



May 29-30, 2009
Mylan Park~Morgantown, WV
www.sawlex.com

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SAWLEX 2009 Sets Exhibit Space and Attendance Records

Exhibit space increased by 8.2% and attendance by 18%, despite the economy and uncooperative weather at the two-day event in Morgantown, WV.

South Portland, ME—Organizers of SAWLEX, The Sawmill & Logging Expo, announced today that the popular business-to-business trade show for the logging and sawyering industries set exhibit space and attendance records despite epic rainfall and windstorms prior to the show's opening. The show was held at Mylan Park in Morgantown, WV.

"Total registered buyers at SAWLEX 2009 increased by 18% over our 2007 event," reports Ted Hugger, show director. "While 54% of our attendees came from West Virginia and Pennsylvania, buyers traveled from 33 states, three Canadian provinces and Poland to see and purchase logging and sawyering equipment."

Exhibit space also saw substantial growth, increasing 8.2%, from 112,848 net square feet in 2007, to 122,900 net square feet in 2009. "We're particularly pleased with this growth, considering the current economic situation. We attribute SAWLEX's performance to an aggressive, highly targeted national advertising campaign that consistently draws a qualified, equipment-buying crowd, and to the show's emphasis on live equipment demonstrations," Hugger explains.

SAWLEX includes ongoing equipment demonstrations by exhibitors throughout the show, as well as organized side-by-side demo events. SAWLEX 2009 featured the Great Portable Sawmill Shoot-Out[®] and the Great Firewood Processing Equipment Competition[®], both presented by *Independent Sawmill & Woodlot Management* magazine, as well as demonstrations of the international Game of Logging[®] competition.

"To encourage exhibitors to operate their equipment during the show, we provided demo materials at no charge," Hugger explains. "By the time the show closed, exhibitors had processed 325 tons of logs. The sawn lumber, firewood, mulch, and woodchips were sold by the Mountain Loggers Cooperative Association with the proceeds donated to the West Virginia University Children's Hospital through the Log a Load for Kids program."

SAWLEX will return to Mylan Park in Morgantown, WV, on June 3-4, 2011.

SAWLEX is sponsored by *Independent Sawmill & Woodlot Management* magazine, and is produced by Hugger Event Management, LLC.

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