



2017 EXHIBITOR

MARKETING HANDBOOK



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

November 6-9, 2017 | McCormick Place | Chicago, IL USA | fabtechexpo.com



“WHY DO SOME EXHIBITORS GET GREAT RESULTS AT TRADESHOWS AND OTHERS JUST AVERAGE?”



Unless they're incredibly lucky, it comes down to one thing: **success starts with a plan.** And to help you in your planning, we developed a number of marketing tools you can use to get the most from your FABTECH investment. Whether you need a lot of help or just a little, this guide identifies numerous ways for you to promote your exhibit at the event, reach new prospects and raise your company's profile in the media and industry.

Here are some examples:



Free Print and Online Directory Listings



Free Guest Passes for Your Customers and Prospects



Free Customized Exhibitor Email Campaigns



Advertising and Sponsorships



Mailing List Rental ...And much more

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QUESTIONS?

Please call **800.733.3976** or email us at **marketingservices@fabtechexpo.com**

PRE-SHOW ACTION PLAN

Use this recommended plan to help you prepare for **FABTECH 2017**

Most attendees decide which exhibitors they will visit before they leave for the show. To ensure you get the most customers and prospects to your booth and maximize your ROI, make certain you include pre-show marketing in your plan. Here's an outline to help you take advantage of the promotions available to you.

AT A MINIMUM, DO THESE THINGS. THEY'RE INCLUDED AT NO ADDITIONAL COST WITH YOUR BOOTH:

- Submit your **free listing** for the print and the online directories.
- Submit **new product** photos and descriptions to be included in promotions.
- Use **complimentary guest passes** to invite prospective customers to the show.
- Create free customized **email campaigns** to send to your current customers and top prospects.
- Promote your FABTECH booth on your Website and electronic promotions. Free **banner ads and logos** can be downloaded to make this easy.

NEXT, INCORPORATE SOME OF THESE IDEAS INTO YOUR PLAN:

- Elevate your exposure by taking advantage of our **advertising packages** which deliver high value and marketing impact.
- **Upgrade your free listing** in the print and online directories to a Classic, Premium or Ultra package to provide more comprehensive information and company branding.
- **Become a sponsor** to give your company a more prominent role at FABTECH.
- Place your **print advertisement** in one or more of the publications of the show cosponsors to gain greater market coverage and alert readers of your participation at FABTECH.
- Schedule a **pre-show mailing** about your company's participation at FABTECH. Rent the pre-registered attendee list and ask them to stop by your booth.
- Send news releases to trade media and develop a digital press kit for the Media Center. **Schedule a Press Conference** at the event if you have new products or technology to debut.
- Utilize **social media** to promote your participation at FABTECH.

SOUTH HALL EXHIBIT
**EXHIBIT AND
THEY WILL
COME?**

**BETTER NOT
LEAVE IT TO
CHANCE.**

INCREASE YOUR VISIBILITY

These **FREE PROMOTION opportunities** are included in your FABTECH exhibitor package. They are an easy way to maximize your investment so don't pass them up.

PRINT SHOW DIRECTORY LISTING

As an exhibitor, submitting a current listing for the printed Show Directory is an important first step to helping buyers find your booth at FABTECH. The printed Show Directory is distributed to attendees at the show.

ONLINE DIRECTORY LISTING

Buyers attending FABTECH use the online directory to research companies and plan their must-see list of exhibitors. This valuable tool remains accessible after the event for reference and follow-up. Your basic online directory listing includes:

- Company Contact Information
- Up to Five Product Categories
- One New Product
- Up to Three Press Releases

Note: Online listing information also appears on the FABTECH mobile app. Enhanced Listing Upgrade Packages are available. See Page 7 for details.

NEW PRODUCTS

One of the primary reasons visitors attend the show is to see new products. Exhibitors may submit new products to be highlighted in the FABTECH print and online directories. Photos and descriptions will appear in the online directory.

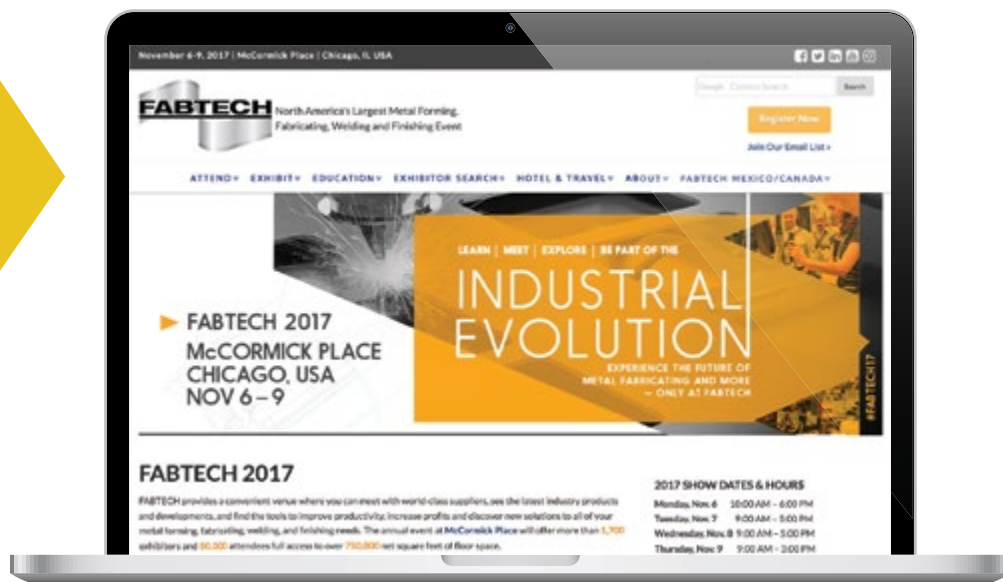
Note: Enhanced listing packages include one (1) new product with photo and description in the New Product Preview mailer distributed to approximately 250,000 prospects.

New Product Indicator Draws More Attention To Your Booth



Exhibitors who submit new product descriptions and photos qualify for a **New Product Indicator floor sign** placed directly in front of your booth giving you even greater exposure.

Submit Your Directory Listing and New Product Information via the



EXHIBITOR GUEST PASSES

Each exhibitor will automatically receive a supply of guest passes free of charge to distribute to customers and prospects. These attention-getting passes provide free show admission. Drop in the mail with a personal note or insert passes into all your company mailings, invoices and business correspondence. Whatever you choose, just get them out soon!

► Order Exhibitor Passes

You can [download](#) a print-ready PDF file to print additional quantities of the guest passes or **email us** to request an additional supply at exhibitorquestions@smc.org.

FREE EXHIBITOR EMAIL CAMPAIGNS

Exhibitor Emails allow you to send up to three email blasts before the event to your company's customer and prospect lists. Choose from professionally designed email templates that showcase your unique message and include information about the event with links to registration. Simply add your customized information, upload your lists and send your invitations. It's that easy! The program uses a secure third-party so your lists are protected and 100% secure.

Exhibitor Emails are managed by Convention Data Services (CDS), the official registration vendor.

► Access Exhibitor Emails via the

Please contact the FABTECH Marketing Team if you need help using any of these FREE marketing tools at marketingservices@fabtechexpo.com.

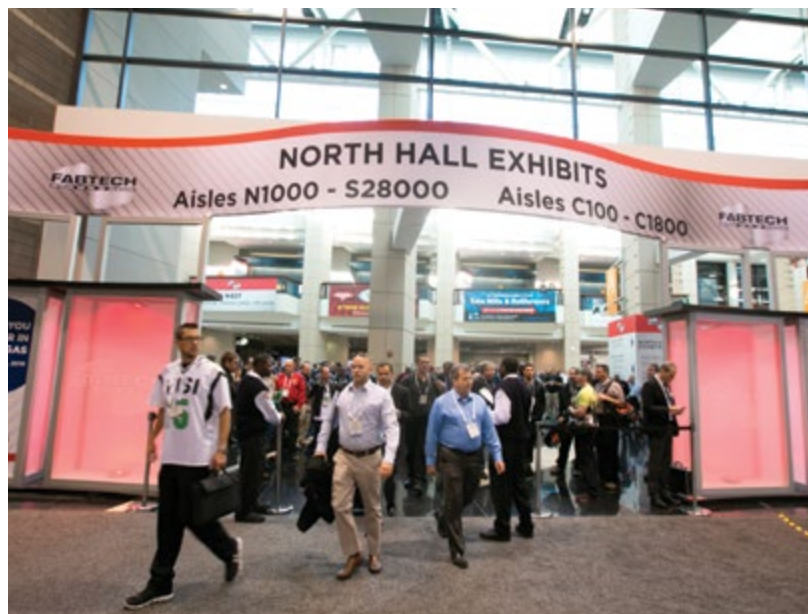
EMBED THE PROMOTION WIDGET ON YOUR WEBSITE

The Promotion Widget is a powerful plug-and-play application that enables exhibitors to promote their participation at FABTECH from their own Website with minimal effort. The widget is a great booth traffic driver. Once displayed, visitors can quickly access your online listing, add you to their expo plan and register for the show. Exhibitors can access a list of known Website visitors attending as a result of using the widget.

► Get Widget Code via the

DOWNLOAD WEB BANNERS AND SHOW LOGO

Include the FABTECH banner ad on your company Website and in your promotional emails. Be sure to use the show logo, along with your booth number, on all your ads and mailings.



8 MORE WAYS TO MAXIMIZE YOUR FABTECH EXHIBIT RESULTS

Consider using one or more of these programs to help you capture more leads and produce better results at FABTECH.

1 ADVERTISING PACKAGES

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.

Advertising Products include:

- Show Directory
- Advance Program
- New Product Preview
- Show Daily
- Enhanced Listing
- Tradeshow Map
- Floor Ads
- Web Banner Ads

2 SPONSORSHIPS, BANNERS & BRANDING OPPORTUNITIES

Sponsorships can raise your company profile and name recognition while delivering your branded message to thousands of FABTECH attendees who make or influence buying decisions. There are a variety of opportunities available to fit every budget. We will collaborate with you to identify the sponsorship opportunity that works best for your company, the possibilities are numerous.

Banners can be eye-catching and offer a great branding opportunity. Check out www.plantour.com/show/fabtech-2017 to find information on locations, sizing and pricing.

3 PRE-REGISTERED ATTENDEE LIST RENTAL

If you are not sending targeted mailings to pre-registered attendees before the event you risk missing an opportunity to connect with them while they are still formulating their plans.

Plan a pre-show mailing to:

- Get a head start on the competition.
- Send product information to qualified prospects.
- Get people thinking about your product before they get to FABTECH.

Plan to send your mailing at least three weeks prior to the event, so attendees receive your message before their plans are complete.



4 INCREASE YOUR EXPOSURE WITH AN ENHANCED LISTING

All exhibitors receive a free basic listing, but upgrade packages are available to enhance your presence in both the print and online directories. As part of each upgrade package, the Show Directory will feature your company logo in the alphabetical listing and your name will be highlighted in the product category section. Below is a list of features for the enhanced listings.

PACKAGE FEATURES	BASIC	CLASSIC	PREMIUM	ULTRA
PRODUCT CATEGORIES Select product subcategories that prospects are likely to search in order to find you.	5 Categories	10 Categories	15 Categories	20 Categories
PROFILE DESCRIPTION Add a company description to your online listing.	No	Max 1,000 Characters	Max 1,500 Characters	Max 2,000 Characters
NEW PRODUCTS Feature new products in your online profile that will be introduced at FABTECH. Include descriptions and photos.	1 Product	3 Products	6 Products	10 Products
NEW PRODUCT PREVIEW Include a new product with photo and description in the printed New Product Preview mailer distributed to approximately 250,000 prospects.	0	1 Product	1 Product	1 Product
PRESS RELEASES Highlight what's happening at your company.	3 Releases	5 Releases	7 Releases	10 Releases
SHOW SPECIALS Promote your deals – discounts, giveaways, drawings, etc. – to keep your booth buzzing through the event.	0	1 Special	2 Specials	3 Specials
COMPANY LOGO Add your company logo to your online and print listing.	No	Yes	Yes	Yes
SOCIAL MEDIA ICONS Enable attendees to find and follow you on Twitter, LinkedIn and Facebook.	Yes	Yes	Yes	Yes
ENHANCED EXHIBITOR ICONS Stand out in the online exhibitor search with a featured icon indicating your company has an enhanced listing.	No	Yes	Yes	Yes
VIDEO Let potential buyers see and hear your story. Feature company and/or product videos.	No	No	No	2 Videos
FLOOR PLAN LOGO Make your company stand out with your company logo on the electronic floor plan. Booth must be 400 nsf or larger.	No	No	Yes	Yes
PRICE PER PACKAGE	Included	\$525	\$945	\$1,995

To request more information on these upgrade packages email marketingservices@fabtechexpo.com.

EXHIBITOR MARKETING HANDBOOK

5 SECONDARY COMPANY LISTING

Are you sharing your contracted booth space with a business partner? Want each company to get full recognition in the Show Directory and on the Web?

Sign up for a _____ and each non-contracted exhibitor will receive a full directory listing and a classic level online listing.

6 MAGAZINE ADVERTISING

Print advertising can be a timely way to alert potential customers to the fact that you will be showcasing the latest technology at FABTECH 2017. Consider placing an ad in one or more of the publications of the show sponsoring associations, including **The FABRICATOR®** (FMA), **Welding Journal** (AWS), **Manufacturing Engineering** (SME), **Products Finishing** (CCAI), and **MetalForming** (PMA).

7 TARGETED LIST RENTAL

Purchase a list of professionals from many disciplines within the metal forming, fabricating and welding industries. Target your marketing message to readers of magazines published by the show cosponsor associations including **FMA**, **SME**, and **PMA**. Select by technical interest, job function, plant size, and/or geo.

8 HOST A PRIVATE MEETING

Are you interested in hosting a meeting at FABTECH? Whether you need a small, private room or something larger, there is a range of options available. Please contact **Lynda Kisell at 800.733.3976 ext. 3106** or email lkisell@smc.org for more information.



HOW TO GET THE MEDIA TO TAKE NOTICE

Journalists are constantly looking for new and interesting subjects, but less than 10% of exhibitors approach the media because they often overlook the power of the press. Now is the time to include them in your marketing plan. Make sure they know about your company and products by distributing press materials before, during and after the event.

THERE ARE MANY WAYS TO REACH THE MEDIA:

- Send press releases to the media 2-3 months before FABTECH – especially publications planning a special FABTECH issue.
- Submit press releases via the Exhibitor Dashboard to feature in your online booth profile.
- Schedule one-on-one interviews with key trade media and your top executives.
- Schedule a press conference during the event.
- Provide a digital press kit to the FABTECH Media Center. Digital kits are far more convenient and preferred by the media.

Press kits should contain company information, news releases, photos, and product information. Exhibitors can deliver kits to the Media Center the day prior to show opening or ship kits to arrive after **November 1, 2017**.

Ship to FABTECH; c/o FREEMAN; McCormick Place
2301 S. King Drive, Chicago, IL 60616;
Attn: Media Center

For questions about the Media Center, please contact marketingservices@fabtechexpo.com.

PRESS CONFERENCES

If your company's news is of interest to many trade media, a press conference may be the way to go. Host these in your booth so reporters can see your products up close. Press conferences are scheduled on a first-come, first-served basis, so get your request in early!

PRE-SHOW AND POST-SHOW PRESS CONFERENCES

You need clearance to hold a press conference before or after regular hours of trade show operation. Please notify the show office to make special arrangements for early or late access.

FOOD & BEVERAGE FOR PRESS CONFERENCES

All food and beverage items must be purchased through SAVOR, which has exclusive food and beverage rights within the facility. Please contact Brandon Romines, SAVOR Chicago, at 312.791.7232 for more information.

USING SOCIAL MEDIA

If you currently use social media platforms, then you know the power they have to connect with targeted audiences. Facebook, YouTube, Twitter and others can help keep your audience informed and up-to-the-minute about your participation at this event. How can you best use social media to drive traffic to your exhibit?



Use **Twitter** to post updates about your company, new products, special offers or announcements, and industry news throughout your time at FABTECH. Follow @FABTECHexpo and use #FABTECH17 to mark your posts.



LinkedIn allows you to develop relationships with customers and prospects. Join the FABTECH LinkedIn group and start a discussion to engage attendees.



YouTube is an inexpensive way to use video to connect with customers. Consider shooting short videos about your company and products and posting them before and during the event.



For those who use **Facebook**, tell your fans about your event plans and exhibit. Share updates and photos of your booth and staff throughout the event. Don't forget to "Like" FABTECH on Facebook.



Use the **FABTECH blog** to tell your story! Email marketingservices@fabtechexpo.com for more information on how to become a guest blogger.

DRIVE BOOTH TRAFFIC

- Create a Twitter or Facebook contest to encourage traffic to your booth
- Reward attendees for dropping by the booth and signing up for your Twitter or Facebook page
- Ask participants who sign up to drop their business card in a bowl and each day draw a winner for an iPad, tablet or similar gadget

SUGGESTED SOCIAL MEDIA POSTS

- See live product demos and get your questions answered @FABTECHexpo. Meet us at Booth XXX Nov 6-9 in Chicago.
- Join us Nov 6-9 at Booth XXX @FABTECHexpo Chicago, North America's largest metal forming, fabricating, welding & finishing event.
- We'll be @FABTECHexpo Nov 6-9 in Chicago. Stop by Booth XXX to see our products in action! Register free at fabtechexpo.com.

REGISTERED MEDIA LIST

FABTECH provides a list of registered media. Exhibitors may request a list of registered media after **October 20, 2017**, by sending a request to: marketingservices@fabtechexpo.com.

EXHIBITOR MARKETING SCHEDULE & WORKSHEET

DEADLINE DATE	TASK	DONE
ASAP	Complete Your Print & Online Directory Listing via Exhibitor Dashboard (Required) <ul style="list-style-type: none"> • Select Product Categories • Provide Distributor Information • Submit New Products and Photos • Submit Press Releases • Upload Video and Show Specials (enhanced listings only) 	
ASAP	Choose a Sponsorship Opportunity	
ASAP	Place FABTECH banner ad on company Website and post on your calendar of events	
ASAP	Get the Promotion Widget code via Exhibitor Dashboard to promote your booth	
June 23	<i>Advance Program Advertising Closes</i>	
August - November	Distribute Exhibitor Guest Passes to customers and prospects	
	Use Exhibitor Emails to send customized email invitations	
August 4	<i>MetalForming Magazine Show Product Release Deadline</i>	
August 18	Submit New Product Previews via the Exhibitor Dashboard	
	<i>New Product Preview Brochure Advertising Closes</i>	
September 1	<i>The FABRICATOR® Magazine Advertising Closes</i>	
	<i>MetalForming Magazine Advertising Closes</i>	
September 15	<i>Show Directory Advertising Closes</i>	
	<i>Show Daily Advertising Closes</i>	
	<i>Tradeshaw Map Advertising Closes</i>	
	Floor Ads	
	Web Banner Ads	
	Enhanced Listing in Print and Online Directory	
	Secondary Company Listing (multiple companies in same booth)	
October 4	<i>Welding Journal Show Issue Advertising Closes</i>	
October 5	<i>Manufacturing Engineering Magazine Advertising Closes</i>	
Sept. 25 - Oct. 30	Order the Pre-registered Attendee Mailing List	
October	Prepare Digital Press Kit for Media Center	
October 20	Exhibitor Press Conference Request Form	
	Request a List of Registered Media	



COSPONSORS:



pin to Win!