

# FABTECH

AWS WELDING FMA SME PMA METALFORM

# ADVERTISING OPPORTUNITIES 2010

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event  
November 2-4, 2010 | Georgia World Congress Center | Atlanta, GA 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.

**FABTECH is initiating a PRICE FREEZE —  
NO advertising rate increase for 2010!**

**EARLY BIRD SAVINGS!**  
Order by 7/30/2010  
receive package discount\*

## Advertising Packages

Take advantage of the deep discounts offered with any one of the comprehensive advertising packages available for 2010! Choose from a variety of print and online products to create the advertising package that best meets your promotional needs.

### 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, received no later than 7/30/2010. Early Bird package discounts will be applied to final cost. Regular rates apply to orders received after 7/30/2010.

## SHOW DIRECTORY ADVERTISING

Advertising in the Show Directory will maximize your company's visibility at the 2010 event and dramatically increase booth traffic. This exposure continues throughout the entire year, extending your sales far beyond the show. Attendees utilize this resource year-round as a "buyers guide" to find all the leading forming, fabricating, welding, and finishing industry suppliers. *(Ad placement available on a first come, first served basis)*

Official Directory Order Closing & Material Deadline: **September 17, 2010**



Ad Size	Ad Rate	Mechanical Specifications
Standard Full Page B/W	\$3,450	Trim: 8¼" x 10¾", Live: 7¾ x 10¾, Bleed: 8½" x 11"
⅓ B/W	\$2,750	4⅝" x 10"
½ Horizontal B/W	\$2,050	7" x 4⅞"
½ Vertical B/W	\$2,050	4⅝" x 7¼"
⅓ Horizontal B/W	\$1,790	4⅝" x 4⅞"
⅓ Vertical B/W	\$1,790	2⅜" x 10"
¼ B/W	\$ 990	3⅝" x 4⅞"
<b>Color Charges</b>	4-color process \$900	2-color process* \$400
	* For 2-color ads, 2nd color will be 4-color process tint matched only.	
<b>Premium Positions (Color Only)</b>		
<b>Inside Front Cover (std)</b>	\$4,872	<b>Back Cover (std)</b> \$4,872
<b>Inside Back Cover (std)</b>	\$4,872	<b>Tab Dividers (std) (8 available)</b> \$4,872

## TRADESHOW MAP ADVERTISING

This invaluable fold-out map and pocket guide is heavily used by attendees and features a floor plan, exhibitor list, event schedule, and local map highlighting points of interest and event hotels. 10,000 maps will be mailed to all pre-registered attendees before the show, providing your company advance visibility before the show begins! Your ad in the Tradeshow Map will feature your booth location, and your company name will be highlighted in the exhibitor list.

Tradeshow Map Order Closing & Material Deadline: **August 19, 2010**



Ad Size	Rate	Mechanical Specifications
Business Card Size	\$1,995	3.4" W x 1.5" H <i>(Limited number available)</i>
Exclusive Back Cover	\$4,995	3.8" W x 8.6" H

# ADVERTISING OPPORTUNITIES 2010

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event  
November 2-4, 2010 | Georgia World Congress Center | Atlanta, GA USA

## 3 SHOW DAILY ADVERTISING

The Official Show Daily is an easy-to-read tabloid size daily show newspaper that provides attendees the most up-to-date information on all the day's events and offerings. Featuring an exhibitor list, schedule of events, new products and more, the Show Daily will capture all the excitement of the show. Place a ½ 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 ad placement cannot be guaranteed)*

Official Show Daily Order Closing & Material Deadline: **September 17, 2010**



Ad Size	3x Rate*	Mechanical Specifications
Tabloid B/W	\$3,100	Trim: 10½" x 13⅝"; Bleed: 10¾" x 13⅞"
Standard B/W	\$2,500	7⅞" x 10⅞"; Bleed: 7⅞" x 10⅞"
Standard Horizontal B/W	\$2,500	10" x 7"; Bleed: 10⅝" x 7⅞"
⅔ B/W	\$2,200	4⅝" x 10"
½ Horizontal B/W	\$1,900	7" x 4⅞"
½ Vertical B/W	\$1,900	4⅝" x 7¼"
⅓ Horizontal B/W	\$1,700	4⅝" x 4⅞"
⅓ Vertical B/W	\$1,700	2¾" x 10"
¼ B/W	\$ 900	3⅜" x 4⅞"

**Color Charges** 4-color process \$900 2-color process\* \$400

\* For 2-color ads, 2nd color will be 4-color process tint matched only.

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

### Premium Positions (Color Only)

**Front Cover Bottom** (Live 9½" x 2¼"; Bleed 10⅝" x 2¾") \$3,900

**Page 3 – 2/3 Page** \$3,900

**Inside Back Cover (Tabloid)** \$4,650

**Inside Front Cover (Tabloid)** \$4,650

**Back Cover (Tabloid)** \$4,900

## 4 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 17, 2010**

Package	Rate	Specifications
<b>Classic</b>	\$500	<b>Print:</b> The show directory will feature your company logo in the alphabetical listing. Your company name will be highlighted within the product category section. <b>Web:</b> Your company logo, company profile, product listings, featured exhibitor "icon" on search results, booth "turn-up" on floor plan, and leads from agenda planner.
<b>Premium</b>	\$750	The entire Classic listed above plus two (2) static drop down screens on exhibitors' storefront.
<b>Ultra</b>	\$1,700	The entire Classic listed above plus three (3) static drop down screens on exhibitors' storefront, two of which can be converted to include video.



# ADVERTISING OPPORTUNITIES 2010

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event  
November 2-4, 2010 | Georgia World Congress Center | Atlanta, GA USA

## 5 FLOOR LOGO'S

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 17, 2010**



Quantity	Rate	Mechanical Specifications
Two (2) Color Decals	\$2,000	6ft H x 3ft W

## 6 WEB BANNER AD

Thousands of key decision-makers and industry professionals look to fabtechexpo.com to find the latest equipment and services at FABTECH. Place your banner ad on the online show floor plan which historically draws the highest visitors 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 17, 2010**



Ad Size	Rate	Specifications
360 x 45 pixel	\$3,000	static banner ad on the online show floor plan, (two positions available, will rotate with other ads).

## 7 CONFERENCE BROCHURE ADVERTISING **NEW!**

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.

Order Closing and Material Deadline: **June 11, 2010**

Ad Size	Rate	Specifications
Full Page	\$4,150	Trim: 6" x 9¾"; Live: 5½" x 9¼; Bleed: 6¼" x 10"
1/2 Page	\$2,075	5½" x 4½"

**Color Charges:** 4-color process \$1,295 • 2-color process\* \$550  
\* For 2-color ads, 2nd color will be 4-color process tint matched only.

### FOR QUESTIONS ON ADVERTISING, CONTACT:

**Forming, Fab & Tube Exhibitors**  
Michael Scott, FMA  
(800) 432-2832 ext. 271  
michaels@fmafabtech.com

**Metal Forming, Tool & Die Exhibitors**  
Roger Judson, PMA  
(216) 901-8800 ext. 155  
rjudson@pma.org

**Welding Exhibitors**  
Rob Saltzstein, AWS  
(800) 443-9353 ext. 243  
salty@aws.org

**Finishing Exhibitors**  
Andy Goyer, CCAI  
(941) 373-1830  
andy@goyermtg.com



# INSERTION ORDER FORM

## Print & Web Advertising

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event  
 November 2-4, 2010 | Georgia World Congress Center | Atlanta, Georgia USA

### Exhibitor Information

PO# \_\_\_\_\_ Booth # \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country (if other than U.S.) \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email \_\_\_\_\_

**Bill To**  Agency (if different from exhibitor)

PO# \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country (if other than U.S.) \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email \_\_\_\_\_

### Order by 7/30/2010 to receive package discount

- Platinum Advertising Package** – Purchase five (5) advertising products and receive 25% off net rates.
- Gold Advertising Package** – Purchase four (4) advertising products and receive 20% off net rates.

- Silver Advertising Package** – Purchase three (3) advertising products and receive 17% off net rates.
- Bronze Advertising Package** – Purchase two (2) advertising products and receive 10% off net rates.

**Directory Ad** (Order & Material Deadline: 9/17/10)

Size: \_\_\_\_\_ OR Premium Position: (indicate below)

Base cost (B/W) ..... \$ \_\_\_\_\_

+ Color:  2 color  4 color ..... \$ \_\_\_\_\_

Premium Positions (Color Only) ..... \$ \_\_\_\_\_

Inside Front Cover  Back Cover

Inside Back Cover  Tab Dividers (8 available)

-15% Agency Commission or in-house agency discount ..... \$ \_\_\_\_\_

**Total \$** \_\_\_\_\_

**Show Daily Ad** (Order & Material Deadline: 9/17/10)

Size: \_\_\_\_\_ OR Premium Position: (indicate below)

Base cost (B/W) ..... \$ \_\_\_\_\_

+ Color:  2 color  4 color ..... \$ \_\_\_\_\_

Premium Positions (Color Only) ..... \$ \_\_\_\_\_

Front Cover Bottom  Back Cover  Inside Back Cover

Inside Front Cover  Page 3

-15% Agency Commission or in-house agency discount ..... \$ \_\_\_\_\_

**Total \$** \_\_\_\_\_

**Education Conference Brochure Ad** (Order & Material Deadline: 6/11/10)

Size: \_\_\_\_\_

Base cost (B/W) ..... \$ \_\_\_\_\_

+ Color:  2 color  4 color ..... \$ \_\_\_\_\_

-15% Agency Commission or in-house agency discount ..... \$ \_\_\_\_\_

**Total \$** \_\_\_\_\_

**Floor Logo's, two (2)** (Order & Material Deadline: 8/19/10) . **Total \$** \_\_\_\_\_

**Enhanced Listing in Print Directory & Web...** **Total \$** \_\_\_\_\_  
 (Order & Material Deadline: 9/17/10)  Classic  Premium  Ultra

**Web Banner Ads - Floor Plan** ..... **Total \$** \_\_\_\_\_

**Trade Show Map** (Order & Material Deadline: 8/19/10) .. **Total \$** \_\_\_\_\_

**Other** ..... **Total \$** \_\_\_\_\_

### RETURN COMPLETED FORM TO SALES

\*See reverse side for details of ad sizes, enhanced listing levels, and rates. Refer to enclosed guidelines for submitting artwork.

**TOTAL NET COST** ..... \$ \_\_\_\_\_

**Less Advertising Package Discount (if applicable)** ... \$ \_\_\_\_\_

**FINAL COST** ..... \$ \_\_\_\_\_

### SALES CONTACTS:

**Forming, Fabricating, Tube Exhibitors**  
 Michael Scott, Michaels@mfafabatech.com  
 com (800) 432-2832 ext. 271  
 Fax: (815) 484-7746

**Welding Exhibitors**  
 Rob Saltzstein, salty@aws.org,  
 (800) 443-9353 ext. 243  
 Fax: (305) 443-7559

**Metal Forming, Tool & Die Exhibitors**  
 Roger Judson, rjudson@pma.org, (216)  
 901-8800 ext. 155  
 Fax: (216) 901-9190

**Finishing Exhibitors**  
 Andy Goyer, andy@goyergmt.com  
 (941) 373-1830  
 Fax: (941)-373-1828

### Authorization

Name (please print) \_\_\_\_\_

Title/Position \_\_\_\_\_

Signature: (required) \_\_\_\_\_ Date \_\_\_\_\_

Co-Sponsors





# INSERTION ORDER FORM

## Print & Web Advertising Rates

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event  
 November 2-4, 2010 | Georgia World Congress Center | Atlanta, Georgia USA

### 1. Official Directory Advertising (Order & Material Deadline: 9/17/10)

Indicate Ad Size	Ad Rate	Mechanical Specifications	Color Charges
Standard B/W	\$3450	Trim: 8 1/4" x 10 3/4", Live: 7 3/4 x 10 3/8, Bleed: 8 1/2" x 11"	4 color process \$900
2/3 B/W	\$2750	4 5/8" x 10"	2 color process* \$400
1/2 Horizontal B/W	\$2050	7" x 4 7/8"	* For 2-color ads, 2nd color will be 4-color process tint matched only.
1/2 Vertical B/W	\$2050	4 5/8" x 7 1/4"	Black + 2nd color.
1/3 Horizontal B/W	\$1790	4 5/8" x 4 7/8"	
1/3 Vertical B/W	\$1790	2 3/16" x 10"	
1/4 B/W	\$ 990	3 3/8" x 4 7/8"	

#### Premium Positions (Color Only)

Inside Front Cover (standard) \$4,872; Back Cover (standard) \$4,872; Inside Back Cover (standard) \$4,872; Tab Dividers (standard) (8 available) \$4,872

### 2. Show Daily Advertising (Order & Material Deadline: 9/17/10)

Indicate Ad Size	Ad Rate	Mechanical Specifications	Color Charges
Tabloid B/W	\$3,100	10 1/2" x 13 5/8" (Bleed: 10 3/4" x 13 7/8")	4 color process \$900
Standard B/W	\$2,500	7 1/8" x 10 1/8" (Bleed: 7 7/8" x 10 7/8")	2 color process* \$400
Standard Horizontal B/W	\$2,500	10" x 7" (Bleed: 10 5/8" x 7 1/8")	* For 2-color ads, 2nd color will be 4-color process tint matched only.
2/3 B/W	\$2,200	4 5/8" x 10"	Black + 2nd color.
1/2 Vertical B/W	\$1,900	4 5/8" x 7 1/4"	
1/2 Horizontal B/W	\$1,900	7" x 4 7/8"	
1/3 Vertical B/W	\$1,700	2 3/16" x 10"	
1/3 Horizontal B/W	\$1,700	4 5/8" x 4 7/8"	
1/4 B/W	\$ 900	3 3/8" x 4 7/8"	

#### Premium Positions (Color Only)

Front Cover Bottom (Live 9-1/2 x 2-1/4; Bleed 10-5/8 x 2-3/4) \$3,900; Page #3 (2/3 page) \$3,900; Inside Back Cover (tabloid) \$4,650  
 Inside Front Cover (tabloid) \$4,650; Back Cover (tabloid) \$4,900

### 3. Trade Show Map Advertising (Order & Material Deadline: 8/19/10)

Size/location	Rate
Business card size ad (3.4" W x 1.5" H) with arrow pointing to location on floor plan. (Limited number available)	\$1,995
Exclusive back cover sponsor	\$4,995

### 4. Floor Logo (Order & Material Deadline: 9/17/10)

Size/location	Rate
Two (2) 3x6 carpet overlays, exact logo placement to be determined by Show Management.	\$2,000

### 5. Enhanced Listings (Order & Material Deadline: 9/17/10)

**Classic: Cost \$500** Web: company logo, company profile, product listings, featured exhibitor "icon" on search results, booth "turn-up" on floor plan, leads from agenda planner. *Print:* company logo and enhanced company name in *Official Show Directory*.

**Premium: Cost \$750** All of the Classic listed above plus two (2) static drop down screens.

**Ultra: Cost \$1,700** All of the Classic listing above plus two (3) static drop down screens, two of which can be converted to include video.

### 6. Web Ads (Order & Material Deadline: 9/17/10)

Size	Rate
360 x 45 pixel static banner ad, rotating. Minimum of 2 positions available.	\$3,000

### 7. Conference Brochure Advertising (Order & Material Deadline: 6/11/10)

Indicate Ad Size	Ad Rate	Mechanical Specifications	Color Charges
Full Page	\$4,150	(Live: 5 1/2" x 9 1/2", Bleed: 6 1/4" x 10")	4-color process \$1,295
1/2 Page	\$2,075	(5 1/2" x 4 1/2")	2-color process* \$ 550
			* For 2-color ads, 2nd color will be 4-color process tint matched only.

**Want to customize an advertising product or package to fit your company needs? Contact a sales representative to discuss.**