"This is a big show. FABTECH is the biggest gathering of people in the metal fabrication industry, which allows us to get exposure to a large audience."

- Jerry Osborn
  Kuka Robotics Corp.

TOP 3 REASONS VISITORS ATTEND FABTECH

1. See/evaluate new products and technology
2. Compare products side-by-side
3. Keep up with industry trends

49% of attendees were first time visitors.
59% attend no other trade show.

AUDIENCE PROFILE

JOB FUNCTION

- Owner, Company Management/Corporate Executive ............ 24%
- Manufacturing Engineering, Design Engineer .................. 18%
- Manufacturing Production ....................................... 9%
- Foreman/Leader/Supervisor ...................................... 8%
- Welder/Machine Operator ........................................ 5%
- Product Design and R&D ........................................ 3%
- Distributor .......................................................... 3%
- Purchasing .......................................................... 3%
- Sales & Marketing .................................................. 15%
- Other Job Functions ............................................... 12%

COMPANY SIZE (# OF EMPLOYEES)

Less than 20 ...................................................... 28%
20 - 49 ............................................................... 17%
50 - 99 ............................................................... 16%
100 - 249 ............................................................ 17%
250 - 499 ............................................................. 9%
500 - 999 ............................................................ 5%
1000+ ................................................................. 8%

TYPE OF COMPANY

Job Shop/Contract Manufacturer .................................... 35%
OEM ..................................................................... 21%
Supplier ................................................................. 14%
Dealer/Distributor ....................................................... 14%
Non-Manufacturer ...................................................... 10%
Other ................................................................. 12%

Source for all Audience Statistics: 2017 Audience Survey and Registration Data.
TOP ATTENDING COMPANIES

Altec Industries  Federal Mogul  John Deere  Siemens
Amazon  Flex-n-Gate  Johnson Controls  SMART
American Railcar Industries  Ford Motor Company  Kohler Co.  SpaceX
Ariens Co.  Generac Power Systems  Lippert Components  Steelcase
B&W Trailer Hitches  General Dynamics  Lockheed Martin  Stryker
Boeing  General Electric  Magna International  Trinity Industries
BorgWarner  General Motors  Milwaukee Tool  Westinghouse Electric Co.
Caterpillar  Greenheck Fan Corp.  Oskhosh Corp.  Whirlpool Corporation
Cooper Standard  Harley Davidson  Parker Hannifin  Worthington Industries
Crown Equipment  Herman Miller  Pentair  Zimmer Biomet
Eaton  Huntington Ingalls Industries  Procter & Gamble  …and more
Faurecia  

TOP 10 INDUSTRIES

Aerospace  Energy  Military/Defense
Agriculture  Heavy Equipment  Oil & Gas
Automotive  Mining/Utilities/Power Generation  Other Transportation
Construction  

ATTENDANCE BY REGION

6%  64%  8%  9%  4%

OF ATTENDEES CAME FROM COUNTRIES OUTSIDE THE U.S.
INCLUDING:

Australia  Canada  China  Germany  India  Italy  Japan  Mexico  South Korea  Turkey  …and more

ATTENDANCE: 44,935  SIZE: 765,360 sq. ft.
EXHIBITORS: 1,704  TOTAL LEADS COLLECTED: 180,397

NORTH AMERICA’S LARGEST METAL FORMING, FABRICATING, FINISHING AND WELDING EVENT

FINAL STATS

ATTENDANCE:
EQUIPMENT:
TOTAL LEADS COLLECTED:
"We decided two years ago to become a Platinum Sponsor of FABTECH in order to increase our brand reach and drive more attendance to our booth. The ROI has been very easy to justify. The increased exposure has resulted in more leads in our booth and more sales."

– Patrick Simon, MC Machinery Systems

**BUYING POWER**

79% of FABTECH attendees influence or approve equipment purchase decisions.

**44%** of the FABTECH audience had equipment budgets that exceeded $200,000. These were motivated buyers ready to invest in new technology.

**BUDGET**

- Up to $50,000 ............... 36%
- $50,001 - $200,000 ........ 20%
- $200,001 - $500,000 ........ 14%
- $500,001 - $1,000,000 ....... 13%
- $1,000,001 - $5,000,000 ...... 11%
- Over $5,000,000 .............. 6%

**TECHNOLOGY INTEREST**

82% of exhibitors are satisfied or very satisfied with the value received from exhibiting at FABTECH.

79% of exhibitors would recommend FABTECH to a colleague.

74% of exhibitors expect to derive a positive ROI from FABTECH 2017.

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**TECHNOLOGY INTEREST** (MULTIPLE RESPONSE)

- Bending & Forming ........... 45%
- Cutting .......................... 41%
- Lasers ............................ 39%
- Welding Machines .......... 37%
- Additive Manufacturing ... 36%
- Arc Welding .................... 36%
- Robotics .......................... 34%
- Press Brakes .................... 29%
- Welding Consumables ...... 27%
- Material Handling .......... 27%
- Tooling ............................ 26%
- Tube & Pipe Fabricating ... 26%
- Assembly ....................... 23%
- Finishing/Paint & Powder Coating .... 23%
- Punching ...................... 22%
- Saws ............................... 22%
- Waterjet ....................... 22%
- Fastening & Joining ........ 20%
- Inspection & Testing ...... 20%
- Maintenance & Repair ... 20%
- Tool & Die ....................... 20%
- Metal Suppliers ............... 19%
- Plate & Structural Fabricating .. 17%
- Resistance Welding .......... 16%
- Safety & Environmental ... 16%
- Stamping ....................... 15%
- Brazing & Soldering ........ 14%
- Gases & Gas Equipment .... 14%
- Software, Machine Controls .. 13%
- Coil Processing ................ 12%
- Finishing/Plating ............ 12%
- Tube & Pipe Producing .... 12%
- Business Services .......... 10%

Source: 2017 FABTECH Exhibitor Survey

**DON’T MISS YOUR CHANCE TO EXHIBIT IN 2018!**

Contact a member of our sales team or visit fabtechexpo.com/exhibit to learn how exhibiting at a FABTECH 2018 event can benefit your business.

**FABTECH**

- **MEXICO** May 2-4
- **CANADA** June 12-14
- **ATLANTA** November 6-8