

**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 **EXPOHOURS**

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.



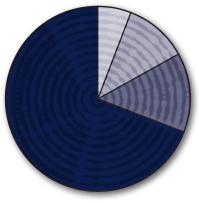
# We Can't Slow Down 'Cause More Is Best

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

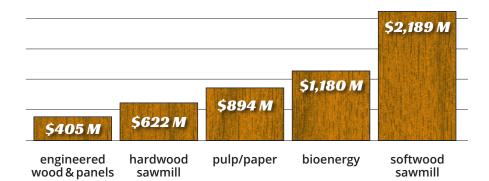


### <sup>4</sup>Pour Yourself a Cup of Ambition

#### 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:

.34 BBF	US Western Hardwood	
1.6 BBF	US Other Softwood	
7.6 BBF	US East Hardwood	
8.9 BBF	Canada (BC) Softwood	
14.1 BBF	Canada (East) Softwood	
14.4 BBF	US West Softwood	
20.8 BBF	US South Softwood	
* Southern Forest	Products Association, U.S. Census Bureau,	



#### <sup>4</sup>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.



Council of Forest Industries-CAN, WWPA, Hardwood Market Report

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

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



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

#### **EXPO Contracted Room Block The Westin Renaissance Hotel Embassy Suites** 807 Clark Place **611 Commerce Street** 708 Demonbreun Street Nashville, TN 37203 Nashville, TN 37203 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-toface 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

# 'NASHVILLE WOULDN'T BE NASHVILLE WITHOUT YOU

Being part of the 37th Forest Products Machinery & Equipment Exposition puts you in the center of the forest products community at a critical moment for the industry. Get in front of leading companies and manufacturing professionals as they seek out partners to help them adapt to new markets, adjust to increased demand, and make sure their operations are ready for NOW.

ABBEVILLE FIBER • ADAMS LUMBER COMPANY • ALMOND BROTHERS • LUMBERCOMPANY • AMELIA LUMBER COMPANY • ANDERSON BROS LUMBER COMPANY • ANGELINA FOREST PRODUCTS • ANTHONY TIMBERLANDS • ARBORTECH • ARNESON TIMBER COMPANY • ASHTON LEWIS LUMBER COMPANY • ATCHLEY LUMBER & SUPPLY COMPANY • BAULIE LUMBER • BAUDRIDGE BROTHERS • BAULIUMBER COMPANY • BARGE FOREST PRODUCTS • BARNES MANUFACTURING COMPANY • BARNETT CONTRACTING • BATTLE LUMBER COMPANY • BAZOR LUMBER COMPANY • BEASLEY FOREST PRODUCTS • BENNETT • BIEWER LUMBER • BINDERHOLZ • BOTKIN LUMBER COMPANY • BRABHAM LUMBER COMPANY • BRAXTON SAWMILL • BROTHERS LUMBER • BUCHANAN LUMBER • BURT LUMBER COMPANY • BYRD LUMBER COMPANY • C M TUCKER LUMBER COMPANY • CAL-TEX LUMBER COMPANY • CAMERON LUMBER COMPANY • CANFOR • CARDIN FOREST PRODUCTS • CARLTON & EDWARDS • CASCADE HARDWOOD • CHARLES INGRAM LUMBER COMPANY • CHARLESTON HEARTPINE COMPANY • CHIPS, INC • CLAUDE HOWARD LUMBER • CLAUDE HOWARD LUMBER COMPANY • CLEMSA LUMBER COMPANY • CLOVERDALE LUMBER COMPANY • CLW • COASTAL FOREST PRODUCTS • COLLUMS LUMBER PRODUCTS • CONASAUGA RIV LUMBER COMPANY • CONNER INDUSTRIES • COX INTERIOR • CROSBY LUMBER COMPANY • CROSS CITY LUMBER • CROSSROADS SAWMILL • CUSTOM LUMBER MANUFACTURING COMPANY • DALTON LUMBER COMPANY • DELMARVA LUMBER COMPANY • DEMPSEY WOOD PRODUCTS • DORCHESTER LUMBER COMPANY • DUDLEY LUMBER COMPANY • DUPONT PINE PRODUCTS LLC • FARLEY LUMBER COMPANY • FAST ALABAMA LUMBER COMPANY • EDWARDS WOOD PRODUCTS • F G LUMBER COMPANY • FLEMING LUMBER COMPANY • FLIPPO LUMBER COMPANY • FORTNER LUMBER COMPANY • FOX HARDWOOD LUMBER • FOXWORTH & THOMPSON • FRANKLIN • G D EDGAR LUMBER COMPANY • G W PLATT & SONS • GARRISON • GEORGIA-PACIFIC • GK SAWMILL • GLADYS TIMBER PRODUCTS • GRAYSON LUMBER COMPANY • GREAT SOUTH TIMBER & LUMBER • GREAT SOUTHERN ENTERPRISES • GREEN BAY PACKAGING • GREENTREE LUMBER COMPANY • GREGORY WOOD PRODUCTS • GRIFFIN LUMBER COMPANY • H G TOLER & SON • H.W. CULP LUMBER COMPANY • HANKINS INC. • HARRIGAN LUMBER COMPANY • HARTZELL HARDWOODS • HIXSON LUMBER SALES • HOGAN LUMBER COMPANY • HOMAN FOREST PRODUCTS • HOOD INDUSTRIES • HUBER ENGINEERED WOODS • IDAHO FOREST GROUP • IDAHO TIMBER • INTERFOR • IRVIN LUMBER COMPANY • I D MARTIN LUMBER COMPANY • I H KNIGHTON LUMBER COMPANY • I W EXLEY LUMBER COMPANY • I W IONES LUMBER COMPANY • JACHIN LUMBER COMPANY • JACK BATTE & SONS • JASPER FOREST PRODUCTS • JASPER LUMBER • JERRY G WILLIAMS & SONS • JOHNSON LUMBER COMPANY • IORDAN LUMBER & SUPPLY COMPANY • SOUTHEASTERN TIMBER PRODUCTS • KEMPFER SAWMILL INC • KEMPSVILLE BUILDING MATERIALS • KORNEGAY LUMBER COMPANY • KYKENKEE • LAMPE & MALPHRUS LUMBER COMPANY • LASALLE LUMBER COMPANY • LASSITER LUMBER COMPANY • LEFSVILLE LUMBER COMPANY • LEWIS LUMBER & MANUFACTURING COMPANY • LINCOLN LUMBER COMPANY • LITTRELL LUMBER • LKL LUMBER COMPANY • LOK-N-LOGS • LYNN SAWMILL • M C DIXON LUMBER COMPANY • M KENDALL LUMBER COMPANY • MAGNOLIA LUMBER COMPANY • MARTIN LUMBER • MAVERICK WOOD PRODUCTS • MCDOWELL LUMBER • MCSHAN LUMBER COMPANY • MEADWESTVACO • MILLRY MILL COMPANY • MILLVILLE LUMBER COMPANY • MISSION FOREST PRODUCTS • MOONEYHAM LUMBER COMPANY • MORGAN LUMBER • MORRISON MILL • NIX FOREST INDUSTRIES • NOLAND LUMBER • NORTHWEST HARDWOODS • PARKER LUMBER • PARTON COMPANY • PAUL M IONES LUMBER COMPANY • PEARSON LUMBER COMPANY • PHENIX LUMBER COMPANY • PIEDMONT HARDWOOD LUMBER COMPANY • POLLARD LUMBER COMPANY POTLATCHDELTIC CORP • PRIDE OF FLORIDA • PRUITT LUMBER COMPANY • R A YANCEY LUMBER COMPANY • RANDLEMAN LUMBER COMPANY • RANDY MILLER LUMBER COMPANY • RAY WHITE LUMBER COMPANY • RB LUMBER • REPLOGLE ENTERPRISES • RESOLUTE FOREST PRODUCTS • REX LUMBER LLC • RIDGE LUMBER • ROBBINS LUMBER • ROBERTSON LUMBER • ROBINSON STAVE • ROGERS LUMBER • ROSEBURG FOREST PRODUCTS • ROSS LUMBER COMPANY • ROY ANDERSON LUMBER • S I STOREY LUMBER COMPANY • SAUNDERS LUMBER COMPANY • SAVAGE LUMBER • SEAGO LUMBER COMPANY • SEAMAN TIMBER COMPANY • SENECA SAWMILL • SHAVER WOOD PRODUCTS • SHEAROUSE LUMBER COMPANY • SHOUN LUMBER LLC • SHUQUALAK LUMBER COMPANY • SIERRA PACIFIC INDUSTRIES • SNIDER INDUSTRIES • SOMERSET HARDWOOD FLOORING • SOUTHERN FOREST PRODUCTS • SOUTHERN LEGACY WOOD PRODUCTS • SOUTHERN LUMBER COMPANY • SOUTHERN PINE TIMBER PRODUCTS • SPANISH TRAIL LUMBER COMPANY • SPARKS LUMBER COMPANY • SPAULDING LUMBER COMPANY • SPINK LUMBER • STEELY LUMBER COMPANY • STRATTON LUMBER • SUNBELT FOREST VENTURES • SWIFT LUMBER • SWIFT LUMBER COMPANY • T R MILLER MILL COMPANY • T&S HARDWOODS • T.R. MILLER MILL • TATUM BROS LUMBER COMPANY • TEAL JONES LUMBER • THE TIMBERMEN • THOMASVILLE LUMBER COMPANY • THOMPSON HARDWOODS • TIMBERLINE LUMBER INC • TOLER LUMBER • TOLKO INDUSTRIES • TONEY LUMBER COMPANY • TROY LUMBER • TUCKER SAWMILL COMPANY • TURNER WOOD WORKS • TUSCO HARDWOODS • TWO RIVERS LUMBER • URREY LUMBER • VALLEY LUMBER COMPANY • VARN WOOD PRODUCTS • VICKSBURG FOREST PRODUCTS • VICTORY LUMBER • W D CLINE & SONS LUMBER COMPANY • W G SULLIVAN LUMBER COMPANY • W M SHEPPARD LUMBER COMPANY • WAGNER LUMBER • WALLACE LUMBER • WALTON LUMBER COMPANY • WARD LUMBER COMPANY • WARMACK LUMBER COMPANY • WARREN & GRIFFIN • WEST FRASER • WESTERVELT • WESTROCK • WEYERHAEUSER • WINCHESTER BROTHERS • WINN LUMBER • WRENN BROTHERS

Visit SFPAEXPO.com for the EXPO Playlist



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