

2012 EXHIBIT SPACE INFORMATION

"FABTECH is a good source for new business every year. It allows us to put our equipment and technology in front of the end users and meet face-to-face with the key decision-makers."

– Jeff Arendas, BLM Group USA Corp.



FABTECH

AWS WELDING FMA SME PMA METALFORM

North America's Largest Metal Forming,
Fabricating, Welding, and Finishing Event

November 12 – 14, 2012

Las Vegas Convention Center
Las Vegas, Nevada USA

fabtechexpo.com

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FABTECH DELIVERS POSITIVE RESULTS

FABTECH is the largest gathering of metal forming, fabricating, welding and finishing professionals in North America. It's the place where the industry connects to do business. More than 25,000 will meet here to network with peers, learn new techniques and explore the latest equipment and technology. Don't miss your best opportunity to:

- Reach new prospects with purchasing power
- Demonstrate equipment to key buyers
- Introduce new products and applications
- Gain access to owners, presidents and other high-level executives

Only FABTECH delivers the value your business needs to succeed. It's the ideal forum to generate leads, increase sales and strengthen your brand. **Reserve your booth today!**

DATES	November 12-14, 2012	ATTENDANCE	25,000+
LOCATION	Las Vegas Convention Center	EXHIBITORS	1,100
HALLS	North and Central	SQ. FT.	400,000

106,747 leads were collected at FABTECH 2008 in Las Vegas. . . **an average of 127 leads per exhibitor!**

LAS VEGAS – A CITY THAT MEANS BUSINESS

For the first time in four years, FABTECH returns to Las Vegas in 2012! With thousands of low-cost hotel rooms, award-winning restaurants and a world-class convention center, Las Vegas is one of the best business destinations in the world.

- Las Vegas attracts more than 36 million visitors a year and hosts more than 19,000 meetings and conventions annually, ranging in size from 10 to more than 100,000 attendees.
- Las Vegas is accessible, with 900 daily flights to and from McCarran International airport and 130+ cities.
- On average, **attendance increases 14%** when trade shows rotate into Las Vegas.
- Research also shows that **attendees spend more time** (11.5 hours compared with 5 to 9 hours in other cities) in meetings and on the trade show floor when events are held in Las Vegas.



REACH NEW BUYERS AND NEW MARKETS

Deliver your message to a focused group of attendees looking for solutions to production challenges and new ways to stay competitive in a global economy.

WHO ATTENDS

- 33%** Executive Management
- 14%** Manufacturing Production
- 15%** Engineering/R&D
- 5%** Skilled Trade/Welder
- 14%** Sales & Marketing
- 19%** Other

WHAT THEY DO

- 55%** attend **no** other shows
- 56%** were first time visitors
- 78%** visit the show floor for 2 or more days
- 47%** have equipment budgets of \$200,000 or more
- 38%** classify their business as job shop/contract manufacturer

83% make or influence buying decisions

PRIMARY MARKETS ATTENDEES REPRESENT

- Aerospace
- Agriculture
- Automotive
- Construction
- Consumer Products
- Energy
- Heavy Equipment
- Military/Defense
- Mining/Utilities/Power Generation
- Other Transportation

SHOWCASE YOUR PRODUCTS AND TECHNOLOGY

Serious buyers with purchasing plans come to FABTECH to see:

- Arc Welding
- Assembly
- Bending & Forming
- Brazing & Soldering
- Business Services
- Coil Processing
- Cutting
- Fastening & Joining
- Finishing/Paint & Powder Coating
- Finishing/Plating
- Gases & Gas Equipment
- Hydroforming
- Inspection & Testing
- Job Shop/Contract Mfg.
- Lasers
- Lubrication
- Maintenance & Repair
- Material Handling
- Metal Suppliers
- Plate & Structural Fabricating
- Press Brakes
- Punching
- Resistance Welding
- Robotics
- Roll Forming
- Safety & Environmental
- Saws
- Software, Machine Controls
- Stamping
- Thermal Spraying
- Tool & Die
- Tooling
- Tube & Pipe Fabricating or Welding
- Tube & Pipe Producing
- Welding Consumables
- Welding Machines



GEOGRAPHIC REACH

In 2008, FABTECH Las Vegas attracted attendees from all 50 states and around the world. 75% traveled 500 miles or more to visit the show.

U.S. ATTENDANCE BY REGION

- WESTERN 44%**
- MIDWEST 21%**
- SOUTHERN 11%**
- EASTERN 8%**

INTERNATIONAL ATTENDANCE

16%
Including: Canada, Mexico, Brazil, Japan, China, Australia, South Korea, Sweden, and more.

"In this industry, FABTECH is the place to be! Our market is here and it's the best opportunity for us to demonstrate our machines to new customers."

— Lyle Menke, Peddinghaus

Source: FABTECH 2008 Post-Show Attendee Survey and Registration Data



RESERVE YOUR EXHIBIT SPACE NOW

Follow these three easy steps:

1. Review the 2012 floor plan.
2. Make your selection and complete the Exhibit Space Request Form.
3. Submit the completed Exhibit Space Request Form.

EXHIBIT SALES TEAM

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

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

Michael Scott, CEM, FMA
(800) 432-2832 ext. 271
michaels@mfafabtech.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

Roger Judson, PMA
(800) 541-5336
rjudson@pma.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

Booth Size	Rate/square foot	Package Plans
Up to 300 sq. ft.	\$29.00	Your return on investment is important to us. Money-saving package plans are available to make your exhibiting experience as convenient as possible. Contact a sales representative for details.
300-999 sq. ft.	\$28.00	
1,000 – 1,999 sq. ft.	\$27.00	
2,000 – 4,999 sq. ft.	\$26.50	
5,000 – 9,999 sq. ft.	\$25.50	
10,000 sq. ft & more	\$24.50	

Includes:

- Drape backwall and sidewall.
- 7" x 44" booth sign with company name and booth number.
- Comprehensive online Exhibitor Services Manual and Marketing Kit.
- Monthly Exhibitor E-Newsletter on important show details and developments.
- An experienced Show Management team dedicated to your success.
- On-site assistance with exhibit hall management and service providers.
- Perimeter Security.
- Extensive pre-show promotion.
- Discounts on hotels and shuttle bus service on show days.

Plus, capitalize on these marketing support tools available to maximize your show investment.

- Basic listing on the FABTECH Web site, viewed and searched by thousands of visitors per month.
- Listing in the *Official Show Directory* and show promotional mailings.
- Exhibitor X-Press Email program — customized e-mail campaigns to target key customers and prospects and invite them to your booth.
- Supply of Free Expo Passes, show stickers, logos and banner ads.
- Free media lists, Press Kit distribution and a fully-staffed, on-site press room.
- New Product Listing in the *New Product Preview* mailed to over 300,000 professionals.