



# FABTECH INTERNATIONAL & AWS WELDING SHOW

Including **METALFORM**

## 2008 POST SHOW REPORT

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**North America's Largest Metal Forming, Fabricating & Welding Event**  
November 11 - 14 • McCormick Place • Chicago, IL USA



## AUDIENCE PROFILE

**The FABTECH International & AWS Welding Show gives you access to buyers you won't find anywhere else.**

**55%** attend no another show

**56%** were first time visitors

### TOP THREE REASONS AN ATTENDEE VISITS THE SHOW

1. See/evaluate new equipment
2. See new applications/techniques
3. Find new suppliers

**95%** of attendees said the show met or exceeded their expectations.

### JOB FUNCTIONS

President, CEO, Top-Level Management, Job Shop Owner .....	33%
Manufacturing Production .....	14%
Manufacturing Engineering, Product Design/R&D .....	15%
Welder, Welding Operator .....	3%
Welding Distributor .....	3%
Purchasing .....	3%
Sales & Marketing .....	14%
Other Job Functions .....	15%

**Your participation in this show is crucial in order to stay "top of mind" with your current customers, as well as introduce your company to new customers.**

### COMPANY SIZE

Attendees came from a variety of manufacturing and construction facility sizes – connecting you with the largest OEM's to the hard-to-reach job shops.

#### Number of Employees

Less than 20	33%
20 – 49	19%
50 – 99	15%
100 – 249	15%
250 – 499	7%
500 – 999	4%
1,000 – 2,499	3%
2,500 and Over	4%

### COMPANY TYPE

Job Shop/ Contract Manufacturer	38%
OEM	17%
Supplier	8%
Distributor	13%
Other	24%



### FINAL VERIFIED STATISTICS

**Attendance:** 21,446

**Exhibitors:** 989

**Square Feet:** 397,336

### NET TOTAL OF LEADS COLLECTED

106,747

### AVERAGE LEADS PER EXHIBITOR

127

*Source for all Audience Statistics: 2008 FABTECH International & AWS Welding Show, including METALFORM, Audience Survey and Registration Data.*

## TOP 10 INDUSTRIES ATTENDEES REPRESENT

Construction	Aerospace	Mining/Utilities/ Power Generation
Job Shop/Contract	Agriculture	Other Transportation
Manufacturing	Energy	Military/Defense
Automotive	Heavy Equipment	

## TOP ATTENDING COMPANIES

Altec Industries	Impulse Manufacturing	Parker Hannifin
ASCO Power Technologies	Ingersoll Rand	Pearl Harbor Naval Shipyard
BAE Systems	Intermountain Electronics, Inc.	Phillips Corporation-Federal Division
Bechtel	Janus Elevator Products, Inc.	Polaris Industries, Inc.
Boeing	John Deere	Portsmouth Naval Shipyard
Bombardier	Johnson Controls	Pratt & Whitney
Caterpillar	Key Steel Products	Precor USA
Cole Industries	Kooima Co.	Rolls-Royce
Eaton	Landoll Corporation	Saf-T-Cab, Inc.
Fabrication Technologies	Lockheed Martin	Siemens
Frymaster	NASA	Steelcase
General Dynamics	National Oilwell Varco	Trinity Trailer Manufacturing
General Motors	National Steel Car	Valmont Industries
Harley Davidson	Northrup Grumman	
Honda R&D Americas, Inc.	Northwest Pipe Company	
Honeywell		

**98% of attendees indicated attending this event was a valuable use of their time and money.**

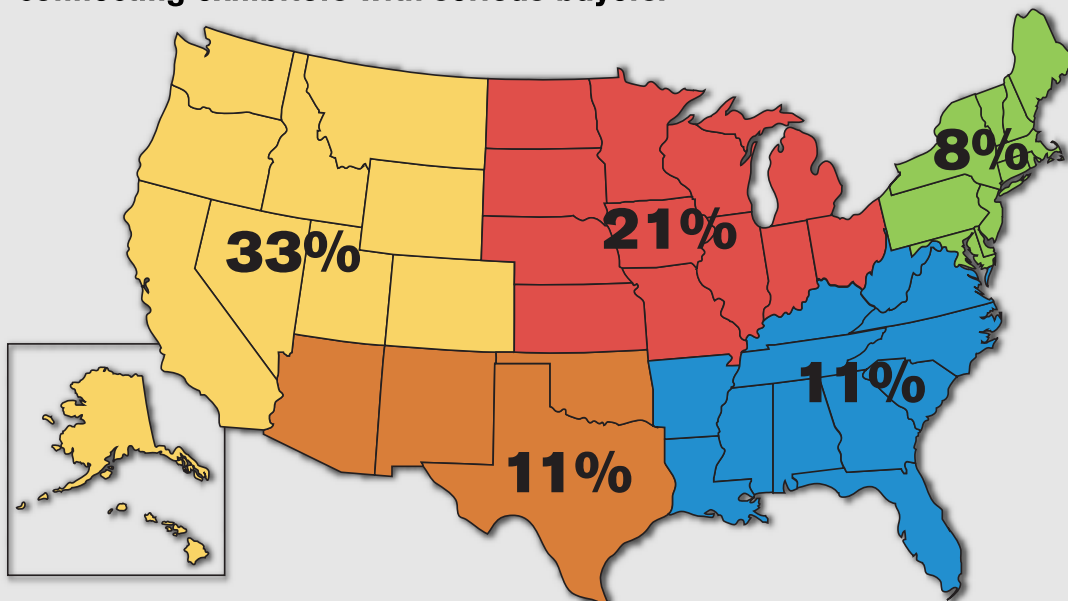


*"We were impressed with the quality of attendees at this year's show. Many visitors came to purchase equipment, and as a result, LVD Strippit sold several pieces of equipment on display during the show and then shipped directly to customers."*

**– John Quigley,  
LVD Strippit**

## GEOGRAPHIC REPRESENTATION

**The 2008 show attracted attendees from across the U.S. – connecting exhibitors with serious buyers.**



**16% of attendees came from countries outside the U.S., including:**

- Australia
- Brazil
- Canada
- China
- Columbia
- Japan
- Mexico
- South Korea
- Sweden
- ...and others

**39% of attendees traveled 500 miles or more to visit the show.**

## BUYER BEHAVIOR

Attendees came to the show to view and purchase the complete spectrum of forming, fabricating and welding equipment. From a few thousand dollars worth of tooling, consumables, software, etc., to complete multi-million dollar flexible manufacturing systems, visitors had serious buying intentions.

**78%** of attendees visited the show floor 2 or more days, with **55%** spending more than 10 hours on the show floor.

### ROLE IN BUYING

**83%** of visitors to the show are involved in some way in their company's purchasing plans.

Final Decision . . . . .	34%
Specify Supplier . . . . .	8%
Recommend . . . . .	41%
No Role/Not Applicable . . . . .	17%

### BUDGET

**47%** of attendees had equipment budgets of **\$200,000 or more.**

Up to \$20,000 . . . . .	20%
\$20,001 - \$50,000 . . . . .	12%
\$50,001 - \$200,000 . . . . .	22%
\$200,001 - \$500,000 . . . . .	15%
\$500,001 - \$1,000,000 . . . . .	12%
\$1,000,001 - \$5,000,000 . . . . .	11%
Over \$5,000,000 . . . . .	8%

**ATTENDEES** indicated they plan to purchase these technologies in the next 6-9 months as a result of evaluating them at the show: *(multiple responses):*

Arc Welding . . . . .	38%
Assembly . . . . .	11%
Bending & Forming . . . . .	26%
Cutting . . . . .	37%
Fastening & Joining . . . . .	11%
Finishing . . . . .	11%
Gases & Gas Equipment . . . . .	16%
Inspection & Testing . . . . .	18%
Lasers . . . . .	16%
Material Handling . . . . .	20%
Press Brakes . . . . .	15%
Punching . . . . .	14%
Robotics . . . . .	17%
Safety & Environmental . . . . .	18%
Saws . . . . .	17%
Sheet Metal & Plate Fabricating . . . . .	14%
Stamping Presses . . . . .	4%
Thermal Spraying . . . . .	5%
Tooling . . . . .	14%
Tube & Pipe Fabricating or Welding . . . . .	19%
Welding Consumables . . . . .	42%
Welding Machines . . . . .	42%

**51%** of attendees expect equipment expenditures to increase in the next year.



Including **METALFORM**

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