

CUSTOM WORKROOM CONFERENCE & marketplace

2026 EXHIBITOR KIT



Join us as an exhibitor at the only educational event and trade show specifically for custom drapery, soft furnishing and upholstery workroom businesses.

To be held September 28-30, 2026 with the CWC Exhibitor Marketplace open on Tuesday, September 29, 2026, 9:00 am - 5:00 pm at the beautiful Bayfront Convention Center, 1 Sassafras Pier, Erie, PA 16507

*Strengthening the workroom industry through quality education
and relationships with other workroom professionals*

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Celebrating 10 Years of Inspiration and Support for the Workroom Industry!

In 2015, Susan Woodcock and Rodger Walker had a vision to create an in-person event for custom workrooms. The very first Custom Workroom Conference was held in 2016 in Concord, NC, and was a great success. CWC has grown to be an enormously popular annual event specifically for custom window covering and upholstery workroom businesses.

People attend from all over the world to take part in the educational seminars, network with peers, and meet suppliers in person. CWC is a fun, professional event that has become a reunion for experienced workroom professionals and an inspiration for new business owners.

The education program includes 20 classes for window treatments, upholstery, sewing skills and specialties, and business topics. Classes are presented by popular industry experts and workroom owners. Education continues outside of classes with attendees, instructors, and exhibitors sharing expertise, mentoring new people, and creating relationships that help all grow personally and professionally. For many attendees, CWC is a life-changing experience and key to their future success.

This show is packed with top quality speakers and exhibitors. The attendees are very serious about their craft yet fun-loving and friendly. You WILL leave this event motivated and educated with several new friends. I highly recommend this event.

~Jay Helser, Helser Brothers Hardware



Event Schedule

Custom Workroom Conference will take place September 28–30, 2026, at the Bayfront Convention Center in Erie, PA. **The CWC Exhibitor Marketplace will be open on Tuesday, September 29, 9:00 am – 5:00 pm.**

Sunday, September 27, 2026

5:00 – 7:00 pm, Attendee Welcome Reception and Registration

Monday, September 28, 2026*

7:00 – 8:30 am, CWC Attendee Breakfast and Registration

8:30 – 10:00 am, Session 1 Classes

10:00 – 10:45 am, Coffee Break

10:45 am – 12:15 pm, Session 2 Classes

12:30 – 1:30 pm, Buffet Lunch and 10 Year Anniversary Celebration

1:45pm – 3:15 pm, Session 3 Classes

3:15 – 4:00 pm, Coffee Break

4:00 – 5:30 pm, Session 4 Classes

8:00 – 10:00 pm, Social Event and Party

**Exhibitors can begin setting up at 12:00 pm*

Tuesday, September 29, 2025**

7:00 – 8:30 am, CWC Attendee Breakfast

9:00 am – 5:00 pm CWC Exhibitor Marketplace, North Great Hall

Lunch Concessions Available

5:30 – 6:30 pm, After Marketplace Mixer

***Exhibitors can complete set up 7:30 – 8:30 am and break down starting at 5:00 pm*

Thursday, September 25, 2025

7:00 – 8:30 am, CWC Attendee Breakfast

9:30 am – 12:00 pm, Session 5 Classes

10:30 – 11:00 am, Coffee Break

12:15 – 12:30 pm, Closing Comments and Goodbye Message

Your company can **stand out**, receive **more marketing value**, and **increase engagement** with attendees as a **CWC sponsor**. See the list of limited sponsorship opportunities for this year's event and contact Laurie Medford, CWC Sales & Event Manager at sales@customworkroomconference.com to secure your sponsorship.

BECOME A CWC SPONSOR!

“CWC Social Event and Party” Sponsorship starting at \$15,000.00 (1)

A fun social event and dance on Monday, September 28, 2026, 8:00 – 10:00 pm for all CWC attendees and guests.

Sponsorship includes:

- Two cash bars, coffee, tea, soft drinks and food for 250 people.
- Rental of ballroom with tables, chairs, and dance floor.
- Professional DJ booked for two hours with lighting and sound system.
- Full page ad in the CWC event brochure with link (art provided by sponsor)
- 10' x 20' booth with electric, Wi-Fi, 2 tables, 4 chairs and waste baskets.
(Availability is limited and booths are selected first come–first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Monthly social media promotions. (Facebook and Instagram)
- 1 full 3–day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.
- Party sponsor can create their own party invitation with RSVP to collect contacts.

Not included — signage, decorations, and party favors. Sponsor can provide complimentary drink tickets for attendees at an additional cost.



“CWC Lunch and 10 Year Anniversary Celebration” Sponsorship starting at \$12,000.00 (1)

Delicious lunch buffet with anniversary presentation with Susan Woodcock on Monday, September 28, 2026. Lunch is included with registration for all attendees.

Sponsorship includes:

- Rental of ballroom with tables, chairs, and A/V
- Complete lunch buffet with entrees, salads and desserts
- Sponsor recognition and company representative speaking opportunity
- Full-page ad in the CWC event brochure with link. (art provided by sponsor)
- 10' x 20' booth with electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come–first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Monthly social media promotions. (Facebook and Instagram)
- 1 full 3-day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.

Not included — signage or decorations.



“Attendee Welcome Reception” Sponsorship starting at \$8,000.00 (1)

Be the first to welcome and greet attendees at the CWC registration and networking event on Sunday, September 27, 2026, 5:00 – 7:00 pm on the Sunset Terrace.

Sponsorship includes:

- Rental of Sunset Terrace and furnishings (set up inside in case of inclement weather)
- Coffee, tea, soft drinks and 2 cash bars
- Heavy hors d'oeuvres
- Each attendee will receive a 3-ring binder and pen with your company logo and message on the cover to be used for class handouts and literature during the event. (Art provided by sponsor)
- Full-page ad in the CWC event brochure with link. (art provided by sponsor)
- 10' x 20' booth with electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come–first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Monthly social media promotions. (Facebook and Instagram)
- 1 full 3-day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.

Not included — signage or decorations. Sponsor can provide complimentary drink tickets for attendees at an additional cost.



“After Marketplace Mixer” Sponsorship, starting at \$7,000.00 (1)

Celebrate the end of a great day with the After Marketplace Mixer on Tuesday, September 29, 2026, 5:30 – 6:30 pm. CWC owners and producers Susan Woodcock and Rodger Walker will announce the dates and location of the 2027 Custom Workroom Conference. One grand prize winner will be selected from business cards collected in your booth – winner receives free attendance to CWC 2027. All attendees and exhibitors are invited to attend.

Sponsorship includes:

- Rental of the ballroom with tables and chairs, stage and A/V.
- Coffee, tea, soft drinks, 2 cash bars and appetizers
- Full page ad in the CWC event brochure with link. (art provided by sponsor)
- 10’ x 20’ booth with electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come–first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Monthly social media promotions. (Facebook and Instagram)
- 1 full 3–day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.

Not included — signage or decorations. Sponsor can provide complimentary drink tickets for attendees at an additional cost.



“Good Morning” Breakfast Sponsorship starting at \$7,000.00 (3)

Be the first to meet and connect with attendees each day as a breakfast sponsor. Attendees have stressed the importance of this gathering as a way to start the day. A delicious full breakfast buffet will be served in a private ballroom from 7:00 am – 8:30 am. There are three sponsorship opportunities: Monday, September 28; Tuesday, September 29; and Wednesday, September 30, 2026.

Sponsorship includes:

- Breakfast buffet package for 250 people
- Full-page ad in the CWC event brochure with link. (art provided by sponsor)
- 10 x 20 booth with electric, Wi-Fi, 1 table, 2 chairs, and waste basket. (Availability is limited and booths are selected first come–first served).
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Four social media promotions. (Facebook and Instagram)
- 1 full 3–day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.

“Coffee Break” Sponsorships starting at \$3,000.00 (3)

Meet attendees in–person and promote your company during 45 minute coffee breaks between class sessions. Coffee breaks are held on Monday, September 28 in the morning and afternoon and on Wednesday, September 30 in the morning.

Sponsorship includes:

- Coffee break package for 250 people.
- Two tables for company literature and promotional items.
- Half-page ad in the CWC event brochure with link (art provided by sponsor)
- 10 x 10 booth with electric, Wi-Fi, 1 table, 2 chairs, and waste basket. (Availability is limited and booths are selected first come–first served).
- Logo and link in the CWC monthly newsletter
- Logo and link on the CWC website sponsor page
- Three social media promotions (Facebook and Instagram)
- 1 full 3–day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.



Exhibitor Booth Pricing*

Availability is limited. Booths are assigned on a first come–first served basis.

Reserve your spot early for the best booth location.

Single booth = \$1,500.00

10' x 10' booth space includes 8' drape on back wall, 3' drape on sides, one 8' x 30" skirted table, two chairs, waste basket, Wi-Fi, and website listing.

Double booth = \$3,000.00

10' x 20' booth space includes 8' drape on back wall, 3' drape on sides, two 8' x 30" skirted tables, four chairs, waste baskets, Wi-Fi, and website listing.

Triple booth = \$4,500.00

10' x 30' booth space includes 8' drape on back wall, 3' drape on sides, three 8' x 30" skirted tables, six chairs, waste baskets, Wi-Fi, and website listing.

Tabletop Exhibitor = \$900.00

Includes one skirted 8' x 30" table**, 2 chairs, waste basket, Wi-Fi, and website listing. Tabletop exhibits must not exceed 8' across x 6' from the back wall.

Additional furnishings and services not included in above pricing:

Electric, \$150.00 (120V 20–amp outlet)

Additional 8' skirted table, \$60.00

For other furnishings please ask for pricing.

**Booths are included for CWC sponsors – see pages 4–8 for details.*

***Additional tables are not provided for tabletop exhibitors.*

CWC Event Brochure Advertising

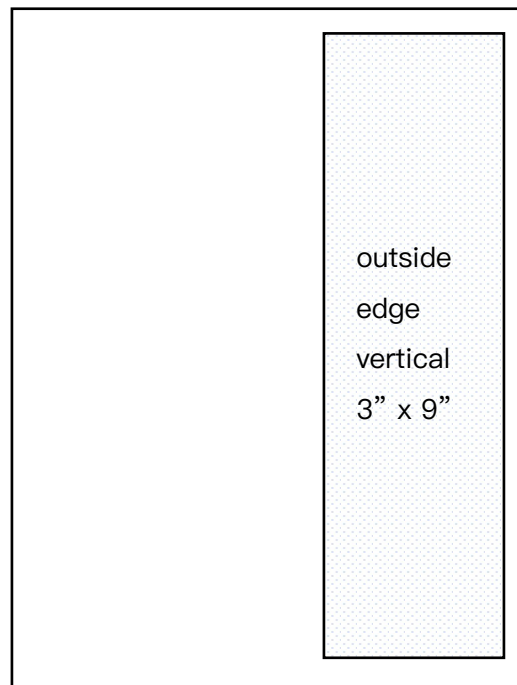
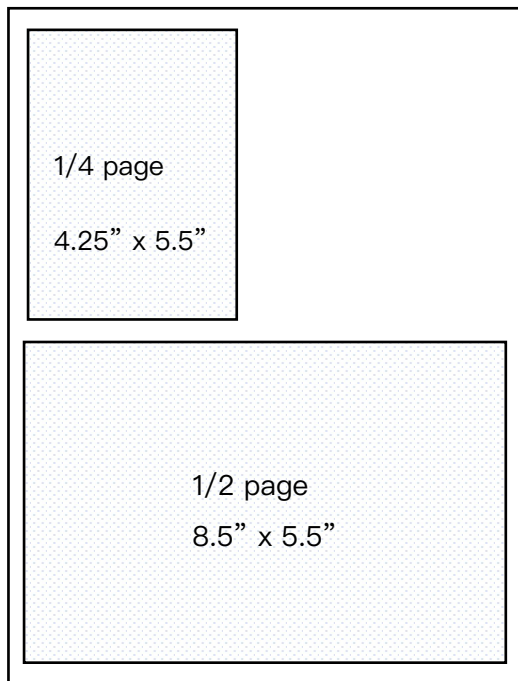
CWC Exhibitors and parent companies of exhibitors are invited to advertise in the CWC Event Brochure.. The CWC Event Brochure will be published one month before registration opens as a flip-magazine which can be downloaded and printed — you can include links and QR codes. Be creative! The CWC Event Brochure will be available on our website, social media and included in emails to fans and followers. The CWC Event Brochure is the source of information about classes, schedule, instructors, sponsors, venue and travel. It is what people use to plan their CWC experience and register to attend. Last year's brochure had over 7,000 views. Submission deadline for ads is Wednesday, April 1, 2026.

Full page ad 8.5" wide x 11" tall = \$1,200.00

Half page ad 8.5 wide x 5.5 tall = \$600.00

Outside page edge placement vertical ad 3" wide by 9" tall = \$450.00

Quarter page ad 4.25" wide x 5.5" tall = \$300.00



Location and Venue

Custom Workroom Conference will be held at the Bayfront Convention Center, 1 Sassafras Pier, Erie, PA 16507. This beautiful venue, located on the shores of Lake Erie's Presque Isle Bay, offers world-class facilities, amenities, and services. Whether you are in the convention center, hotel or neighboring parks and restaurants, there's always going to be a scenic view!



This waterfront location is flanked by the Courtyard Erie Bayfront and Sheraton Erie Bayfront hotels with the convenience of meeting rooms and trade show exhibit space all under one roof. The CWC group rate for standard guest rooms at both hotels is \$179.00. The reservations link will be sent to you by email after you sign up as an exhibitor and it can be found in the event brochure after it is published in the spring of 2026.

The Erie location is 7 miles from the Erie International Airport with complimentary airport shuttle. For larger airports, the Buffalo-Niagra International Airport in New York is 100 miles, the Cleveland-Hopkins International Airport in Ohio is 115 miles, and the Pittsburgh International Airport in Pennsylvania is 140 miles from the convention center.

Details for Exhibitors

Exhibitors include companies that sell drapery hardware and shade systems, window treatments, fabric, leather, foam, workroom tools and supplies, and related services for drapery, upholstery, window treatment, and interior decorating businesses.



- Move-in and move-out from a covered dock area directly into the exhibit hall
- Furnishings and Wi-Fi included with booth price
- Professionally produced with show management onsite
- Concessions available in the exhibit hall with seating
- Over 250 attendees guaranteed plus day visitors invited to attend at no charge
- Connect with new customers! At last year's show, 40% of the people attending were first-time attendees and 60% were in their first 15 years of business
- CWC is an engaging, positive and fun experience
- Companies that exhibit at CWC are seen as trusted industry leaders, preferred suppliers, and supporters of workroom education and small businesses.

If you would like to learn more about exhibiting at the 2025 Custom Workroom Conference, please email Laurie Medford, CWC Sales & Event Manager, sales@customworkroomconference.com

What an amazing time we had at CWC! The classes were great, the party was over the top, and the enthusiasm at our booth was so inspiring. Thank you to all the sponsors, attendees, planners, producers and volunteers for a great show!

~ Jayna Manzelli, Raise Your Shade



CWC Exhibitor Contract

[Download to print the Exhibitor Contract](#)

[Access digital version to submit online](#)

Complete the forms on the next two pages and submit with payment. Remittance of the full amount is due upon our receipt of the contract. Sponsorships and booth assignments are sold on a first-come, first-served basis. Booths will not be assigned until payment has been received. Payment can be made by credit card or by check.

1. See sponsorships, booth and ad pricing on pages 4–10.
2. Fill out company information on page 13.
3. Read terms and conditions on page 14.
4. Select exhibitor options, agree to terms and conditions, and complete application on page 15.

Company Name: _____

Contact: _____

E-mail: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____

Website: _____

Social media accounts: _____

Description of products or services to be exhibited: _____

Company representative who will act as the onsite contact:

Name _____ Cell phone _____

Number of exhibitor badges: _____ (Badges will have CWC logo, your company name, city and state).

Please continue to the next page...

CWC Exhibitor Terms and Conditions

All exhibits and exhibitors are subject to the following terms and conditions.

- 1) **Payment:** Full payment of the booth rental fees must accompany the contract to secure your booth.
- 2) **Booth assignment:** Booth assignments are made on a first-come, first-served basis. Exhibitor shall not assign or sublet a portion of the booth space without prior permission from show management.
- 3) **Set-up and tear-down:** Set-up is from 12:00 pm to 8:00 pm on Monday, September 28, 2026, and 7:00 am – 8:30 am on Tuesday morning, September 29, before the show opens at 9:00 am. Teardown after the show closes, 5:00 pm – 8:00 pm on Tuesday, September 29. **This is a one day show – you are making a commitment to exhibit for the full duration, 9 am – 5 pm. By signing this contract, your company and all representatives agree not to dismantle booth exhibits or pack up prior to close of show at 5:00 pm.**
- 4) **Labor:** Exhibitors are responsible for providing or arranging all necessary labor for erecting, dismantling and packing displays. Hand trucks and carts are not provided. Please bring your own.
- 5) **Exhibits:** Exhibits must be confined within the perimeter of your booth or designated tabletop area
 - a) Personnel will not work in the aisles, and aisles must not be blocked.
 - b) Displays must not extend beyond the 10' footprint of the assigned booth or 8' wide x 6' for tabletop vendors. Displays along the sidewalls must not exceed 5' in height and be attractive from all sides. Backdrops more than 8' tall must be pre-approved. Inappropriate or unattractive backs of visible displays may require covering, removal or relocation.
 - c) Use of helium balloons, spray adhesives, spray paint and hazardous or odor-bearing products are prohibited.
 - d) Use of sound equipment is prohibited. Noisy air compressors are prohibited – ultra quiet compressors only.
 - e) Booth drape is black. Side walls 3' tall and back walls are 8' tall.
 - f) The exhibit hall is not carpeted. If you would like carpet in your booth, bring your own or we can suggest an outside vendor.
 - g) **Booth signage is not included.**
- 6) **Cancellation:** An administrative fee of \$200.00 per 10' x 10' booth and \$150.00 per tabletop is non refundable. The balance of the booth fee is refundable provided the cancellation notice is received in writing no later than July 24, 2026. The balance of the booth fee is non-refundable when cancellation (regardless of reason) is received after July 25, 2026.
- 7) **Sales:** Selling is permitted and encouraged in exhibitor booths. Floor selling or soliciting outside your booth is prohibited.
- 8) **Shipping info:** Shipping information and forms will be provided prior to the event.
- 9) **On-site changes:** **On-site orders for services and furnishings (such as extra tables) are charged at a higher rate and availability is not guaranteed.**

Please continue to the next page...

Exhibitor Selections and Payment Information

Make your selections and complete payment information below.

For sponsorships, please contact us to discuss pricing details and to check availability.

Exhibitor Selection	Price	Total
10 x 10 booth	1,500.00	
10 x 20 booth	3,000.00	
10 x 30 booth	4,500.00	
Tabletop	900.00	
Full page ad in the CWC Brochure	1,200.00	
½ page ad in the CWC Brochure	600.00	
1/4 page outside edge ad in the CWC	450.00	
¼ page ad in the CWC Brochure	300.00	
120v 20–amp outlet	150.00 each	
Additional 8' table	60.00 each	
	Total:	

Payment information:

By credit card: You will receive an invoice by email to pay online. List email recipient below.

Name_____

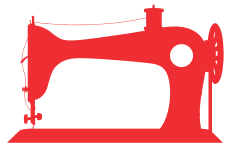
Email_____

By check: Make checks payable to Custom Workroom Conference and mail to:

Custom Workroom Conference, 104 Palmer Street, Tryon, NC 28782

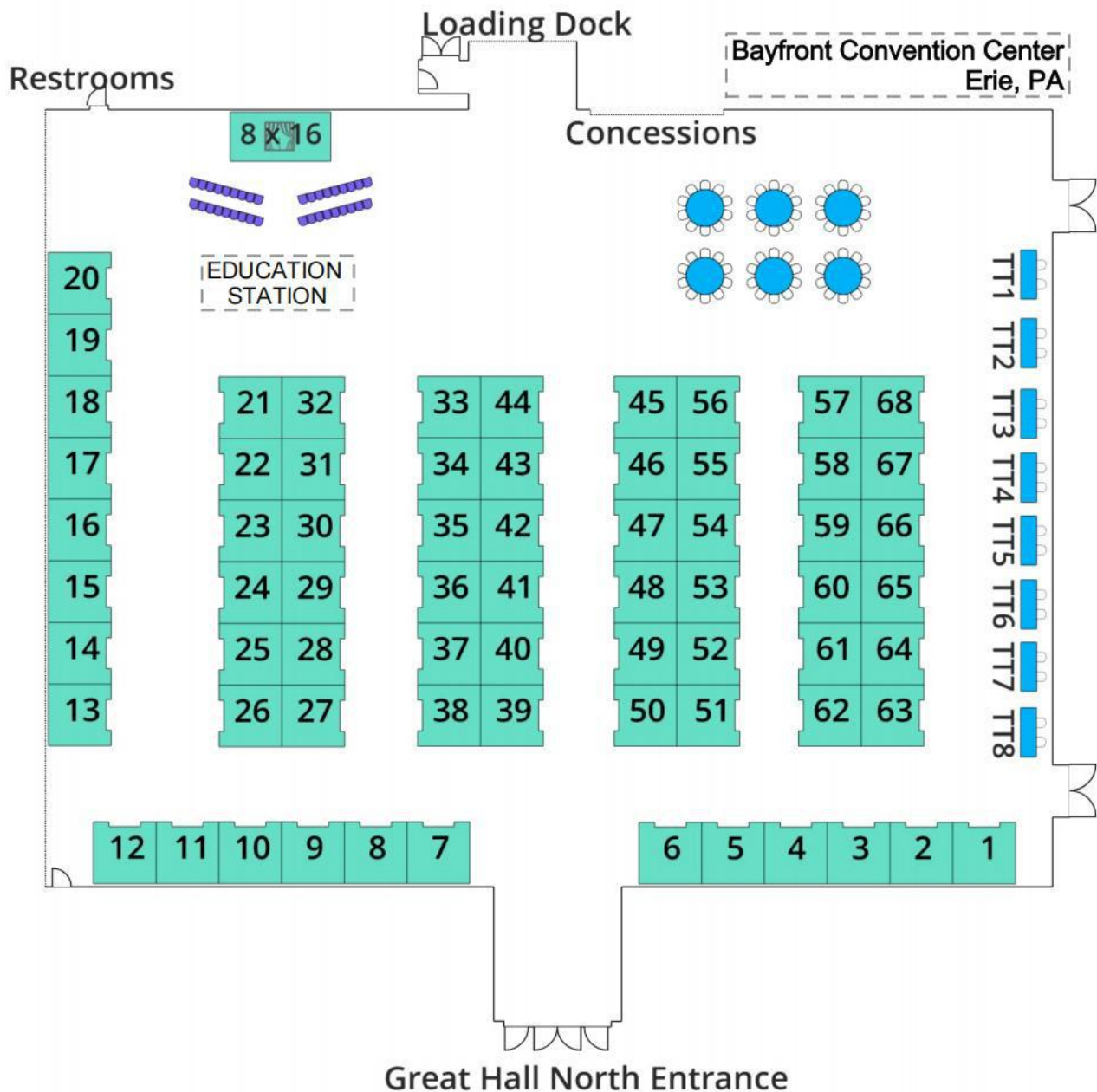
By signing below, I acknowledge that I have read and agree to the terms and conditions and that my company and all attending representatives agree to abide by the terms and conditions.

Signature: _____ Date: _____



CUSTOM WORKROOM CONFERENCE & marketplace

The CWC Exhibitor Marketplace will be held in the Great Hall North at the Bayfront Convention Center. See the diagram below for the show layout, entrance and loading dock locations. Contact Laurie Medford, Sales & Event Manager at sales@customworkroomconference.com to receive an updated hall layout to see which booths and tabletops are available.





September 28-30, 2026
Bayfront Convention Center
Erie, PA

www.CustomWorkroomConference.com



We look forward to seeing you at the 2026 Custom Workroom Conference.

Please let us know if you have any questions and follow CWC on social media!

Custom Workroom Conference Contacts

Susan Woodcock and Rodger Walker, Owners/Producers

Email: owner@customworkroomconference.com

Phone: 704-214-7484

Laurie Medford, Sales & Event Manager

Email: sales@customworkroomconference.com

Phone: 810-955-8994

