



2024

MARKETING TOOLKIT

TECHNICAL STANDARDS, EDUCATION, NETWORKING, AND ADVOCACY

In Print | In Person | Online | Around The World

NWFA AT A GLANCE

Promote your business with the National Wood Flooring Association

Increase your brand visibility and grow your business by partnering with the National Wood Flooring Association (NWFA). We offer a variety of sponsorship opportunities, via hands-on and online training through NWFA University, our annual Wood Flooring Expo, *Hardwood Floors* magazine, our “Real Wood. Real Life.” consumer awareness campaign, and more.

Maximize Your Reach with the NWFA

Our audience is engaged and passionate about the industry. In a world with so many marketing choices, the NWFA is unique in its ability to target those specifically in the hardwood flooring industry. Because we represent all industry segments, you’ll have an opportunity to build brand awareness, make connections, and put your company’s products in front of relevant and engaged customers.



Our Mission

NWFA unifies and strengthens the wood flooring community through technical standards, education, networking, and advocacy.



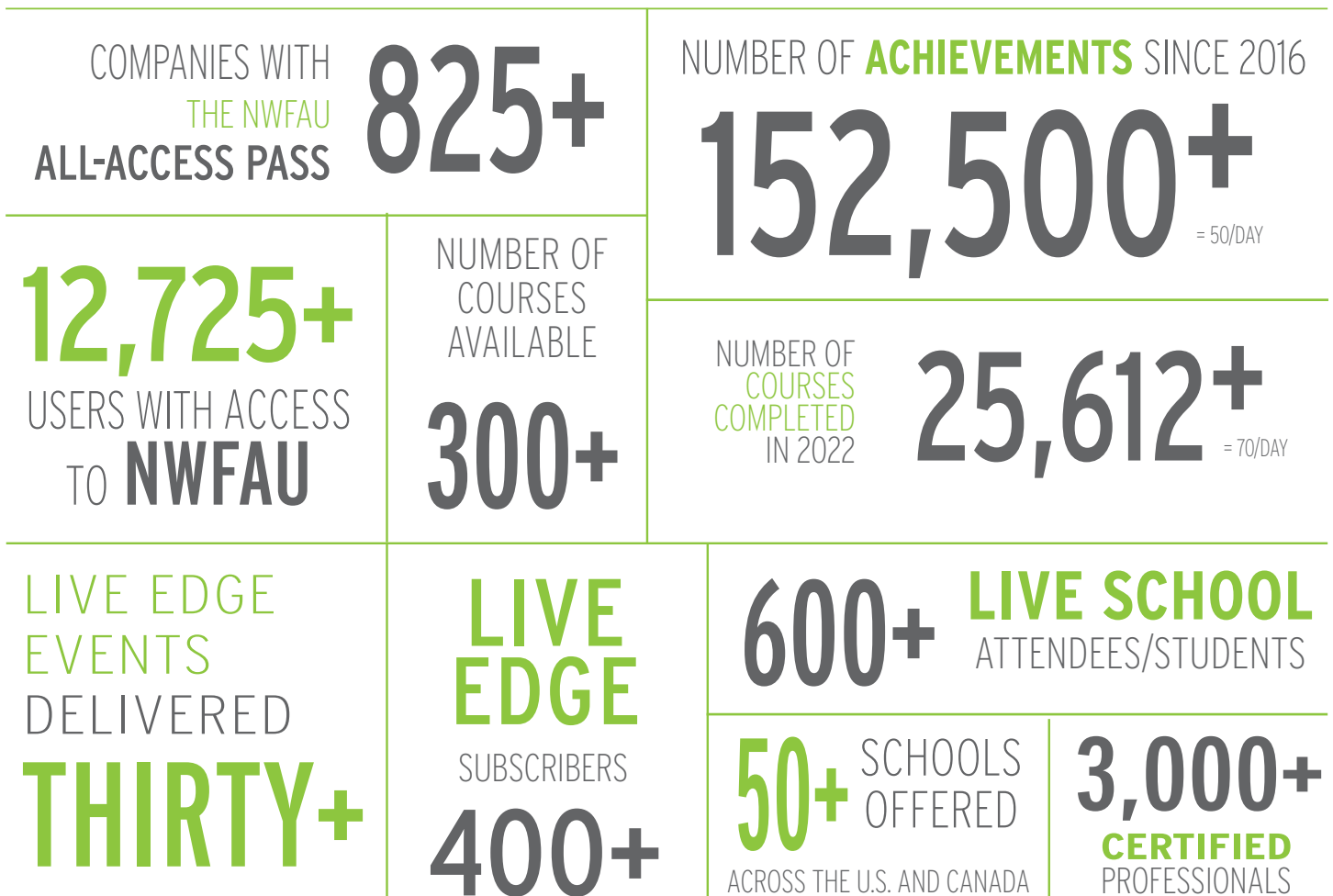
We know your business is unique. It deserves marketing solutions tailor-made to meet your specific needs. The NWFA can work with you to capture your customer's attention with creative, custom marketing solutions. Contact our sales team today and let us help you better deliver your message to our members, drive brand awareness, and increase engagement.

Partner with NWFA University

Partner with the NWFA and gain access to 12,000+ users who have completed more than 97,000 courses since July 1, 2016, by sponsoring NWFA University.



NWFA University Digital Presence



Data from Jan. 1, 2022 - Dec. 15, 2022.

Join the NWFA Partners in Education

Join the NWFA's Partners in Education program and help us advance the hardwood flooring industry and promote your business to engaged industry professionals.

The Partners in Education program provides opportunities for manufacturer members to actively participate in training programs hosted by the NWFA. Since its inception, the NWFA and its partners have provided more than 1 million hours of targeted instruction to improve the hands-on skills of wood flooring professionals throughout the world.

ACADEMY (\$2,000)

- Your company name listed in the middle of the "NWFA Technical Education" student t-shirt.
- Your company name listed on NWFA website under Education promotion.
- Your company name listed on NWFA Partners in Education banner displayed at NWFA training events and virtual events.
- Your company name listed on signage in the Tech Zone at 2023 NWFA Expo.
- One registration for your employees or customers to attend 2023 training (\$799 value).
- One NWFA University sponsored Webinar Wednesday.
- 50% rate discount on Tech Talk Tuesday Sponsorship and Webinar Wednesday for 2023.
- One NWFA Wood Talk Podcast sponsorship (one 30-second audio commercial).
- Sponsorship is limited to first 20 respondents.

SCHOLAR (\$12,000) RECEIVE UNIVERSITY LEVEL ITEMS PLUS THOSE LISTED BELOW

- Your company logo listed on the sleeve of the "NWFA Technical Education" student t-shirt.
- Three sponsored video (15 seconds) on the front of three NWFA University courses.
- Free 2-day school customized to your product line and hosted at NWFA.
- Five registrations for your employees or customers to attend 2023 training (\$3,995 value).
- One NWFA University sponsored Tech Talk Tuesday and Product Theater Thursday for 2023.

UNIVERSITY (\$7,000)

- Your company logo listed at the top of the "NWFA Technical Education" student t-shirt.
- Your company logo listed on NWFA website under Education promotion.
- Your company logo listed on NWFA Education banner displayed at NWFA training events and virtual events.
- Your company logo listed on signage in Tech Zone at 2023 NWFA Expo.
- Three registrations for your employees or customers to attend 2023 training (\$2,397 value).
- Rotating banner ad on the NWFA University website that will run for 12 months.
- Sponsored video (15 seconds) on the front of two NWFA University courses.
- One NWFA University sponsored Tech Talk Tuesday or Webinar Wednesday for 2023.
- 50% rate discount on any additional sponsored Live Edge series opportunities (Tech Talk Tuesday, Webinar Wednesday, or Product Theater Thursday).
- Two NWFA Wood Talk Podcast sponsorships (two 30-second audio commercials).
- Recognition during lunches via sponsored video.

BONUS SPONSORED SCHOLARSHIP (\$500 EACH)

- Provide a sponsored scholarship for NWFA Technical Training class.

For more information, contact Stephanie Owen, Vice President of Education, at 800.422.4556 or email stephanie.owen@nwfa.org.

Sponsor NWFA LiveEdge Events

NWFA LiveEdge quickly enhances members' knowledge with videos designed to provide an edge in an increasingly competitive market. A free, easy-to-access professional development portal with short, focused, and interactive content, this portal is designed to train on-the-go with options to reach a designated audience: Tech Talk Tuesdays, Webinar Wednesdays, and Product Theater Thursdays.



TECH TALK TUESDAYS

Tech Talk Tuesdays are focused, one-hour technical discussions among wood flooring industry experts. These events occur twice per month, and are moderated by Brett Miller, the NWFA's Vice President of Technical Standards, Training, and Certification.

Sponsorship includes:

- Company logo on promotion materials leading up to Tech Tuesday live date.
- Company sponsor mention at beginning and end of the presentation.
- Sponsoring company may provide one Tech Tuesday panelist to assist in answering technical questions, in a generic, non-biased format (no sales pitches allowed).
- Registration and recorded webinar managed by NWFA staff.
- Recorded and housed on NWFAU and NWFA LiveEdge.
- Registration list given to sponsoring company.
- Promotion via NWFA and *Hardwood Floors* magazine social media.
- Registration invitation link to share with potential customers and staff.

RATE: \$1,500

WEBINAR WEDNESDAYS

Webinar Wednesdays include a 45-minute industry-related presentation topic chosen by the sponsoring company followed by 15 minutes of Q&A time. Webinars are technical in nature and can be used to fulfill continuing certification units (CCUs) for NWFA Certified Professionals. All webinars are hosted on the second and fourth Wednesday of the month at 2:00 p.m. CST. They are recorded and added to NWFA University (NWFAU) for future viewing as well.

Sponsorship includes:

- Company logo on promotion materials leading up to Webinar Wednesday live date.
- Company sponsor mention at beginning and end of the presentation.
- Sponsoring company chooses and presents technical topic in PowerPoint presentation format (no sales pitches allowed).
- Registration and recorded webinar managed by NWFA staff.
- Recorded and housed on NWFAU and NWFA LiveEdge.
- Registration list given to sponsoring company.
- Promotion via NWFA and *Hardwood Floors* magazine social media.
- Registration invitation link to share with potential customers and staff.

RATE: \$1,000

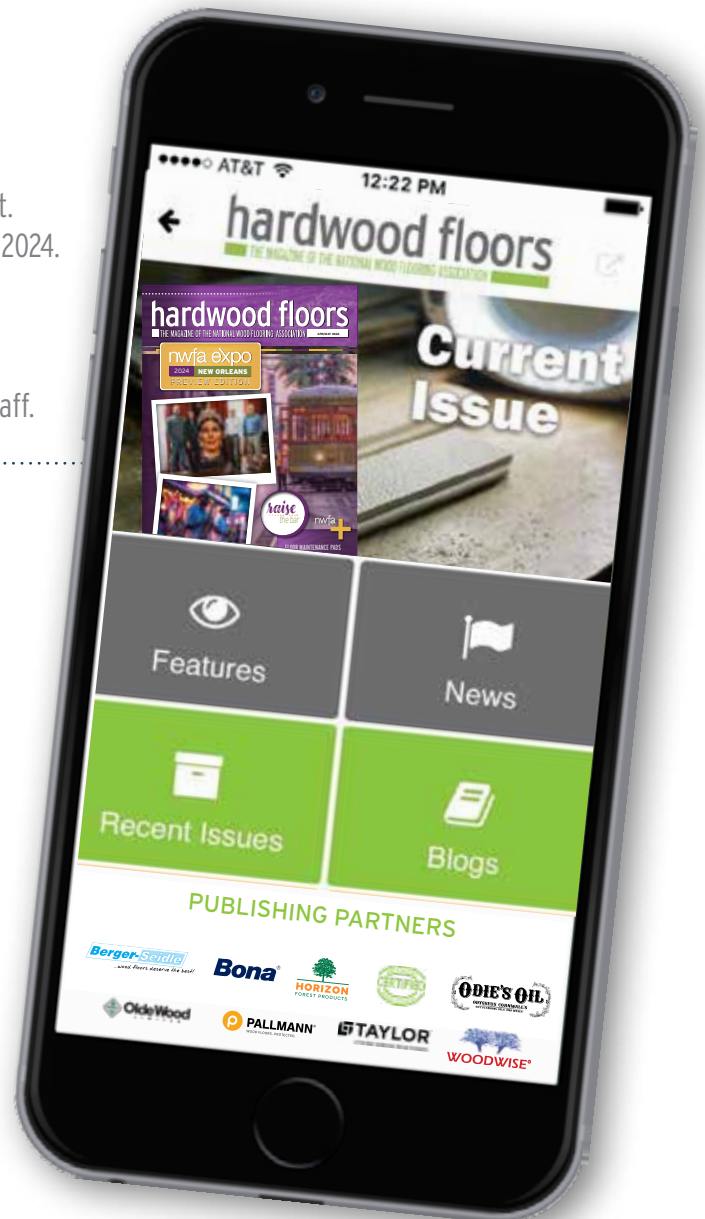
PRODUCT THEATER THURSDAYS

Product Theater Thursdays offer a product or service demonstration that reaches wood flooring professionals. This unique opportunity allows you to present your products as an industry expert and a solutions provider.

Premium Demo Package includes:

- 15 to 20 minute demo or presentation and 15 minute Q&A.
- Listed on hardwoodfloorsmag.com and in HFM e-newsletter prior to demo date.
- Video hosted on NWFAU and NWFA LiveEdge webpage after the event.
- One half-page print ad in one issue of *Hardwood Floors* magazine in 2024.
- One 30-second audio commercial spot on NWFA Wood Talk Podcast.
- Promotion via NWFA and *Hardwood Floors* magazine social media.
- Registration list given to sponsoring company.
- Registration invitation link to share with potential customers and staff.

RATE: \$4,000

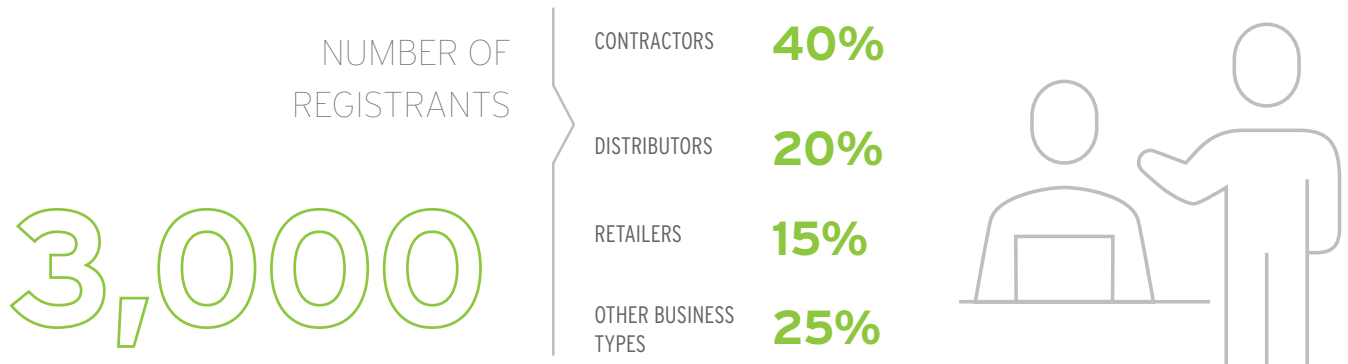


For more information, contact Stephanie Owen, Vice President of Education, at 800.422.4556 or email stephanie.owen@nwfa.org.

NWFA WOOD FLOORING EXPO

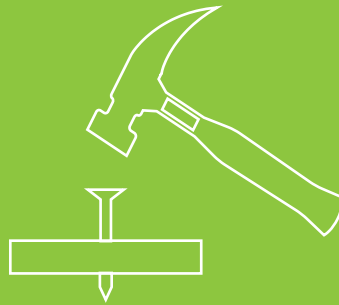
Representing all business types in the industry, the NWFA Wood Flooring Expo is the largest trade show anywhere dedicated exclusively to wood flooring.

nwfa expo



NUMBER OF
**TRADE SHOW
HOURS**

11

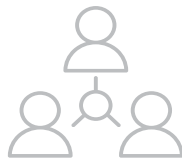


NUMBER OF
EXHIBITOR
DEMONSTRATIONS

14

60

PERCENT
ARE DECISION
MAKERS



ATTENDEES SERVE
**RESIDENTIAL
AND COMMERCIAL**

90%



50+

NUMBER OF NETWORKING
OPPORTUNITIES

Data from 2022.

Companies that offer products specific to the wood flooring industry are invited to exhibit at Expo. Booth package starts at \$3,075 for a basic 10'x10' booth. To view the floor plan and booth package details, please visit www.nwfaexpo.org.

Expo Sponsorship

All exhibiting companies are eligible to participate as an Expo sponsor. Each sponsoring company will receive recognition at the events(s)/items(s) they choose, along with additional benefits that are included within the Sponsor Recognition Levels & Benefits package based on the total Expo sponsorship spend.

The Expo sponsorship program includes a variety of items ranging from \$500 - \$10,000 that will increase your company's exposure before, during, and post-event:

SPONSOR RECOGNITION LEVELS & BENEFITS

nwfa expo	PREMIER \$20,000+ in total Expo sponsor contributions	SIGNATURE \$13,000 - \$19,999 in total Expo sponsor contributions	PARTNER \$6,000 - \$12,999 in total Expo sponsor contributions	SUPPORT- ER \$2,000 - \$5,999 in total Expo sponsor contributions	FRIEND \$500 - \$1,999 in total Expo sponsor contributions
Recognition in April/May issue of <i>Hardwood Floors</i> magazine	✓				
Company highlighted in Expo press release	✓				
One mobile app push notification during Expo (max 150 characters)	✓				
Company logo with booth # located in "Need to Know" email to all attendees	✓				
Company logo added on the floor plan within the mobile app and website	✓				
Company interviewed on the trade show floor to be included in the Expo recap video; copy will be provided to sponsor	✓				
Company highlighted on NWFA's social media channels	✓	✓			
Company logo on Expo website homepage - rotating banner	✓	✓			
Company logo on onsite sponsor signage	✓	✓			
Receive pre and post Expo attendee email list	✓	✓			
Company logo on attendee t-shirt	✓	✓			
First right of refusal on sponsored item(s) for future Expo	✓	✓	✓		
Opportunity to insert item in attendee bag	✓	✓	✓		
Sponsor sign for exhibit booth provided by NWFA	✓	✓	✓		
Recognition in June/July issue of <i>Hardwood Floors</i> magazine	✓	✓	✓	✓	✓
Company name listed on sponsor webpage within the mobile app and Expo website			✓	✓	✓
Company name on onsite sponsor signage			✓	✓	✓
Company name on Expo t-shirt (large font)			✓		
Company name on Expo t-shirt (medium font)				✓	

The above benefits are in addition to the benefits included with your selected sponsored item(s).

For more information, contact Penny Key, Meeting & Trade Show Director, at 800.422.4556 or email penny.key@nwfa.org.

Events

Education Opportunities

Sponsor Recognition Levels & Benefits

Digital

Brand Promotion Signage

View our Sponsor Gallery online at www.nwfaexpo.org. The Sponsor Gallery shows a description, fulfillment, and price of each item.

NWFA/NOFMA certification provides assurance that a manufacturer's wood flooring meets or exceeds industry standards for grade, configuration, moisture content, and average board length. Certified mills must meet rigorous production standards and are inspected a minimum of two times per year to ensure consistent grade standards are maintained.



NWFA/NOFMA PROGRAM BENEFITS

- Includes solid unfinished & solid factory finished compliance paths
- Open to U.S. and Canadian manufacturers
- Includes annual quality control mill inspections
- Receive your company listing on NWFA's website
- Company listing includes NWFA/NOFMA logo in NWFA Industry Guide
- Allows full use of NWFA/NOFMA logo
- Gain ability to bid on NWFA/NOFMA-specified projects
- Publishing partnership with *Hardwood Floors* magazine:
 - Company listed in full-page NWFA/NOFMA ads in *Hardwood Floors* magazine/Industry Guide
 - NWFA/NOFMA logo listed on welcome and leaderboard banners on hardwoodfloorsmag.com
 - NWFA/NOFMA recognition in every print and digital issue
 - NWFA/NOFMA sponsorship of digital issue
 - NWFA/NOFMA custom emails
 - NWFA/NOFMA e-news sponsorships
 - NWFA/NOFMA promo video
 - NWFA/NOFMA November podcast sponsorship
- New Member Welcome Package:
 - Full-page welcome ad in *Hardwood Floors* magazine
 - Press release announcing onboarding
 - Exposure on NWFA's social media sites
- Hosts NWFA/NOFMA Manufacturers Assembly for all NWFA wood flooring manufacturers annually



New Member Welcome Package

Full page welcome ad in *Hardwood Floors* magazine

For more information, contact John Forbes, Manufacturer Services Director, at 800.422.4556 or email john.forbes@nwfa.org.

ENGINEERED REFINISHABLE PROGRAM

The NWFA Engineered Wood Flooring Refinishable Program is a newly launched voluntary certification program designed to identify engineered wood flooring products with wear layers thick enough to be refinished, and produce a list of certified refinishable wood flooring products to aid manufacturers, distributors, specifiers, and end users in their decision making processes.

The certified refinishable logo is a simple way to guarantee an architect, designer, or consumer that an engineered wood flooring product has been designed to withstand the test of time, change its look, and be renewed.



REFINISHABLE PROGRAM BENEFITS

- Open to U.S. and Canadian manufacturers
- Certification reciprocity with NWFA approved refinishable programs outside of the U.S. and Canada
- Company listing on NWFA's website
- Refinishable Program ads in the NWFA Industry Guide and *Hardwood Floors* magazine
- Company listing includes Refinishable logo in NWFA Industry Guide
- Allows full use of the Refinishable logo on:
 - Retail displays
 - Samples
 - Packaging
 - Websites
 - Social media platforms
 - All other marketing collateral

RESPONSIBLE PROCUREMENT PROGRAM

The Responsible Procurement Program (RPP) is a supply chain transparency program that was developed by leading environmental groups and industry manufacturers committed to producing and promoting wood floors that come only from environmentally and socially responsible sources, improving forest sustainability for future generations.



The RPP is open to all companies in the U.S. wood flooring industry and broader U.S. hardwood industries that wish to participate.

RPP PROGRAM BENEFITS

- Open to U.S. wood flooring manufacturers
- Unique from ALL other forest certification programs in that it encompasses ALL raw materials
- Participation allows full use of RPP logo
- The program is a clear way to communicate the sustainability of U.S. forests to the consumer
- Receives "points" in recognized national green building programs:
 - National Association of Home Builders
 - National Green Building Program (NGBS)
 - Earth Advantage
 - Build it Green
 - Collaborative for High-Performance Schools

For more information, contact John Forbes, Manufacturer Services Director, at 800.422.4556 or email john.forbes@nwfa.org.

Hardwood Floors magazine, the official publication of the NWFA, offers a signature mix of reporting dedicated to providing wood flooring professionals across the supply chain with the information necessary for personal and business success. As a not-for-profit trade publication, proceeds from the magazine are invested back into the industry through NWFA member services and advocacy for wood flooring.

Connect with a highly targeted audience through six issues of the magazine each year, the annual NWFA Industry Guide, hardwoodfloorsmag.com, e-newsletters, custom emails, and a variety of other digital opportunities.



Our Reach



7 issues/year

25,000+
BPA-Audited
Print Subscribers



50+
In-Person Events

4,000+
Individuals Reached



265,000+
Website Users

314,600+
Website Page Views



64
E-Newsletters

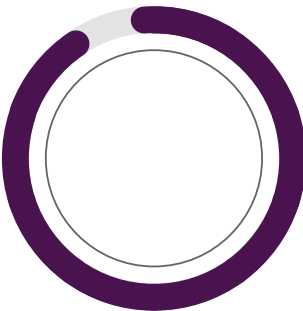
14,000+
Subscribers

Website data July 1, 2021 - July 31, 2022.

Our Audience



83%+
have taken action as a result of ads or articles in *Hardwood Floors* magazine.



93%
agree the advertising in *Hardwood Floors* magazine educates and is an important part of the publication.

Source: *Hardwood Floors* reader survey conducted by Signet Research Inc., February 2022



Hardwood Floors' subscription base is AAM audited. An AAM audit provides advertisers and agencies with assurance that what they choose to invest in does, in fact, reach target audiences for specific ads. The AAM Worldwide audit also helps media companies by documenting the quality of their audiences.

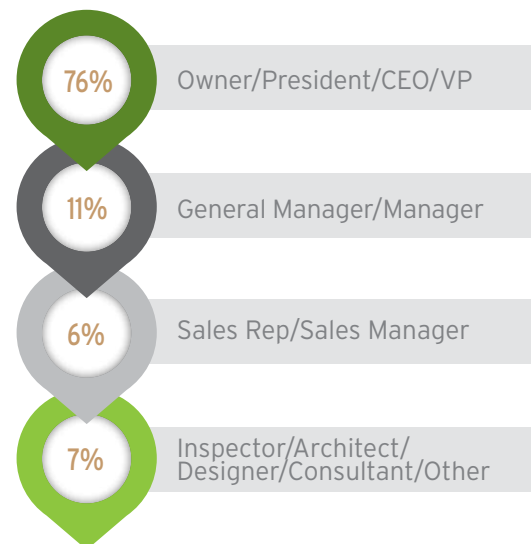
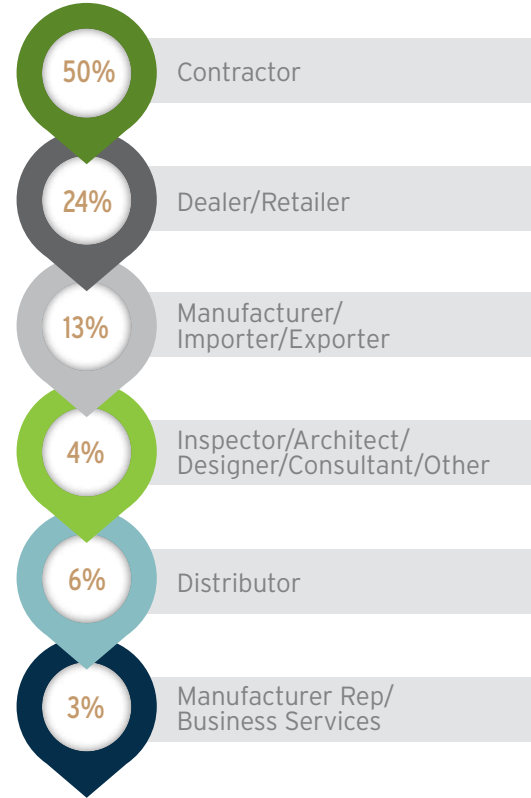
RECOGNITION



Hardwood Floors magazine was recognized as the 2022 TRENDY Awards gold winner in the Monthly Trade Association Magazine category.

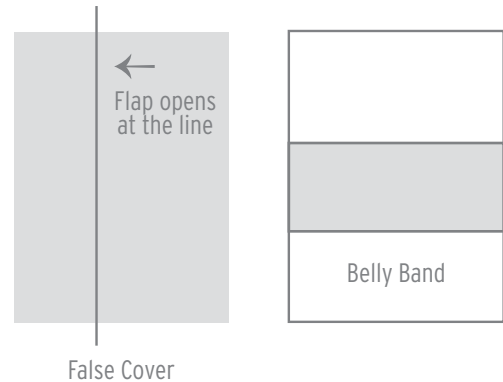


Breakdown by Business Type



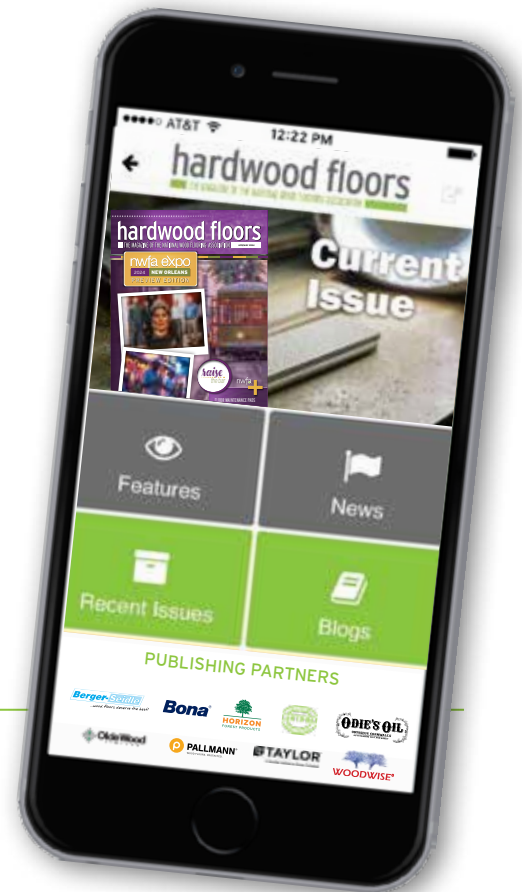
PRINT ADVERTISING

- Spread
- Full Page
- 2/3 Page
- 1/2 Page (Island)
- 1/2 Page (Horizontal or Vertical)
- 1/3 Page (Square or Vertical)
- 1/4 Page
- 1/6 Page
- Sponsored Content
- Sponsored Company Profile
- NWFA Expo Exhibitor Showcase Guide
- Custom Content: False Cover, Belly Band, Split Cover, Insert



DIGITAL ADVERTISING

- Website Ads
- E-News Ads
- Custom E-Mails
- Sponsored Video (Includes one edition of e-news + featured position on website for one week)
- Sponsored Website Content
- Enhanced online NWFA Industry Guide microsite
- Product Theater Thursday (Demo video or presentation + live Q&A)
- Podcast Sponsorships (NWFA Real Answers + NWFA Wood Talk)
- NWFA Expo Exhibitor Focus Sponsored Video
- NWFA Expo Exhibitor Roundup Email



For more information, contact Katie Schenk, Advertising & Media Manager, at 636.736.5230 or email katie.schenk@nwfa.org.

"REAL WOOD. REAL LIFE."

Consumer Awareness Campaign

Showcase your real wood flooring directly to homeowners, through a variety of ways with NWFA's consumer website, www.woodfloors.org.



WEBSITE ADS

- Leaderboard
- Skyscraper

SPONSORED CONTENT

Up to 600 Words + 3 Images

INSPIRATION PHOTO GALLERY

Product Photos Tagged with Company Name + Information



"Real Wood. Real Life."

Download the NWFA's free consumer campaign marketing toolkit, including fact sheets, social media posts, logos, and *The Homeowner's Handbook to Real Wood Floors* by visiting nwfa.org.



For more information, contact Libby Johnston, Publisher & VP of Media, at 337.794.9232 or email libby.johnston@nwfa.org.



14 Research Park Drive, St. Charles, Missouri 63304 | **P** toll-free: 800.422.4556
Contact NWFA today or visit nwfa.org to learn more.