2020 Audience Profile

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

INSIDE:
AUDIENCE PROFILE
TOP ATTENDING COMPANIES
BUYING POWER
2016 FINAL STATS

ATTENDANCE 31,110
EXHIBITORS 1,481
SIZE 585,925 sq. ft.
TOTAL LEADS COLLECTED 140,245

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

56% Attended FABTECH for the first time.
56% Attend no other trade show.

AUDIENCE PROFILE

JOB FUNCTION

Owner, Company Management/Corporate Executive .................. 32%
Manufacturing Engineering, Design Engineer ....................... 13%
Manufacturing Production ............................................. 9%
Foreman/Leader/Supervisor ........................................... 8%
Welder/Machine Operator ............................................... 4%
Product Design and R&D .................................................. 3%
Distributor ................................................................. 3%
Purchasing ................................................................. 3%
Sales & Marketing ......................................................... 14%
Other Job Functions ...................................................... 11%

COMPANY SIZE

# OF EMPLOYEES
Less than 20 .................... 37%
20 – 49 .......................... 18%
50 – 99 ......................... 14%
100 – 249 ..................... 14%
250 – 499 ..................... 7%
500 – 999 ..................... 3%
1,000 or more ................ 7%

TYPE OF COMPANY

Job Shop/Contract Manufacturer .................................. 47%
OEM .................................. 18%
Supplier .................................. 12%
Dealer/Distributor .................. 8%
Non-Manufacturer .................. 8%
Other .................................. 7%

Source for all Audience Statistics: 2016 Audience Survey and Registration Data.
93% of exhibitors were satisfied or very satisfied with the FABTECH show overall.

83% of exhibitors would recommend FABTECH to a colleague.

75% of exhibitors expect to derive a positive ROI from FABTECH.

TOP ATTENDING COMPANIES

Altec Industries  
Apple  
Autodesk  
B&W Trailer Hitches  
Bell Helicopter  
Boeing  
BrassCraft  
Cottrell Inc.  
Crown Equipment  
Delphi  
Delta Airlines  
Eaton  
Electrolux  
Emerson  
Eaton Controls  
Ford Motor Company  
General Dynamics

General Electric  
General Motors  
Greenheck Fan Corp.  
HCR Racing  
Herman Miller  
Hirschfield Industries  
Honeywell  
Huntington Ingalls Industries  
Ingersoll Rand  
JAC Products  
John Deere  
Johnson Controls  
Kawasaki Motors Manufacturing  
Little Giant Ladders  
Lockheed Martin

Magna International  
Newport News Shipbuilding  
Northrop Grumman  
Nucor Steel  
Parker Hannifin  
Polaris Industries  
Procter & Gamble  
Siemens  
Solar Turbine  
SpaceX  
Stryker  
Tesla Motors  
The Spaceship Company  
Toyota  
US Air Force  
Whirlpool Corporation

TOP 10 INDUSTRIES

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

ATTENDANCE BY REGION

34%  
22%  
11%  
11%  
8%

15% of attendees came from countries outside of the U.S. including:

Australia  
Canada  
China  
Germany  
India  
Italy  
Japan  
Mexico  
South Korea  
Turkey  
...and more
AUDIENCE PROFILE 2020
NOVEMBER 18-20, 2020 | LAS VEGAS, NEVADA

“FABTECH is a great place to demo our products live, in-person. It’s helped us reach new customers we otherwise wouldn’t have.”
- Josh Sooy, RIDGID

BUYING POWER

83%
of FABTECH attendees influence or approve equipment purchase decisions in their companies.

54%
of attendees plan to make a product purchase in the next 12 months.

40%
of the FABTECH audience had equipment budgets that exceeded $200,000. These were motivated buyers ready to invest in new technology.

PRODUCT INTEREST
(MULTIPLE RESPONSE)

Cutting .................... 45%
Welding Machines .......... 45%
Bending & Forming ........ 42%
Lasers ...................... 37%
Arc Welding ............... 36%
Press Brakes .............. 33%
Welding Consumables ..... 33%
Robotics .................. 32%
Material Handling .......... 29%
Punching ................. 28%
Tube & Pipe Fabricating ... 28%
Assembly ................ 27%
Tooling ................... 26%
Finishing/Paint & Powder Coating .... 26%
Metal Suppliers ........... 26%
Plate & Structural Fabricating .......... 25%
Fastening & Joining ........ 23%
Saws ...................... 23%
Waterjet .................. 23%
Additive Manufacturing ... 22%
Tool & Die ................ 22%
Maintenance & Repair .... 22%
Safety & Environmental ... 19%
Inspection & Testing ...... 19%
Software, Machine Controls ........ 18%
Stamping .................. 16%
Finishing/Plating .......... 15%
Gases & Gas Equipment ... 15%
Brazing & Soldering ...... 14%
Tube & Pipe Producing ... 14%
Business Services .......... 10%
Coil Processing ........... 10%

BUDGET

Up to $50,000 ............... 38%
$50,001 - $200,000 ........ 22%
$200,001 - $500,000 ....... 13%
$500,001 - $1,000,000 ..... 12%
$1,000,001 - $5,000,000 ... 10%
Over $5,000,000 ........... 5%

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DON’T MISS YOUR CHANCE TO EXHIBIT IN 2020!

Contact a member of our sales team or visit fabtechexpo.com exhibit to learn how exhibiting at a FABTECH 2020 event can benefit your business.

Source for all Audience Statistics: 2016 Audience Survey and Registration Data.