



North America's Largest Metal Forming,  
Fabricating, Welding and Finishing Event

SEPT 8-11, 2025 | CHICAGO, IL

# INFLUENCER CONTENT BRIEF

## Overview

We're proud to welcome you to FABTECH's influencer network! This brief was designed to provide you with a comprehensive guide to fulfill your influencer registration agreement and create engaging content to promote your presence at FABTECH 2025. As a FABTECH-approved influencer, we recognize your outstanding content creation skills and influential voice in our industry. Stay true to your unique style and authenticity, but reference this brief for valuable tips to help you reach FABTECH's extensive audience of metal forming, fabricating, welding, and finishing professionals and generate excitement around your 2025 attendance.

Please Note: Your influencer agreement is effective from the date of registration approval and upon receipt of registration confirmation, valid for the agreed upon months from the effective date. Attendees who do not adhere to the terms of the agreement (failure to fulfill the six-post requirement and the associated formats and tagging requirements) may have their credentials declined and future badge requests may not be approved.

## Required Tags

### Official FABTECH Accounts:

- Facebook: @FABTECHexpo
- Instagram: @FABTECHexpo
- X: @FABTECHexpo
- LinkedIn: @FABTECH Expo
- TikTok: @FABTECHexpo

Official show hashtag:  
**#FABTECH2025**

## Talking Points and Event Messaging

FABTECH influencers know their followers best. We want your content to feel authentically you, and to showcase the FABTECH experience through your unique lens. Consider using the talking points below as a starting point, and adjust the language to fit your natural tone and event plans.

- 45,000 industry professionals are expected to be there
- The expo floor will feature 1,500+ exhibitors covering 850K net square feet and feature 7 focused pavilions including the NEW Job Shop Pavilion
- Hundreds of new products will debut from exhibiting companies
- The event covers nearly 40 technologies. [Click here for the full list.](#)
- Expert-led education covering 12 tracks make up the conference where you can:
  - Expand your skills & knowledge
  - Learn from industry experts
  - Discover new tips & tricks
  - Network with industry peers
  - Gain tools to maximize production
- The Emerging Leaders Program is returning for a second year, equipping young professionals with the tools and confidence to drive change and shape the future of the industry
- Other special events and activations include Women of FABTECH program, the Industry Night Party, and the FABTECH Biergarten.
- An expo pass is free until Sept. 5.; after that, the fee is \$50.

## Posting Requirements

- **Pre-Event:** 3 feed posts published prior to September 7, 2025
- **Onsite:** 3 feed posts published between September 8 and 18, 2025
- **Format:** All content must be published to the feeds (not stories) of each social media channel submitted in influencer registration
- **Tagging:** All content must tag @FABTECHexpo and use the official event hashtag, #FABTECH2025



## CONTENT INSPIRATION



### Pre-Event

Pre-event posts can take many forms on your feed, but video content with a personal spin earns special attention among FABTECH attendees. Before the event, many FABTECH influencers explain what they're most looking forward to while welding creations they'll be showcasing on the show floor. (Some even promote art and swag available to FABTECH attendees as giveaways!)

Other influencers like to take an educational approach and offer advice to first-time attendees based on previous event experiences or FABTECH news. **Example pre-event posts below.**



### Onsite

With four eventful days of FABTECH, many influencers publish onsite feed posts in real-time to be part of the active social media buzz. Others prefer to capture content and produce in-depth recaps after the event has concluded.

FABTECH influencers are welcome to decide how to approach their three-feed post requirement by the September 18 deadline.

Many popular onsite posts highlight cutting-edge technologies discovered at exhibitor booths, compelling insights gained from the FABTECH Conference, and the industry peers met or reconnected with on the show floor. In addition to @FABTECHexpo, we encourage you to tag those who made your FABTECH experience one to remember! **Example onsite posts to the right.**

