



# PRIORITY ADVERTISING OPPORTUNITIES 2012

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event  
 November 12-14, 2012 | Las Vegas Convention Center | Las Vegas, NV USA



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.

**Priority Discount!**  
 Order by 3/2/2012  
 receive up to  
 25% off\*

## Advertising Packages

Choose from a variety of print and web products to create an advertising package that best fits your promotional needs. Place your order by 3/2/2012 and enjoy up to 25% off your 2012 advertising order.



### PLATINUM PACKAGE

Purchase five (5) advertising products and receive 25% off net rates.\*

### GOLD PACKAGE

Purchase four (4) advertising products and receive 20% off net rates.\*

### SILVER PACKAGE

Purchase three (3) advertising products and receive 17% off net rates.\*

### BRONZE PACKAGE

Purchase two (2) advertising products and receive 10% off net rates.\*

\* Net cost must total a minimum of \$1,000, order must be received no later than 3/2/2012 to receive full package discount. Regular rates apply after deadline, discount is applied to final cost.

## SHOW DIRECTORY ADVERTISING

Ad placement in the Show Directory is a great way to distinguish your company from hundreds of others in the show. As a bonus, your ad will bring new inquiries all year long as attendees utilize this resource year-round as a **"buyers guide"** to find all the leading industry suppliers.

Official Directory Order Closing & Material Deadline: September 28, 2012



Ad Size	Ad Rate	Mechanical Specifications
Standard Full Page B/W	\$3,625	Trim: 8¼" x 10¾", Live: 7¾ x 10¾, Bleed: 8½" x 11"
2/3 B/W	\$2,890	4½" x 10"
1/2 Horizontal B/W	\$2,155	7" x 47/8"
1/2 Vertical B/W	\$2,155	45/8" x 7¼"
1/3 Horizontal B/W	\$1,880	45/8" x 47/8"
1/3 Vertical B/W	\$1,880	23/16" x 10"
1/4 B/W	\$1,040	33/8" x 47/8"
<b>Color Charges:</b> 4-color process \$945		2-color process* \$420
* For 2-color ads, 2nd color will be 4-color process tint matched only.		
<b>Premium Positions (Color Only): \$5,120</b>		
Inside Front Cover (standard)		Back Cover (standard)
Inside Back Cover (standard)		Tab Dividers (standard) (8 available)

## 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: July 6, 2012



Ad Size	Ad Rate	Mechanical Specifications
Full Page	\$4,360	Trim: 6" x 9¾"; Live: 5½" x 9¼; Bleed: 6¼" x 10"
1/2 Page	\$2,180	5½" x 4½"
<b>Color Charges:</b> 4-color process \$1,360		2-color process* \$580
* For 2-color ads, 2nd color will be 4-color process tint matched only.		

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## 3 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. 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 24, 2012**



Ad Size	Rate	Mechanical Specifications
Business Card Size	\$2,095	3.4" W x 1.5"H <i>(Limited number available)</i>
Exclusive Back Cover	\$5,245	3.8" W x 8.6" H

## 4 SHOW DAILY ADVERTISING

The Official Show Daily is an easy-to-read tabloid newspaper distributed daily during the show and gives attendees the lowdown on all the day's events and offerings. Advertising in the Show Daily is a great way to drive attendees to your booth. Place a 1/2 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 28, 2012**



Ad Size	3x Rate*	Mechanical Specifications
Tabloid, 4-color	\$3,000	Trim: 10½ x 13½; Bleed: 10¾" x 13⅞"
Standard, 4-color	\$2,000	7⅛" x 10⅛"; 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"

\*3x rate: One low rate includes same ad in all three 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

## 5 FLOOR LOGOS



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 28, 2012**

Quantity	Rate	Specs
Two (2) Color Decals	\$2,100	3ft H x 6ft W

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

### Enhanced Listing Order Closing & Material Deadline: September 28, 2012

**Classic \$500** — *Online:* Basic company listing (company name, address, phone, fax, web address with link), last day show specials, company logo on Electronic Storefront (roll over on floor plan to view), company profile description, product categories, (1) product highlighted with photo and description, listing highlighted on floor plan and search lists as 'enhanced' with E-Star, access to attendees who add listing to personal itineraries.

*Printed Show Directory:* Basic company listing, company logo, and product categories highlighted in red under product listing section.

**Premium \$900** — The entire Classic listing as shown above with two (2) products highlighted with photos and descriptions, and company logo directly on floor plan (no roll over needed) booth must be 400 nsf or larger.

**Ultra \$1,900** — The entire Classic listing as shown above with four (4) products highlighted with photos and descriptions, plus two (2) company and/or product videos.

## WEB BANNER ADS

Thousands of key decision-makers and industry professionals look to [fabtechexpo.com](http://fabtechexpo.com) to find the latest equipment and services at FABTECH. Place your banner ad on the web pages that historically draw the most traffic in the months leading up to the show.

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

### Web Banner Advertising Order Closing & Material Deadline: September 28, 2012

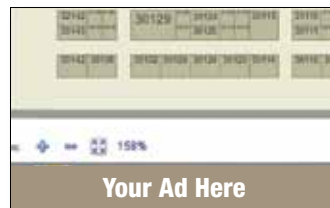
Ad Size	Rate	Specifications
120 w x 240 h pixel	\$1,575	non-animated ad on home page*
Premium Price:	\$5,000	non-animated ad on home page, locked position
360 w x 45 h pixel	\$3,150	non-animated ad on the online show floor plan**
355 w x 90 h pixel	\$2,625	non-animated ad on registration page, lock position (top left or top right)
355 w x 90 h pixel	\$2,625	non-animated ad on hotel page, locked position (top left or top right)

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

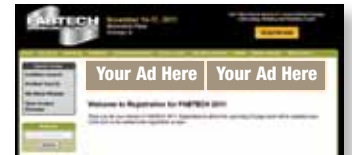
Homepage



Show Floor Plan



Reg & Hotel Page



## FOR QUESTIONS ON ADVERTISING, CONTACT:

### Forming, Fab & Tube Exhibitors (A-L)

Michael Scott, FMA  
(800) 432-2832 ext. 271  
[michaels@mfafabtech.com](mailto:michaels@mfafabtech.com)

### Forming, Fab & Tube Exhibitors (M-Z)

Jackie McBain, FMA  
(800) 432-2832 ext. 270  
[jackiem@mfafabtech.com](mailto:jackiem@mfafabtech.com)

### Metalform Exhibitors (A-L)

Andy Flando, PMA  
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### Metalform Exhibitors (M-Z)

Roger Judson, PMA  
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[rjudson@pma.org](mailto:rjudson@pma.org)

### Welding Exhibitors

Rob Saltzstein, AWS  
(800) 443-9353 ext. 243  
[salty@aws.org](mailto:salty@aws.org)

### Finishing Exhibitors

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