



CASE STUDY: INTERNATIONAL WOODWORKING FAIR ATLANTA

IWF Atlanta, the International Woodworking Fair is one of the largest trade shows in the woodworking and furniture production industry.

IWF ATLANTA

Held biennially in Atlanta, Georgia, IWF brings together tens of thousands of manufacturers, suppliers, buyers, and industry professionals from around the globe to experience cutting-edge machinery, materials, and technology.

Map Your Show has been IWF Atlanta's technology partner since 2016, powering five consecutive show cycles and growing deeper into the show's operations with every event.

OVERVIEW

IWF Atlanta first partnered with MYS to bring the show floor and exhibitor experience online. Today, MYS is the infrastructure IWF Atlanta depends on to plan, sell, and run its show across 5 consecutive cycles.

IWF runs its entire exhibitor and attendee-facing operation on the MYS Platform, from floor plan management, exhibitor resources, and speaker and session management, to attendee discovery, planning, and on-site navigation.

MYS Sales Pro powers the full booth and sponsorship sales process, giving exhibitors and sponsors a seamless way to find, select, and purchase space as well as sponsorship packages directly from the live floor plan.

THE PROBLEM

The IWF team uses Salesforce to track contacts, account history, manage pipeline as well as exhibitor relationships and follow-up tasks.

While many of these processes are completed in Salesforce, IWF's team struggled with manual tasks for booth sales that sat outside Salesforce and required data re-entry for every transaction to keep records up-to-date. The result was a sales process with inefficiencies and room for human error.

IWF needed a booth sales process powered by technology to replace manual booth sales processes. The technology solution needed to connect back to Salesforce to ensure data could flow in without manual re-entry.

This case study outlines how MYS solved both sides of that problem, taking over the operational side of booth sales with a platform purpose-built for it, and automatically translating everything back into Salesforce.

IMPLEMENTATION AND SUCCESS

- **A Faster, Efficient Booth Sales Process**

Exhibitors don't have to wait for the IWF sales team to check availability, confirm space, or chase a contract. They access the live floor plan, select their space, sign their contract, and complete payment in one uninterrupted flow, compressing a process that can span days of back-and-forth communications into a single self-serve transaction

- **Sponsorship Revenue Built Into the Transaction**

With sponsorship packages and digital advertising embedded directly into the booth application flow, upsell opportunities are presented at the moment of highest intent, when an exhibitor is already buying.



CASE STUDY: INTERNATIONAL WOODWORKING FAIR ATLANTA

IMPLEMENTATION AND SUCCESS

As a result, IWF captures revenue that previously required a separate conversation.

- **Salesforce Stays Current Without Anyone Maintaining It**

Every booth sale, signed contract, payment, and sponsorship purchase flows automatically from MYS into the right Salesforce record. The information in both systems is accurate without the need for manual entry or verification.

- **The Sales Team Saves Time**

With MYS handling the operational side of every booth transaction, the IWF sales team stopped manually coordinating the process and communications for each transaction. Time previously spent on manual coordination, contract management, and data entry can now be redirected to the exhibitor conversations that actually drive renewal and growth.

- **Enhanced Renewal Conversations**

With five cycles of booth history, contract dates, payment status, and exhibitor data in Salesforce, reps walk into every renewal conversation fully informed. The two-year gap between shows no longer means starting from scratch.

- **The Whole Team Worked From One Data Set**

Because MYS pushes data into existing Salesforce records rather than creating new ones, every team member, from sales reps to managers, sees the same complete picture. Continuity across cycles no longer depends on background information and history from the sales reps.

RESULTS



Five Consecutive Show Cycles. One Platform.

Since 2016, IWF Atlanta has run every show on MYS, with IWF 2026 around the corner. In an industry where shows routinely evaluate and switch technology vendors between cycles, that continuity speaks for itself.



1109 Exhibitor Accounts Managed

From booth selection through contract signing and payment, every exhibitor transaction runs through MYS Sales Pro, giving IWF's team full visibility and control over booth sales information for the show.



100% Reduction in Booth Sales Administration and Time

With exhibitors self-serving through the live floor plan and transaction data flowing automatically into Salesforce, the manual overhead that previously consumed the sales team's time across every cycle has been dramatically reduced.



10% Decrease in Non-renewals over the last 6 years

With complete booth history, contract dates, and payment status automatically available in Salesforce, renewal conversations became more informed, more timely, and more effective, reflected in a renewal rate that has grown across cycles.



Upsell Revenue Increased

With sponsorship packages and digital advertising directly embedded into the booth purchase flow, IWF captured upsell revenue at the point of transaction, increasing exhibitor conversions on these sales opportunities.



CASE STUDY: INTERNATIONAL WOODWORKING FAIR ATLANTA

IWF 2024 STATISTICS

- **1109 exhibitors**
- **1M+ square-foot footprint**
- **4 exhibit halls**
- **26,000 attendees**
- **16% increase in sponsorship sales from IWF 2022**

"Having our booth sales data flow automatically into Salesforce was a game changer for our team. Our reps have everything they need in the system they already use. The efficiency we gained across each sales cycle has been invaluable."

Kevin Holtzclaw
President & CEO