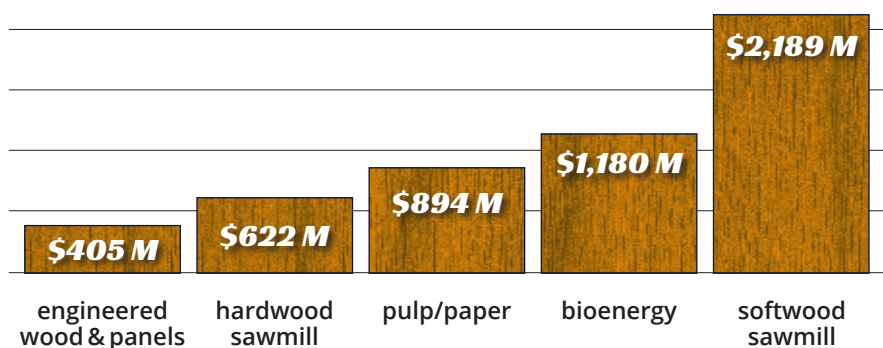


Pour Yourself a Cup of Ambition

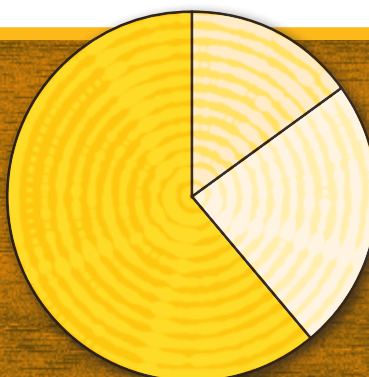
2021 Industry Investment

More than 5 billion dollars were spent on new facilities, upgrades to existing operations, or purchases of business in the forest products industry sector.

Talk face-to-face with a wide range of professionals who have purchasing power.



Go Ahead, Show Up in Boots
Meet professionals aligned in strategic
lumber manufacturing, in person.



61%
Softwood Sawmills

24%
Hardwood Sawmills

15%
Industrial Packaging

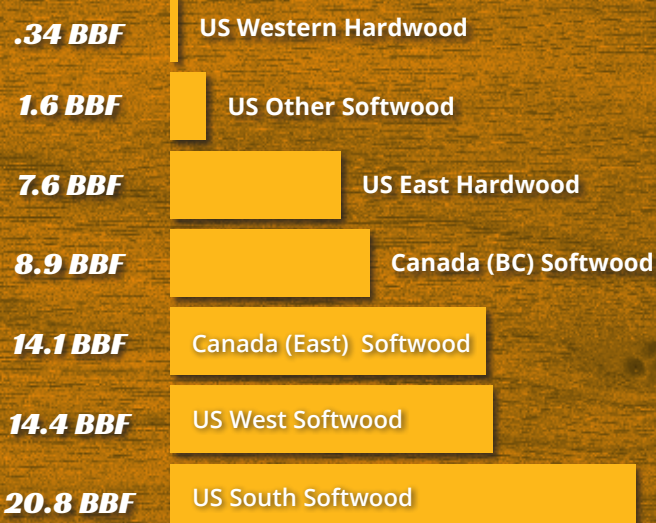
THE WAY IT IS ON THE NASHVILLE SCENE

With 766 million acres, forests comprise more than one-third of the entire U.S. landscape. Annually producing more than \$100 billion in forest products, the South's variety of tree species and year-long harvesting make the region a first-choice for mills that rely on an available, affordable supply of sustainable wood products.

Nashville, TN is positioned in the middle of America's wood basket. The US South and Eastern US hardwood represent 42% of the North American lumber manufactured.



North American Lumber Production:



* Southern Forest Products Association, U.S. Census Bureau, Council of Forest Industries-CAN, WWPA, Hardwood Market Report



On the Road Again

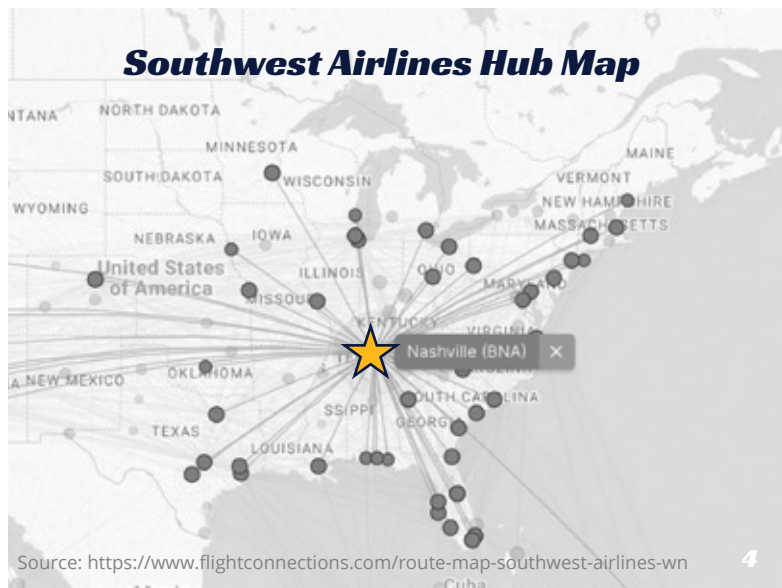
Easy driving distance from 35% of SYP Sawmills and 73% of Hardwood Sawmills or a 4-hour drive from more than half of Southern sawmills.



Nashville International Airport (BNA) serves as a gateway to Music City and beyond.

- 585 daily flights
- 22 airlines
- 96 nonstop flights
- Southwest Airlines Hub - 23 cities in producing region

Southwest Airlines Hub Map



Source: <https://www.flightconnections.com/route-map-southwest-airlines-wn>

Exhibit Space Fees

Square Feet	SFPA Member	Advance Rate	Standard Rate
100 – 399	\$21.97 per square ft.	\$24.00 per square ft.	\$26.50 per square ft.
400 – 1,199	\$18.83 per square ft.	\$21.00 per square ft.	\$24.25 per square ft.
1,200+	\$16.59 per square ft.	\$19.00 per square ft.	\$22.10 per square ft.

To be eligible for the Southern Forest Products Association Member (SFPA) discounted price, an exhibitor must be an SFPA Associate Member at the time of contract, AND must maintain or renew the SFPA annual membership in January 2023. SFPA Members in good standing from the time of contract until August 25, 2023 are eligible for the SFPA Members Discounted Price.

Exhibit Space Rental includes:

- Colored 8' high draped back wall and 3' high draped side rails (for in-line booths) .
- Standard black carpet for inline (10' deep) exhibit spaces only.
- Booth Cleaning – vacuuming the night prior to show opening.
- Company and Product Listing in the Official 2023 Show Program and the EXPO website Online Exhibitor Directory. (Exhibitor is responsible for entering/editing this information online in the Exhibitor Tools section of the website. If your information is not submitted, it will not be included on the website or in the Show Program.)
- Website Link – Your company will be listed on the show website, www.sfpaexpo.com with a direct link to your website.
- Online Exhibitor Service Kit.
- An allotment of complimentary exhibitor badges for your booth personnel based on the size of your booth. Each exhibitor receives 2 complimentary badges for the first 100 sq. ft. of space and one complimentary badge for each additional 100 sq. ft. of space.

EXPO 2023 Schedule of Events

August 20-22, 2023	Exhibitor Move-In
August 23, 2023	Exhibit Hall Open 9AM – 5PM Opening Reception 3:30PM – 5PM SFPA Sawmill Safety Award Presentation
August 24, 2023	Exhibit Hall Open 9AM – 5PM Timber Processing Productivity & Efficiency Conference
August 25, 2023	Exhibit Hall Open 9AM – 1PM Exhibitor Move Out
August 26, 2023	Exhibitor Move Out

EXPO Contracted Room Block

The Westin 807 Clark Place Nashville, TN 37203	Renaissance Hotel 611 Commerce Street Nashville, TN 37203	Embassy Suites 708 Demonbreun Street Nashville, Tennessee, 37203
275 Rooms	325 Rooms	100 Rooms
\$269	\$249	\$269

Note: Housing will open in April 2023. Reservations made through any other agency cannot be guaranteed and may result in additional charges, incorrect hotel placement, or inflated room rates for other conference participants. Please use the EXPO 2023 online hotel reservation system to avoid any confusion or additional charges.



LIVE A LITTLE. HAVE SOME FUN!

Stand out with Sponsorships

Maximize your ROI with sponsorship options proven to enhance brand visibility and awareness.

Networking Events

Get in front of attendees at key moments through branded signage, tickets, and more.

PROMOTION OPPORTUNITIES

Year after year, the most successful exhibitors do more than simply reserve a booth and show up. Trade shows are a powerful opportunity to meet face-to-face with current and prospective customers. Driving buyers to end decision-makers to your booth requires thinking outside the box. The wide variety of marketing and sponsorship opportunities available will help you create buzz and greater visibility for your products and services. And there's something for every budget.

Welcome Reception

Wednesday, Aug. 23, 2023 | 3:30PM - 5:00PM | \$4,995

Have a major presence at EXPO 2023 and get in front of the wood products industry audience just as EXPO 2023 wraps up the first day in Nashville. Beginning at 3:30PM on opening day, there be no tears in your beer as a sponsor for Exhibit Hall Happy Hour.

T-Shirt Sponsor

\$3,500

Guaranteed to the first 1,000 registered attendees and distributed at registration. These commemorative t-shirts mark Nashville as the location for EXPO 2023. Sponsor's logo and/design to be printed on the back and either the front or one sleeve. Sponsor is responsible for providing 1,000 colored shirts.

Morning Coffee

\$2,449 (3 available, per day)

Your generosity is an eye-opening experience... and the coffee is truly appreciated by attendees. Make each morning special by allowing attendees to mingle and build connections over a cup of coffee. Your company logo is on signage at the coffee break stations and printed on the coffee cups.

Advertising

Official Show Program | Half Page: \$899

The number one on site and post show resource for Expo attendees with more than 2,000 readers, the show program features exhibit floor plans, exhibitor lists, seminar and workshop schedules, special events and more. Many attendees refer to these guides over and over, long after the Expo is over.

Custom Packages

Contact show management to learn about additional promotional and sponsorship opportunities, including digital sponsorships.

RESERVE YOUR SPACE TODAY!
SFPAEXPO.COM

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Visit SEPAEXPO.com for the EXPO Playlist



SFPA is proud to produce, organize and sponsor the Forest Products Machinery Equipment Expo