

# INFLUENCER CREATIVE BRIEF

We are thrilled to have you on board as an influencer for FABTECH, North America's leading event for metal forming, fabricating, welding, and finishing. As a trusted voice in the industry, your participation will play a key role in driving awareness, showcasing real-world innovation, and engaging the manufacturing community around this must-attend event.

## SHOW OVERVIEW

Returning to Las Vegas for the first time in over a decade, FABTECH brings together manufacturing leaders, fabricators, welders, engineers, and solution providers from across the industry. As the only event in North America where metal forming, fabricating, welding, and finishing come together at this scale, it offers over 725,000 square feet of exhibits featuring hands-on equipment demos, expert-led education, and the latest technologies shaping the future of manufacturing. Attendees can explore innovations by application and industry, evaluate advanced solutions in real time, and gain the tools and insights needed to improve productivity and stay competitive. Designed for job shop owners, plant managers, manufacturing engineers, machine operators, production supervisors, and corporate decision-makers, FABTECH is a key destination to connect, learn, and drive business growth.

**Oct. 21-23 at the Las Vegas Convention Center in Las Vegas**

## EXPO

- 725,000 sq. ft. covering North, Central, and South Halls
- 1,400 exhibiting companies ([list here](#))
- 40+ product categories ([list here](#))
- 9 pavilions (AI for Manufacturing, Automation, Forming and Fabricating, Tube and Pipe, Stamping and Press Automation, Welding, Finishing, and Job Shop)



# CAMPAIGN GOALS

- **Build Hype:** Generate excitement for FABTECH by spotlighting the event’s most compelling elements, including live equipment demos, large-scale machinery in action, emerging automation and robotics, and expert-led sessions covering shop modernization, workforce development, advanced manufacturing, and operational efficiency.
- **Show Social Proof:** Create content that can be leveraged across event channels to showcase the energy, innovation, and real-world impact of FABTECH, highlighting authentic perspectives from welders, fabricators, shop owners, engineers, and manufacturing leaders on the show floor.
- **Drive Attendee Registration:** Encourage manufacturing professionals, welders, fabricators, engineers, and business leaders to register by highlighting the value of attending, from hands-on access to cutting-edge technology and equipment to actionable insights and meaningful industry connections. Note: FABTECH is a trade event designed for industry professionals and is not open to the general public.

# WHAT WE’RE LOOKING FOR

We’re looking for content that feels natural, engaging, and unique, shot in a direct-to-camera style. Think of this as a conversation with your audience where you’re sharing your excitement about FABTECH 2026.

Here’s how to approach this:

- **Lead with your personal perspective:** Share why FABTECH matters to you—your role, your work in welding, fabrication, or manufacturing, and how you’re evolving within the industry. Ground your content in your real experience and perspective.
- **Focus on value, not just promotion:** Highlight what your audience would gain, like hands-on demos, new equipment and technology, automation insights, best practices, and opportunities to grow their business or skills, rather than just saying “come to the show.”
- **Show the experience, don’t just talk about it:** Use B-roll, photos, and real-time clips to bring your FABTECH experience to life. Capture machinery in action, live demos, time on the show floor, education sessions, conversations with industry pros, and behind-the-scenes moments so your audience can clearly picture what attending feels like.

**Required Tagging & Hashtags:** Ensure all posts tag the official FABTECH channels (where applicable) and include the official event hashtag: #FABTECH2026

**Official brand socials:**

- **TikTok:** [@FabtechExpo](https://www.tiktok.com/@FabtechExpo)
- **X:** [@FabtechExpo](https://twitter.com/FabtechExpo)
- **Instagram:** [@FabtechExpo](https://www.instagram.com/FabtechExpo)
- **YouTube:** [@FabtechExpo](https://www.youtube.com/@FabtechExpo)
- **Facebook:** [@FabtechExpo](https://www.facebook.com/FabtechExpo)

# TALKING POINTS

## Gain Insights That Matter

### What it is:

A robust education program covering advanced manufacturing, automation, robotics, workforce development, and shop optimization.

### Why it matters:

Modernization isn't simple. These sessions break down how shops are actually implementing automation, navigating labor challenges, and integrating smarter systems in real-world environments.

### What to highlight in content:

- Real-world applications you can bring back to the shop
- Key takeaways from sessions, including insights from keynote speakers
- Insights on automation, workforce, and efficiency
- How the industry is evolving

### Callout:

"FABTECH also addresses the widening skills gap through workforce development initiatives and the Emerging Leaders Program, which supports and connects the next generation of manufacturing professionals."

## Network With the Right People

### What it is:

A global gathering of welders, fabricators, shop owners, engineers, suppliers, and manufacturing leaders.

### Why it matters:

As reshoring accelerates, these connections are critical. FABTECH is where manufacturers, buyers, and suppliers meet to build partnerships and strengthen supply chains.

### What to highlight in content:

- Conversations with industry pros
- New connections or partnerships
- Who you're meeting and why it matters
- Moments that show the community
- Experiences from Women of FABTECH, the FABTECH Biergarten, and other networking moments

### Callout:

"This is where relationships are built that extend beyond the show."

## A Hands-On Show Floor

### What it is:

North America's only event where metal forming, fabricating, welding, and finishing come together at this scale.

### Why it matters:

This isn't theory, it's real equipment running live. You can test, compare, and evaluate solutions before making decisions.

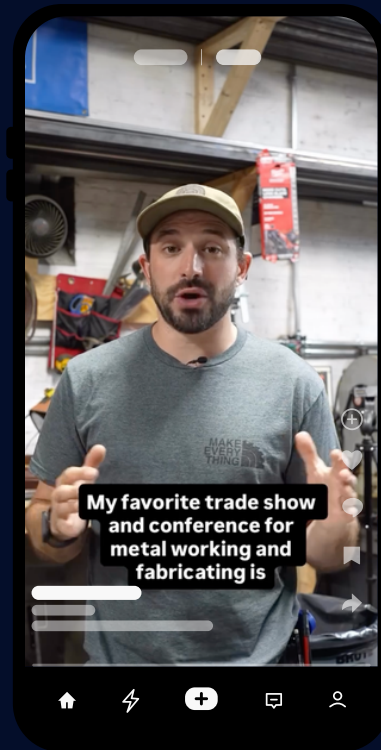
### What to highlight in content:

- Machinery and equipment in action
- Live demos and processes
- Cool or unexpected tech
- Your reactions to what you're seeing

### Callout:

"FABTECH returns to Las Vegas for the first time in over a decade, bringing the show back to a key region for aerospace, defense, energy, and advanced manufacturing."

# CREATIVE EXAMPLES



# RESOURCES



[WEBSITE](#)

[PHOTOS](#)