

EXHIBIT SPACE RATES AND INFORMATION

2010 PRICING = NO RATE INCREASE!

Booth Size	Rate/square foot
100 – 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

Note: Rates for booth sizes 1,500 sq. feet and larger include material handling charges (a value of at least \$7,500.) Money-saving package plans to ease your exhibit experience also available. Please contact a sales representative for more information.

Exhibit Space Rate Includes:

- Drape backwall and sidewall.
- 7" x 44" booth sign with company name and booth number.
- Comprehensive online Exhibitor Services Manual.
- Exhibitor bulletins sent monthly to you 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.
- Discounts on hotels and free shuttle bus service on show days.



Plus, capitalize on these marketing support tools available to maximize your show investment and bring buyers to your booth.

- Complimentary listing on the official show web site, viewed and searched by thousands of visitors per month.
- A listing in the *Official Show Directory* and in selected show promotional mailings.
- Free Expo Passes to target key customers and potential customers with these personalized invitations that offer complimentary show admission (\$50 value).
- Supply of show stickers, logos and banner ads.
- Free media lists, Press Kit distribution and a fully-staffed, on-site press room.
- Opportunity to place a New Product Description in the *New Product Preview* mailed to over 200,000 professionals.



THE 2010 EVENT WILL SELL OUT. Act now to reserve your booth space!

For assistance reserving your exhibit space, contact a sales representative below:

Fabricating/Tube & Pipe Exhibitors (A-L)	Fabricating/Tube & Pipe Exhibitors (M-Z)	Tool/Die, Stamping & Forming Exhibitors	Welding Exhibitors	Finishing Exhibitors
Michael Scott, FMA (800) 432-2832 ext.271 michaels@mfafabtech.com	Cara Collins, SME (800) 733-3976 ext. 3126 ccollins@sme.org	Roger Judson, PMA (800) 541-5336 rjudson@pma.org	Joe Krall, AWS (800) 443-9353 ext. 297 jkrall@aws.org	Andy Goyer, CCAI (941) 373-1830 goyermgmt@one.net

Visit www.fabtechexpo.com for complete event information.

North America's Largest Metal Forming, Fabricating & Welding Event



Including METALFORM

2010 EXHIBITOR INFORMATION



NOVEMBER 2-4, 2010

Georgia World Congress Center
Atlanta, Georgia USA

www.fabtechexpo.com

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Industry Partners



GET A JUMP START ON THE ECONOMIC RECOVERY WITH NEW SALES LEADS

An economic revival will bring renewed demand for manufacturing and construction and have manufacturers looking to upgrade their equipment and capabilities. Positioned perfectly in the 4th quarter of 2010, buyers will turn to the **FABTECH International & AWS Welding Show, including METALFORM**, to find all the latest metal forming, fabricating and welding technologies. This is the perfect opportunity to showcase your company's complete line of product and services to qualified prospects and generate new business to position your company for better days ahead.

EXPOSURE TO NEW PROSPECTS AND MARKETS IN THE SOUTHEAST

Returning to Atlanta in 2010, FABTECH will bring together more than 1,000 exhibiting companies and thousands of visitors from across the U.S. and around the globe. A proven venue that delivers positive results, exhibiting in Atlanta offers access to buyers you won't meet anywhere else. It's the most efficient, cost-effective way to gather sales leads, meet face-to-face with buyers, write orders, and gain critical market exposure!

KEY REASONS TO EXHIBIT

- ONE show that covers all metal manufacturing processes from beginning to end
- 350,000 sq. feet of high-traffic selling space.
- Access to over 22,000 motivated buyers from small job shops to large OEM's.
- An unrivaled industry event where new products are introduced, relationships are formed and real business gets done.
- New and expanded technology pavilions.
- Georgia is a right-to-work state, which gives exhibitors more freedom over the work they can do in their booth and reduces labor rates.
- Exhibit space that includes valuable extras, including drayage incentives for booths 1,500 sq. feet and larger.
- Opportunity to reach a different audience, in a region experiencing growth and a resurgence in manufacturing

NEW FINISHING TECHNOLOGIES PAVILION!



New for 2010, the Chemical Coaters Association International (CCAI) will join the event and host a new **Finishing Technologies** pavilion on the show floor. The pavilion will feature exhibitors displaying a wide-variety of finishing technologies, including liquid finishing, powder coating, electrocoating, pretreatment, curing and plating. CCAI will also produce conference programming focusing on these same technologies.



THE BEST VALUE YOU CAN FIND. RESERVE YOUR SPACE NOW!

MEET HIGHLY-QUALIFIED BUYERS WITH PURCHASING POWER

Job Functions

- 30% President, CEO, Top-Level Management, Job Shop Owner
- 19% Manufacturing Production
- 21% Manufacturing Engineering, Product Design/R&D
- 15% Sales & Marketing
- 3% Purchasing
- 12% Other Job Functions

Role in Buying

- 31% Have the Final Say
- 13% Specify Suppliers
- 44% Recommend Product or Services
- 12% Other

Budgets

- 22% Up to \$20,000
- 11% \$20,001 - \$50,000
- 20% \$50,001 - \$200,000
- 15% \$200,001 - \$500,000

- 14% \$500,001 - \$1,000,000
- 11% \$1,000,001 - \$5,000,000
- 7% Over \$5,000,000

Business Classification

- 47% Job Shop/Contract Manufacturer
- 28% OEM
- 10% Supplier
- 3% Distributor
- 12% Other

Primary Markets Attendees Represent

- Aerospace**
- Agriculture**
- Appliance**
- Automotive/Truck**
- Construction**
- Consumer Products**
- Electronics**
- Heavy Equipment**
- Job Shop/Contract**
- Manufacturing**
- Military/Defense**

Buyers know this is THE event to see, touch and compare a wide range of technologies in action. You need to be here if you supply products or services in these categories:

- Arc Welding
- Assembly
- Bending & Forming
- Brazing & Soldering
- Business Services
- Coil Processing
- Cutting
- Fastening & Joining
- Finishing
- 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
- Tooling
- Tube & Pipe Fabricating
- Tube & Pipe Producing
- Welding Consumables
- Welding Machines



DID YOU KNOW?

The per customer cost to close a sale by making contact at a trade show is **79%** less than by other sales and marketing efforts.

Source: CEIR (Center for Exhibition Industry Research)