

ADVERTISING OPPORTUNITIES 2011

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event
November 14-17, 2011 | McCormick Place | Chicago, IL USA

Early Bird Discount!
Order by 7/29/2011
receive package discount*

A comprehensive marketing plan that includes both print and online media will help your business maximize its exposure in the marketplace. FABTECH provides a selection of advertising products perfect for marketing your products and services before, during and after the event.

FABTECH CONTINUES PRICE FREEZE — NO advertising rate increase for 2011!

Advertising Packages

Now is the time to take advantage of the deep discounts offered with any one of the comprehensive advertising packages available for 2011. Choose from a variety of print and online products to create the advertising package that best fits your promotional needs. Package discount applies to advertising orders received by 7/29/2011.

PLATINUM PACKAGE

Purchase five (5) advertising products and receive 12.5% off net rates.*

GOLD PACKAGE

Purchase four (4) advertising products and receive 10% off net rates.*

SILVER PACKAGE

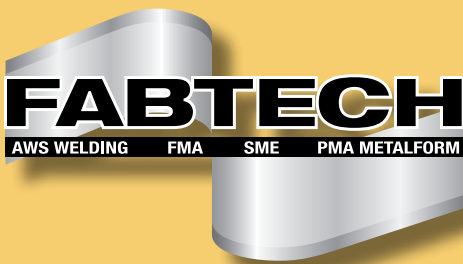
Purchase three (3) advertising products and receive 8.5% off net rates.*

BRONZE PACKAGE

Purchase two (2) advertising products and receive 5% off net rates.*



* Net cost must total a minimum of \$1,000, received no later than 7/29/2011. Early Bird package discounts will be applied to final cost. Regular rates apply to orders received after 7/29/2011.



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1 SHOW DIRECTORY ADVERTISING

Advertising in the Show Directory will maximize your company's visibility at the 2011 event and dramatically increase booth traffic. This exposure continues throughout the entire year, extending your sales far beyond the show. Attendees utilize this resource year-round as a "buyers guide" to find all the leading forming, fabricating, welding, and finishing industry suppliers. *(Ad placement available on a first come, first served basis)*

Official Directory Order Closing & Material Deadline: **September 23, 2011**



Ad Size	Ad Rate	Mechanical Specifications
Standard Full Page B/W	\$3,450	Trim: 8¼" x 10¾", Live: 7¾ x 10¾, Bleed: 8½" x 11"
⅓ B/W	\$2,750	4⅝" x 10"
½ Horizontal B/W	\$2,050	7" x 4⅞"
½ Vertical B/W	\$2,050	4⅝" x 7¼"
⅓ Horizontal B/W	\$1,790	4⅝" x 4⅞"
⅓ Vertical B/W	\$1,790	2⅜" x 10"
¼ B/W	\$990	3⅝" x 4⅞"
Color Charges	4-color process \$900	2-color process* \$400
	* For 2-color ads, 2nd color will be 4-color process tint matched only.	
Premium Positions (Color Only)		
Inside Front Cover (std)	\$4,872	Back Cover (std) \$4,872
Inside Back Cover (std)	\$4,872	Tab Dividers (std) (8 available) \$4,872
Page 3 (std)	\$4,872	

2 TRADESHOW MAP ADVERTISING

This invaluable fold-out map and pocket guide will be mailed to all pre-registered attendees before the show and features a floor plan, exhibitor list, event schedule, and local map highlighting points of interest. **New this year**, the Tradeshow Map floor plan will also be part of the Official Show Directory, distributed to attendees on-site. A Tradeshow Map ad is now an easy and low cost way to **get your company noticed before, during and after the show!**

Tradeshow Map Order Closing & Material Deadline: **August 26, 2011**



Ad Size	Rate	Mechanical Specifications
Business Card Size	\$1,995	3.4" W x 1.5" H <i>(Limited number available)</i>
Exclusive Back Cover	\$4,995	3.8" W x 8.6" H

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3 SHOW DAILY ADVERTISING

The Official Show Daily is an easy-to-read tabloid size daily show newspaper that provides attendees the most up-to-date information on all the day's events and offerings. Featuring an exhibitor list, schedule of events, new products and more, the Show Daily will capture all the excitement of the show. Place a ½ page or larger ad and receive free editorial of 500 words or less. *(Ad placement available on a first come, first served basis. Specific day editorial placement cannot be guaranteed)*

Official Show Daily Order Closing & Material Deadline: **September 23, 2011**



Ad Size	4x Rate*	Mechanical Specifications
Tabloid, 4-color	\$3,000	Trim: 10½" x 13⅝"; Bleed: 10¾" x 13⅞"
Standard, 4-color	\$2,000	7⅞" x 10⅞"; Bleed: 7⅞" x 10⅞"
½ Horizontal, 4-color	\$1,500	7" x 4⅞"
½ Vertical, 4-color	\$1,500	4⅝" x 7¼"
¼ 4-color	\$900	3⅝" x 4⅞"

*4x rate: One low rate includes same ad in all four issues.

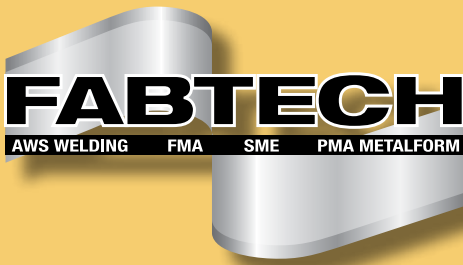
Premium Positions	
Front Cover Bottom (Live 9½" x 2¼"; Bleed 10⅝" x 2¾")	\$3,900
Page 3 – 2/3 Page	\$3,900
Inside Front Cover (Tabloid)	\$4,650
Inside Back Cover (Tabloid)	\$4,650
Back Cover (Tabloid)	\$4,900

4 ENHANCED LISTING

Enhance your company's listing in the printed Show Directory, online Exhibitor search pages, and the online floor plan. The combination of these two promotional avenues provides exceptional company branding at an economical price. View a live demonstration of the Classic, Premium and Ultra enhanced Web listing levels at fabtechexpo.com.

Enhanced Listing Order Closing & Material Deadline: **September 23, 2011**

Package	Rate	Specifications
Classic	\$500	Print: The show directory will feature your company logo in the alphabetical listing. Your company name will be highlighted within the product category section. Web: Your company logo, company profile, product listings, featured exhibitor "icon" on search results, booth "turn-up" on floor plan, and leads from agenda planner.
Premium	\$750	The entire Classic listed above plus two (2) customizable interactive panels on exhibitors' storefront that include graphics and text.
Ultra	\$1,700	The entire Classic listed above plus four (4) customizable interactive panels on exhibitors' storefront, two panels can be video/multimedia flash presentations.



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5 FLOOR LOGO'S

Place your company's logo on the carpet in the highest traffic areas including, the entrance area, registration and near the escalators. Make sure attendees see your company name as they walk along these main aisles. *Exact logo placement to be determined by Show Management.*

Floor Logo Order Closing & Material Deadline: **September 23, 2011**



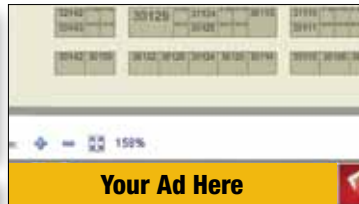
Quantity	Rate	Mechanical Specifications
Two (2) Color Decals	\$2,000	3ft H x 6ft W

6 WEB BANNER AD

Thousands of key decision-makers and industry professionals look to fabtechexpo.com to find the latest equipment and services at FABTECH. Place your banner ad on the Home, Registration, Hotel and/or Show Floor Plan web pages.

Note: All banner ads will link to the Exhibitor Showroom listing.

Web Banner Advertising Order Closing & Material Deadline: **September 23, 2011**



Ad Size	Rate	Specifications
120 w x 240 h pixel <i>Premium Price: \$2,500</i>	\$1,500	static banner ad on home page* <i>static banner ad, locked position</i>
355 w x 90 h pixel	\$2,500	static banner ad, locked position, on the registration page (top left or top right)
355 w x 90 h pixel	\$2,500	static banner ad, locked position, on the hotel page (top left or top right)
360 w x 45 h pixel	\$3,000	static banner ad on the online show floor plan**

*(4 positions available, will rotate with other ads) ** (2 positions available, will rotate with other ads)

7 EDUCATION PROGRAM ADVERTISING

Advertise in this comprehensive educational brochure and reach thousands of progressive minded individuals months before the show opens. Over 75,000 brochures, targeted to an audience eager to learn about the latest technology the industry has to offer. This brochure details the complete educational lineup at FABTECH outlining hundreds of programs focused on forming, fabricating, stamping, tube & pipe, welding, finishing, management and more.

Education Program Order Closing and Material Deadline: **June 17, 2011**

Ad Size	Rate	Specifications
Full Page	\$4,150	Trim: 6" x 9¾"; Live: 5½" x 9¼; Bleed: 6¼" x 10"
1/2 Page	\$2,075	5½" x 4½"

Color Charges: 4-color process \$1,295 • 2-color process* \$550 *For 2-color ads, 2nd color will be 4-color process tint matched only.

FOR QUESTIONS ON ADVERTISING, CONTACT:

Forming, Fab & Tube Exhibitors (A-L)
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Forming, Fab & Tube Exhibitors (M-Z)
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Metalform Exhibitors
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