



2025 Artwork Guidelines

September 8-11, 2025
McCormick Place | Chicago, IL

These guidelines provide specifications on how to submit the artwork needed to fulfill your advertising order. Ad material sizes and deadlines for print and/or web ads can also be found in the **FABTECH Advertising Brochure** (online at fabtechexpo.com/advertising).

If you have questions about submitting artwork, please email: exhibitorads@fabtechexpo.com

FABTECH Branding (show logo and name usage)

- **Use of the show name in text:**
If the **FABTECH**® show name is used in text, it should be in ALL CAPS with registered trademark.
- **Downloading the FABTECH logo***
 - Go to fabtechexpo.com/current-exhibitors.
 - Scroll down to **FABTECH Show Logos** > [Get Logos](#)
 - Choose the standard gray/black version or the white version for print or web.

Save your advertising spaces soon!

FABTECHEXPO.COM/ADVERTISING



FMA™



PMA





2025 Artwork Guidelines

Print Advertising Specifications

- Submitted PDFs need to be 300 dpi, and CMYK color space
- File Naming
 - **Company Name_Publication_Size.pdf**
Example: ABC Robots_Directory_FullPage.pdf
- Ad Sizing
 - FULL PAGE ads require a minimum .125" bleed on all sides.
 - All sizes are Width x Height and in inches.

Event Preview Mailer - Artwork due by MAY 16, 2025

The artwork template for the Event Preview Mailer includes the following sections:

- Header:** FABTECH logo and "Discover What's Next." text.
- Text:** "FABTECH is your one-stop destination for innovation, education, and collaboration. Produced by the industry leading associations, the FABTECH Conference covers every technology from automation, bending and cutting to forming, finishing and welding. Gain insights to tackle today's challenges and prepare for the future." and "DON'T MISS EARLY BIRD PRICING! Register by August 30 to get the lowest conference rates."
- DISCOVER ORLANDO:** "Orlando is an international destination renowned for its famous attractions and astounding weather. Enjoy world-class dining, shopping, and thrills at Orlando's theme parks like Disney World, SeaWorld, Universal, and LEGOLAND. FABTECH and Orlando offer unforgettable experiences. visitfla.com/orlando/fabtech"
- GET THE BEST HOTEL RATES:** "Book your stay through onPeak, FABTECH's official hotel provider, for the best selection, guaranteed lowest rates, free shuttle bus service, and flexible cancellation policies. Housing deadline: September 20. fabtechexpo.com/hotel"
- EVENT FEATURES:**
 - 1,400+ EXHIBITS: "An expansive floor showcasing new products, 240+ new exhibitors, and hands-on demos from solution providers across 4D technology categories."
 - LEADERSHIP EXCHANGE PANELS: "Gain valuable insights from thought leaders and futurists who are changing manufacturing as we know it."
 - WOMEN OF FABTECH: "Keynote and networking event highlighting the contributions of women driving positive change in the manufacturing industry."
 - EMERGING LEADERS PROGRAM: "The new Emerging Leaders Program equips young professionals with the tools and confidence to shape their future and drive positive change in their organizations and the industry."
- NOTABLE SPEAKERS:**
 - TUESDAY, OCTOBER 15:** FAB TECH TALKS | 8:30 AM - 9:30 AM. "This year's FAB Tech will feature a powerful line-up of speakers who are embracing change and navigating through uncertainty. Hear these experts discuss the key to success lies in transforming fear and doubt into innovation and growth. In this dynamic world of manufacturing, forward-thinking leaders understand that they can overcome the barriers that stifle progress. Embracing change isn't just about survival; it's about seizing opportunities to redefine the landscape of manufacturing for the better."
 - WEDNESDAY, OCTOBER 16:** KEYNOTE | 8:30 AM - 9:30 AM. Steve Young | Hall of Fame NFL Quarterback. "Steve Young has encountered seemingly insurmountable challenges at every step of his football career. Though under continuous pressure, Young never lost touch with his own identity. Whether scrambling to avoid the clutches of blitzing linebackers or trying to live up to impossible expectations placed on him by older fans, Young remained devoted to community and his fierce desire to succeed. Young's focus and commitment shines through in this presentation in which he inspires audiences to be true to themselves and never let go of your dream."
 - THURSDAY, OCTOBER 17:** KEYNOTE | 8:30 AM - 9:30 AM. Titan Gilroy | CEO, TITANS OF CNC. "Titan Gilroy is known for his keen focus on the cutting-edge techniques and revolutionary strategies that are shaping the future of manufacturing. During this keynote presentation, he will inspire and energize professionals in the field, offering insights into how they can harness technology to push the boundaries of what's possible in fabrication and machining. Attendees will gain actionable insights and strategies to compete (and WIN) in a global marketplace."
- QR Code:** "Scan code for full conference details, speakers, pricing, registration, and more!"
- Footer:** "CONFERENCE PREVIEW", "FABTECH 2025 Cover Design", "DATES | LOCATION", "Event Partners: IFPEA, STV, PMA", "Platinum Sponsors: QMADA, TITANS OF CNC".
- Mailing Panel:** "Mailing Panel" text on the right side.
- Back Cover After Folding:** "Horizontal: 10.5" x 6" + .125" bleed" and "or Vertical: 6" x 10.5" + .125" bleed".

The FABTECH cover design template includes:

- FABTECH Logo:** "North America's Largest Metal Forming, Fabricating, Welding and Finishing Event".
- DATE | LOCATION:** Placeholder for event details.
- Cover Design Here:** Placeholder for the main cover image.
- FABTECHEXPO.COM:** Website URL.
- Fabricators and Manufacturers Association:** "2025 Expo Blvd | Pkg. # 40001".

9" x 6" + .125" bleed

New Product Preview Mailer Artwork due by JUNE 23, 2025

Floor Decals (2 per order) Artwork due by JULY 18, 2025

The VITRACOAT floor decal artwork features:

- Text:** "Powder Performance is our HERO".
- Dimensions:** "72" x 36" (shown in a white box).
- Logo:** VITRACOAT logo with a checkmark.
- Call to Action:** "Visit us at booth W2335".



2025 Artwork Guidelines

Pre-Show Mailer - Artwork due by JULY 18, 2025

SPECIAL EVENTS

There are a lot of great events happening this year at FABTECH. You won't want to miss the keynote, expert panel discussions, Women of FABTECH, and much more.

TUESDAY, OCTOBER 16
FABx TECH TALKS | 8:30 AM - 9:30 AM
 This year's FABx will feature a powerful line-up of speakers who are embracing change and navigating through uncertainty. Hear these experts discuss the key business trends, benchmarking their work and two innovation and growth.

WEDNESDAY, OCTOBER 16
KEYNOTE | 8:30 AM - 9:30 AM
Dr. Peggy Whitson, Astronaut, Director of Human Space Flight, Astronaut Space
 Dr. Peggy Whitson has set records and broken barriers, becoming the first woman to command the International Space Station twice and completing the most spacewalks by any female astronaut.

THURSDAY, OCTOBER 17
KEYNOTE | 8:30 AM - 9:30 AM
Transitory, CEO, TITANS OF CNC
 Titan Clay is known for his keen focus on the cutting-edge techniques and revolutionary strategies that are shaping the future of manufacturing. He will inspire and empower professionals in the field, offering insights into how they can harness technology to push the boundaries of what's possible in fabrication and machining.

CONFERENCE PROGRAMS

Gain valuable, can't miss insights from over 200 hands-on class, education and training programs that target technical, operational and managerial segments, including:

- 3D/Additive Manufacturing Automation
- Cutting
- Fabricating
- Forming & Fabricating
- Job Shop
- Lean
- Management
- Marketing & Sales
- Robotics
- Smart Manufacturing
- Stamping
- Workforce Development
- Welding

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

OCTOBER 15-17, 2024 | ORLANDO, FL
 ORANGE COUNTY CONVENTION CENTER

YOU'RE REGISTERED!
 Start Planning Your Trip!

FABTECHEXPO.COM


FABTECH

Innovation. Inspiration. Impact.

OCTOBER 15-17, 2024 | ORLANDO, FL
 ORANGE COUNTY CONVENTION CENTER

The countdown is on for FABTECH! Two exhibit halls packed with innovation, equipment, and technology await you. Get ready for three days of networking, education, and fun. Whether it's your first time or you're a veteran, planning ahead ensures a successful visit. With so much to see and do, knowing your goals will help maximize your time.

START PLANNING YOUR TRIP



FABTECHEXPO.COM

Back Cover After Folding

Business Card Ad

Launch Your Leadership Journey

Are you trying to start metal forming, fabricating, welding or finishing? The new FABTECH Emerging Leaders Program is tailored for young professionals seeking to advance their careers. Gain the knowledge and connections needed to become a more confident and effective industry leader.

Width" x Height"

Business Card:
 3.5 x 2

Exclusive Back Cover:
 Trim: 8.5 x 5.5
 Bleed: 8.75 x 5.75

(Ads will also be included on the Directory Map Inserts.)

Show Directory Ads - Artwork due by JULY 18, 2025

Tabs (8 spots available)
 8.25 x 10.75 + .125 Bleed

FABTECH

Innovation. Inspiration. Impact.

OCTOBER 15-17, 2024 | ORLANDO, FL
 ORANGE COUNTY CONVENTION CENTER

THE OFFICIAL
On-Site Guide & Directory



FABTECHEXPO.COM

EVENT PARTNERS: FIMA SITE PMA

PLATINUM SPONSORS: OMADA MITSUBISHI LASER

Full Page (Width x Height)
 Trim: 8.25" x 10.75"
 Live Area: 7.75" x 10.375"
 Bleed: 8.5" x 11"

2/3 Page: 4.625" x 10"

1/2 Horizontal: 7" x 4.875"

1/2 Vertical: 4.625" x 7.25"

1/3 Horizontal: 4.625" x 4.875"

1/3 Vertical: 2.1875" x 10"

1/4 Page: 3.375" x 4.875"

"THE MITSUBISHI LASER IS OUR WORKHORSE AT OLYMPIC STEEL"

Si Cha
 Mitsubishi Olympic Steel
 Plant Manager
 Fabrication Division
 Buford, Georgia



Scan to learn more

With the latest in artificial intelligence (AI) and precision technology, the new GEF ADVANCED Series of two-dimensional fiber lasers delivers lower power, using less nitrogen.

Artificial intelligence is a branch of computer science that determines intelligent behavior and machine learning. This means the machine itself can learn from data and adjust performance without human intervention.

For more info, visit www.mitsubishilaser.com

FABTECH
 Booth #1872/1873/1874/1875/1876

PRODUCT INDEX

Gatefold Cover - Inside Spread: 15.5 x 10.75

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THE OFFICIAL
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FABTECHEXPO.COM

EVENT PARTNERS: FIMA SITE PMA

PLATINUM SPONSORS: OMADA MITSUBISHI LASER

Process Synergy. Single Source.

OMADA

AMADA ONE

Solutions Making Their North American Debut at FABTECH Orlando

REGIUS 3015 Afp 20kW Fiber Laser
 The high-power fiber laser combines the world's best 3000 Watt fiber laser system with a range of automatic features, including 100% optical continuous operation, beam steering, and a CCD camera for accurate and consistent smooth results.

VENTIS 3015 Afp 10kW Fiber Laser
 A new 10kW fiber laser system, featuring a range of automatic features, including 100% optical continuous operation, beam steering, and a CCD camera for accurate and consistent smooth results.

ENISE 3015 Afp 15kW Fiber Laser
 This advanced fiber laser system processes both thin and thick materials without a cutting, the range of manual setup. Downloaded all the best from the Creative Technical Center.

FUP ENSE 911 Fiber Laser Welder
 The high-power fiber laser features a unique processing head, offers programmable 100% optical continuous operation, beam steering, and a CCD camera for accurate and consistent smooth results.

SGR 4015 ERGO Press Brake
 Ergonomically designed for operator efficiency and comfort, this compact yet powerful press brake is ideal for producing small, precise sheet metal components.

See the TruArc Weld 1000 with Smart Seam Tracking at FABTECH Orlando booth 5180/3

TRUMPF

Self-Guided Welding
 Smart Seam Tracking from TRUMPF

TRUMPF has taken robotic welding to the next level with Smart Seam Tracking on the TruArc Weld 1000. Smart Seam Tracking incorporates sensors that automatically guide the torch along the weld joint, eliminating manual tracking and producing consistent results - even along curved paths. But the benefits go well beyond eliminating the time spent tracking. Because the welding path is not fixed, Smart Seam Tracking compensates for dimension tolerances due to forming, fit-up or process tolerances, resulting in increased consistency and quality. Additional functions include seam stitching and options for corner processing. If you are considering robotic welding, make the automatic choice - the TruArc Weld 1000 with Smart Seam Tracking.

Robotic Bending... or Not!
 Have it both ways with the new TruBend 7050 Flex Cell

You can have it all! Short run, long run, manual or automated, the new Flex Cell from TRUMPF has you covered. The system combines the renowned TruBend 7050 - a full, electric press brake - with a detachable robot that contains in minutes and can work unattended for up to 48 hours. The flexibility of operation allows the robot to be used for 10 year production runs. You can produce short-run or more sophisticated parts in the day and connect the robot with modules to do the longer run unattended overnight. It's the second shift worker that always shows up! See it at FABTECH Orlando!

See the TruBend 7050 Flex Cell at FABTECH Orlando booth 5180/3

Front Cover - Fold Out
 7.5 x 10.75 + .125 bleed

7.5 x 10.75 + .125 bleed

8 x 10.75 + .125 bleed



COMPANY LOGO: Enhanced Listing

(print and web, only included with Enhanced Listing purchase)

- Go to fabtechexpo.com/submitart and click the SUBMIT LOGOS button. This will automatically allow you to email your enhanced logo as an attachment.
- To ensure your file is checked in efficiently, list the subject line as: **Company Name FABTECH 2025 Logo**
- Image File Requirements: **Vectored EPS files are preferred**, or a 300 DPI JPEG (high quality) for print.

Logos are due as soon as possible for the most exposure in the online directory, and **MUST** be received by **July 18, 2025** in order to appear in the printed *Show Directory*.

PROFILE COVER PHOTO: Enhanced Listing

- Go to fabtechexpo.com/submitart and click the SUBMIT COVER PHOTO button. This will automatically allow you to email your profile cover photo as an attachment.
- To ensure your file is checked in efficiently, list the subject line as: **Company Name FABTECH 2025 Cover Photo**
- Image Size Specifications: 1440 H x 360 W pixels.

WEB ADS Banner ads due ASAP to maximize online exposure.

- To submit, go to fabtechexpo.com/submitart and click the SUBMIT WEB BANNERS button. This will automatically allow you to email your web banner ad as an attachment.
- To ensure your file is checked in efficiently, list the subject line as: **Company Name FABTECH 2025 Web Banner**

Exhibitor Search	Registration Page	Show Floor Plan
<p>Naming Example: ABCTools_ExhibitorPage_Size</p> <p>Sizes - width x height in pixels: 728 x 90 or 160 x 600</p> <p>File Type: GIF or JPEG format</p>	<p>Naming Example: ABCTools_RegPage_355x90</p> <p>Size - width x height in pixels: 355 x 90</p> <p>File Type: GIF or JPEG format</p>	<p>Naming Example: ABCTools_FloorPlan_205x60</p> <p>Size - width x height in pixels: 205 x 60</p> <p>File Type: GIF or JPEG format</p>

VIDEO: Enhanced Listing (web)

Access and login to the Exhibitor Hub to upload video to your online listing.

- Video Media Time Limit: 2 minutes
- Resolution: 320 x 240 pixels
- Valid Multimedia formats: FLV, WMV, MOV, AVI, MP4, and MPEG
- Files max size: 5 MB

