

NORTH AMERICA'S LARGEST METAL FORMING,  
FABRICATING, WELDING AND FINISHING EVENT

# 2017 EXHIBITOR INFORMATION

November 6-9, 2017  
McCormick Place  
Chicago, IL USA



[fabtechexpo.com](http://fabtechexpo.com)

## The Best Place to do Business

**FABTECH is one of a kind**—the largest event in North America serving the metal forming, fabricating, welding and finishing industries. By exhibiting at FABTECH, your company will meet face-to-face with high-level decision makers, buyers and end-users searching for the newest, most innovative products and services to make their businesses more productive and profitable. It's the must exhibit event of the year. **Reserve your booth today.**

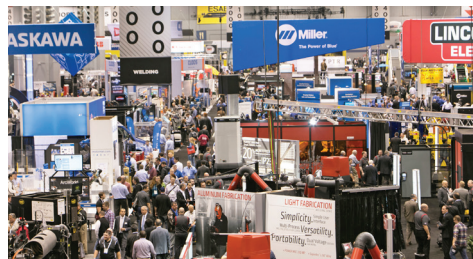


### Value of Exhibiting

FABTECH is a solid, high-quality investment of your marketing dollars that yields exceptional value and positive results. Prepare to build brand awareness, expand market share, collect leads, write orders and increase profits.

*"FABTECH is an excellent way to connect with metal fabricators. It gives us a chance to showcase our innovative solutions to a wide range of markets and generate sales opportunities."*

— Cathy Powell, FANUC America Corp



### Generate Sales Leads

With expected attendance in excess of 40,000, FABTECH 2017 will generate more qualified leads than other manufacturing trade shows. Don't miss this exclusive opportunity to reach decision makers and grow your bottom line.

## BUYING POWER

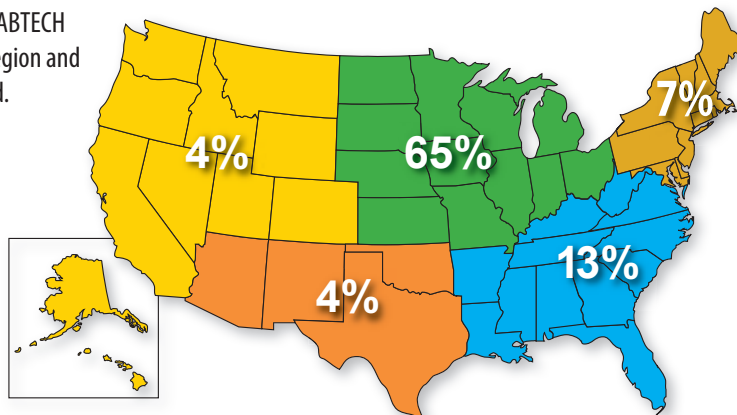
Connect with thousands of qualified buyers—both existing and prospective customers—all in one place.

### WHO ATTENDS

- 27% Owner, Owner, Company Mgmt./ Corporate Executive
- 16% Manufacturing Engineering, Design Engineer
- 12% Manufacturing Production
- 8% Forman/Leader/Supervisor
- 4% Welder Machine Operator
- 3% Product Design and R&D
- 3% Purchasing
- 2% Distributor
- 14% Sales & Marketing
- 11% Other Job Functions

### EXTENSIVE MARKET REACH

Meet buyers at FABTECH from every U.S region and around the world.



11% International

### TARGETED AUDIENCE

- 78% have influence over purchasing decisions
- 57% attend only FABTECH
- 47% were first time visitors
- 51% spend 2 or more days on the show floor
- 43% have equipment budgets of \$200,000 or more

Source: FABTECH 2015 Post-Show Attendee Survey and Registration Data

## RESERVE YOUR SPACE NOW!

### Follow these three easy steps:

1. Review exhibitor information and the 2017 floor plan.
2. Select up to four preferred booth locations.
3. Complete and return the Exhibit Space Request Form.



### Booth Rate Includes:

- Drape backwall and sidewall
- Booth sign with company name and booth number
- Online Exhibitor Manual and Marketing Kit
- Monthly Exhibitor E-Newsletter with important show developments and reminders
- An experienced Show Management team dedicated to your success
- On-site assistance with exhibit hall management and service providers
- Extensive pre-show promotion
- Discounts on hotels and free shuttle bus service on show days

### Gain Exposure and Visibility with these Marketing Tools:

- Basic listing on the FABTECH Website
- Listing in the *Official Show Directory* and show promotional mailings
- Exhibitor Invites - customized email campaigns to target key customers and prospects and invite them to your booth
- Free Expo Passes, logos and banner ads
- Social media sites to promote your show participation
- Free media lists, Press Kit distribution and a fully-staffed, on-site press room

Booth Size	Rate/square foot
Up to 299 sq. ft.	\$33.50
300-999 sq. ft.	\$32.50
1,000 – 1,999 sq. ft.	\$31.00
2,000 – 4,999 sq. ft.	\$30.50
5,000 – 9,999 sq. ft.	\$29.50
10,000 – 14,999 sq. ft.	\$27.50
15,000 sq. ft. +	\$26.50

## EXHIBIT CONTACTS

For assistance reserving your preferred exhibit space, please contact a member of our experienced sales team.

### Forming & Fabricating/ Tube & Pipe Exhibitors (A-L)

Jim Gorzek, FMA  
(800) 432-2832 ext. 269  
jimg@fmafabtech.com

### Forming & Fabricating/ Tube & Pipe Exhibitors (M-Z)

Cara Collins, SME  
(800) 733-3976 ext. 3126  
ccollins@sme.org

### Welding Exhibitors

Joe Krall, AWS  
(800) 443-9353 ext. 297  
jkrall@aws.org

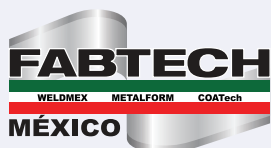
### METALFORM, Tool & Die Exhibitors

Doug Trout, PMA  
(216) 901-8800  
dtrout@pma.org

### Finishing Exhibitors

Andy Goyer, CCAI  
(941) 373-1830  
andy@goyermgmt.com

## Future Show Dates



May 2-4, 2017  
Monterrey, Mexico  
fabtechmexico.com



November 6-9, 2017  
Chicago, Ill.  
fabtechexpo.com



Spring 2018  
Toronto, Ontario, CA  
fabtechcanada.com

Cosponsors:

