



FABTECH INTERNATIONAL & AWS WELDING SHOW

Including **METALFORM**

2009 POST SHOW REPORT

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Industry Partners



North America's Largest Metal Forming, Fabricating & Welding Event
November 15-18, 2009 | McCormick Place | Chicago, IL USA | www.fabtechexpo.com



AUDIENCE PROFILE

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

45% were first time visitors in 2009.

TOP THREE REASONS AN ATTENDEE VISITS THE SHOW:

1. See/evaluate new products and technology
2. See equipment in action
3. Find new suppliers

94% of attendees said reviewing equipment and technology at FABTECH is important in their purchase decision making process.

JOB FUNCTIONS

President, CEO, Top-Level Management, Job Shop Owner	25%
Manufacturing Production	13%
Manufacturing Engineering, Product Design/R&D	20%
Welder, Welding Operator	4%
Welding Distributor	3%
Purchasing	2%
Sales & Marketing	16%
Other Job Functions	17%

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	34%
20 – 49	18%
50 – 99	14%
100 – 249	15%
250 – 499	8%
500 – 999	4%
1,000 – 2,499	3%
2,500 and Over	4%



COMPANY TYPE

Job Shop/	
Contract Manufacturer	37%
OEM	19%
Supplier	13%
Distributor	9%
Other	22%

FINAL VERIFIED STATISTICS:

Attendance: 26,207
Exhibitors: 1,085
Square Feet: 398,935

EXHIBITOR SURVEY RESULTS

88% of exhibitors were satisfied or very satisfied with the **QUALITY** of attendees at the show.

76% of exhibitors were satisfied or very satisfied with the **QUANTITY** of attendees at the show.

89% of exhibitors were satisfied or very satisfied with the **VALUE** the show offered.

Source: Exhibitor Survey

NET TOTAL OF LEADS COLLECTED

96,603

AVERAGE LEADS PER EXHIBITOR

108

Source for all Audience Statistics: 2009 FABTECH International & AWS Welding Show, including METALFORM, Audience Survey and Registration Data.



TOP 10 INDUSTRIES ATTENDEES REPRESENT

Construction

Job Shop/Contract Manufacturing

Automotive

Aerospace

Agriculture

Energy

Heavy Equipment

Mining/Utilities/Power Generation

Other Transportation

Military/Defense



TOP ATTENDING COMPANIES

AGCO

Bandw Trailer Hitches

Bechtel

Boeing

Bucyrus International

Bunn O Matic Corporation

Caterpillar

Crown Equipment Corp.

Dana Corp.

Demmer Corp.

Eaton

Emerson

ExxonMobil

Federal Mogul

Ford Motor Company

Freedman Seating Co.

General Dynamics

General Electric

General Motors

Grainger

Greenheck Fan Corp.

Harley Davidson

Hendrickson International

Henny Penny Corp.

Honda of America

Honeywell

Jan-Air Inc.

John Deere

Johnson Controls

Kohler Co.

Life Fitness

Lockheed Martin

Marathon Oil

NASA

Northrup Grumman

Panduit Corp.

Parker Hannifin Corp.

Pearl Harbor

Naval Shipyard

Portsmouth Naval Shipyard

Pratt & Whitney

Proctor & Gamble

Rolls-Royce

Ryerson

Shape Corp.

Siemens

Spacesaver Corp.

Steelcase

Tenneco

Vermeer Corp.

FUTURE SHOW DATES

November 2-4, 2010

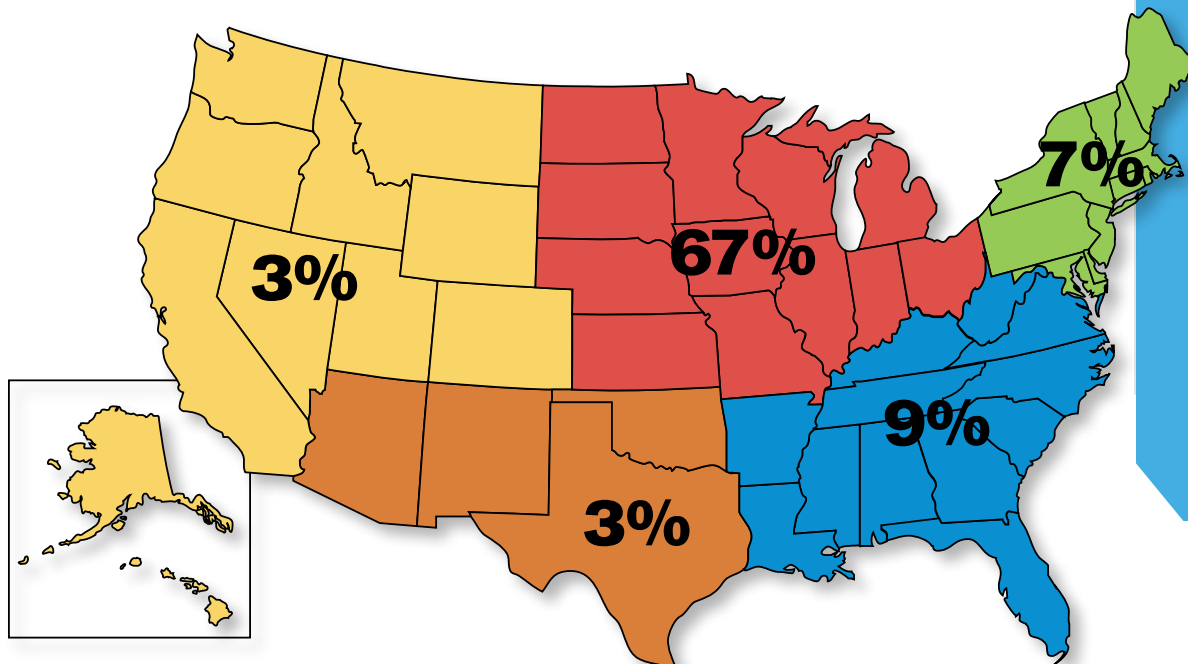
Atlanta, Georgia

November 13-16, 2011

Chicago, Illinois

GEOGRAPHIC REPRESENTATION

The 2009 show attracted attendees from across the U.S. – connecting exhibitors with serious buyers.



11% of attendees came from countries outside the U.S., including

- Brazil
- Canada
- China
- France
- Germany
- India
- Italy
- Japan
- Mexico
- ...and others

BUYER BEHAVIOR

Attendees came to the show to view and purchase the complete spectrum of forming, fabricating, tube & pipe, 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.

49% of attendees visited the show floor 2 or more days.

ROLE IN BUYING

79% of visitors to the show are involved in some way in their company's purchasing plans.

Final Decision	29%
Specify Supplier	9%
Recommend	41%
No Role/Not Applicable	21%

39%

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

BUDGET

41% of attendees had equipment budgets of \$200,000 or more.

Up to \$20,000	26%
\$20,001 - \$50,000	13%
\$50,001 - \$200,000	20%
\$200,001 - \$500,000	13%
\$500,001 - \$1,000,000	12%
\$1,000,001 - \$5,000,000	9%
Over \$5,000,000	7%

ATTENDEES indicated they came to the show to evaluate the following technologies (multiple responses):

Arc Welding	45%
Assembly	17%
Bending & Forming	42%
Cutting	43%
Fastening & Joining	21%
Finishing	19%
Gases & Gas Equipment	19%
Inspection & Testing	26%
Lasers	41%
Material Handling	30%
Press Brakes	32%
Punching	28%
Robotics	40%
Safety & Environmental	27%
Saws	29%
Plate & Structural Fabricating	26%
Stamping/Forming Presses	24%
Tool & Die	22%
Tooling	31%
Tube & Pipe Fabricating	37%
Welding Consumables	45%
Welding Machines	54%



Including **METALFORM**

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