FABTECH MEXICO
The leading metal forming, fabricating, welding and finishing event in Mexico

MAY 12 → 14
2020
Centro Citibanamex
Mexico City
fabtechmexico.com

ADVERTISING & SPONSORSHIP INFORMATION
ADVERTISING

FABTECH Mexico provides a multitude of opportunities for you to reach your target audience before, during and after the show. Take advantage of our Enhanced Listing Packages, Floor Ads, Web Banners, On-Property Sponsorships or a combination of them all to maximize your company’s recognition at the show.

Material Closing Date: March 30, 2020
Published: May 2020

1. Show Directory Advertising
Showcase your company and products in a proven tool that both drives traffic and serves as a go-to reference long after the show closes.

AD RATES (All ads 4-Color)

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,100</td>
</tr>
<tr>
<td>Trim: 8.5&quot; X 11&quot;</td>
<td></td>
</tr>
<tr>
<td>Live: 7.75&quot; X 10.25&quot;</td>
<td></td>
</tr>
<tr>
<td>Bleed: 8.75&quot; X 11.25&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,000</td>
</tr>
<tr>
<td>Vertical: 4.75&quot; X 7.5&quot;</td>
<td></td>
</tr>
<tr>
<td>Horizontal: 7.375&quot; X 5&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,400</td>
</tr>
<tr>
<td>Vertical: 2.375&quot; X 9.5&quot;</td>
<td></td>
</tr>
<tr>
<td>Horizontal: 4.75&quot; X 4.875&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,000</td>
</tr>
<tr>
<td>Size: 3.5&quot; X 4.75&quot;</td>
<td></td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS IN COLOR

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 – Inside front cover</td>
<td>$3,500</td>
</tr>
<tr>
<td>Cover 3 – Inside back cover</td>
<td>$3,500</td>
</tr>
<tr>
<td>Cover 4 – Outside back cover</td>
<td>$4,000</td>
</tr>
<tr>
<td>Show Directory Map</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

TERMS
A 15% commission is allowed to recognized agencies. All ads must be provided in Spanish. Rates are subject to change with 30 days notice from publisher. Terms: 30 days net.

Visit fabtechmexico.com/submit-art to submit production material.
2. Enhanced Listing

All exhibitors receive a free basic listing for being a part of FABTECH Mexico. Purchase an upgraded Gold or Platinum package to enhance your presence in the print and online Show Directories.

Below is a list of enhanced listing features.

<table>
<thead>
<tr>
<th>Package Features</th>
<th>BASIC</th>
<th>GOLD</th>
<th>PLATINUM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Categories</strong></td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Select product subcategories that prospects are likely to search in order to find you.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Official Show Directory Listing</strong></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Your company will be listed in the Official Show Directory.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social Media Icons</strong></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Enable attendees to find and follow you on Twitter, LinkedIn and Facebook.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>New Products</strong></td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Feature new products that will be introduced at FABTECH Mexico. Includes product name and photos.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Featured Exhibitor Listing</strong></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Stand out online in the Featured Exhibitors page.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Company Logo</strong></td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Add your company logo to your online and print listing.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Feature Video</strong></td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Let potential buyers see and hear your story. Feature your company and/or product video.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Price Per Package</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Note: Logo in printed Show Directory only, package price $150.</td>
<td>Included</td>
<td>$250*</td>
<td>$500*</td>
</tr>
</tbody>
</table>

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3. **Floor Ad** .......................................................... $1,400 Each

Includes material, production, and installation (2m X 1m color decal)

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4. **Web Banner Ad** .......................................................... $1,400 Each

Online Exhibitor Directory (360px W x 300px H) .......................................................... $1,400 Each

Online Show Floor Plan (1456px W x 180px H) .......................................................... $1,400 Each

Does not include production.
Reach over 13,000 Buyers by showcasing your brand during FABTECH Mexico.

Stand out among your peers, enhance your brand awareness, and maximize return on investment by taking advantage of our competitive sponsorship opportunities.

**Sponsorship Opportunities**

- **Lanyards *Exclusive - SOLD** ................................................................. $5,800
  Does NOT include material or production.

- **Badge - SOLD** ................................................................................................. $5,300
  Your company logo appears on the back of the badge. Includes production.

- **Online Registration Message (3 Available).............................................. $1,900**
  At attendee registration, sponsor invites the attendee to visit sponsor at their booth. Includes production.

- **Banners in Registration Area (2 Available)............................................. $3,400**
  Your company logo on horizontal banner in registration area (1m X 3m). Includes material, production, and installation.

- **Attendee Bags *Exclusive................................................................. $4,000**
  Does NOT include materials and production.

- **Mobile App Sponsorship - SOLD ..............................................Call for Details/Pricing**
  Includes logo, product description(s), photo & highlighted booth on the interactive floorplan.

- **Keynote............................................................................................................. $10,000**
  Includes recognition in all pre-event marketing and on-stage, speaker introduction, and a meet and greet with speaker.
EXHIBITOR INFORMATION:
PO# ___________________________ Booth# _______________
Company Name____________________________________________
Address 1 ________________________________________________
Address 2 ________________________________________________
City ___________________________ State _______ Postal Code_____
Country (if other than U.S.) ________________________________
Telephone ___________________________ Fax_____________________
Contact Name ____________________________________________
Contact Email ____________________________________________

BILL TO:
PO# ___________________________ Booth# _______________
Company Name____________________________________________
Address 1 ________________________________________________
Address 2 ________________________________________________
City ___________________________ State _______ Postal Code_____
Country (if other than U.S.) ________________________________
Telephone ___________________________ Fax_____________________
Contact Name ____________________________________________
Contact Email ____________________________________________

SHOW DIRECTORY ADVERTISING
(Material Deadline: March 30, 2020)
1. Indicate Ad Size: (All ads are 4-color)..................$ __________
   ○ Full Page $3,100
   ○ 1/2 Page $2,000 O Vertical O Horizontal
   ○ 1/3 Page $1,400 O Vertical O Horizontal O Square
   ○ 1/4 Page $1,000
2. Premium Positions:..............................$ __________
   ○ Inside Front Cover $3,500
   ○ Inside Back Cover $3,500
   ○ Outside Back Cover $4,000
   ○ Show Directory Map $3,200

Sub-total $ __________
-15% Agency Commission Discount $ __________
Total $ __________

ENHANCED LISTING PACKAGE
(Material Deadline: March 30, 2020)
   ○ Gold $250
   ○ Platinium $500
   ○ Logo in Printed Show Directory $150

Floor Ad ..................................................$ __________
(Material Deadline: March 30, 2020)
   Includes material, production, and installation
   (2m X 1m color decal) $1,400 Each

Web Banner Ad ..........................................$ __________
(Material Deadline: March 30, 2020)
   ○ Online Exhibitor Directory (360px W x 300px H) $1,400
   ○ Online Show Floor Plan (1456px W x 180px H) $1,400
   Does not include production.

Sub-total $ __________
Total $ __________

SHOW DIRECTORY AD + ENHANCED LISTING PACKAGE/FLOOR AD/WEB BANNER AD – TOTAL $ __________

SPONSORSHIP OPPORTUNITIES
(Note: Sponsorships will be assigned on a first come, first-served basis.)
Lanyards *Exclusive $5,800 Sold
   ○ Badges $5,300 Sold
   ○ Online Registration Message (3 Available) $1,900
   ○ Banner in Registration Area (2 Available) $3,400
   ○ Attendee Bags *Exclusive $4,000
   ○ Mobile App Sponsorship (6 Available) Sold
   ○ Keynote $10,000
Total $ __________

Payment Information:  ○ American Express  ○ Master Card  ○ Visa
Card Number: ___________________________
Exp. Date: ___________________________
Authorization Code: ____________
Amount: ___________________________
Name of Cardholder: __________________
Authorized Signature: __________________
Date: ___________________________

- Sponsorships will be assigned on a first come, first-served basis.
- Only applications which are accepted will be charged.
- Payment for full amount will be billed upon acceptance of application.
- Sponsor is responsible for providing Show Management their company logo and/or artwork in the required format by the deadline.
- For your convenience, payment must be made by credit card.
- Show Management requires proof of artwork prior to the production of materials produced by sponsoring company.

Let us know if you would like to explore these opportunities or would like someone from our sales team to help you formulate a “Special Sponsorship Package.”

Submit Form
Visit fabtechmexico.com/submit-art to submit production material.
FUTURE SHOW DATES:

[223x39] May 4-6, 2021
Monterrey, Mexico

June 16-18, 2020
Toronto, Canada

November 18-20, 2020
Las Vegas, Nevada

May 12 → 14
2020
Centro Citibanamex
Mexico City

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

Sales – U.S.

FABTECH MEXICO
Exhibitors A-L
Phil Arndt (FMA)
800.432.2832 ext. 267
phila@thefabricator.com

Exhibitors M-Z
Cara Collins (SME)
800.733.3976 ext. 3126
ccollins@sme.org

AWS WELDMEX
Sarah Dickson
800.443.9353 ext. 297
sdickson@aws.org

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Doug Trout (PMA)
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COATech
Andy Goyer (CCAI)
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andy@goyermgt.com

Sales – México

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