

SPONSORSHIP PORTFOLIO

Whether your goal is to increase exposure, differentiate yourself from competitors or simply attract more prospects to your booth and increase sales, FABTECH offers a wide range of sponsorship offerings that will maximize your return on investment. Sponsors will gain premium exposure to a targeted group of manufacturing professionals and companies ready to evaluate the products and services you offer.



FABTECH

SEPT 13-16, 2021

McCormick Place
Chicago, IL

SPONSORSHIP OBJECTIVES



BRANDING

Highlight the presence of your company at the event by showcasing your brand in a high-traffic area or making your brand a destination with a sponsored lounge or co-created custom area.



OUTREACH

Connect with an audience before, during or after the event by utilizing a variety of options.



LEAD GENERATION

Receive measurable and meaningful ROI by obtaining qualified leads from attendees.



SPONSORED ALIGNMENT

Reach a captive targeted audience and align your brand with industry experts or celebrities by sponsoring a headline event such as a keynote or panel discussion.



HOSPITALITY

Enhance your company's brand recognition and image while fostering relationships with key and prospective customers by sponsoring a networking event or co-created custom area.



CUSTOM SPEAKING

Integrate your message into the event and reach a highly targeted audience within a featured area such as the Smart Manufacturing Theater.

		SOLUTIONS					
		Branding	Outreach	Lead Generation	Sponsored Alignment	Hospitality	Custom Speaking
PRODUCTS	Keynotes	✓	✓		✓		✓
	Smart Hub Theater	✓	✓	✓	✓		✓
	Panel Discussions	✓	✓		✓		✓
	Lounges and Food Courts	✓	✓		✓	✓	
	Conference Tracks	✓	✓	✓	✓		✓
	Remarketing	✓	✓				
	Branding	✓	✓				
	Banners and Graphics	✓	✓		✓		
	Digital Signage	✓					
Custom Sponsorship	✓	✓	✓	✓	✓		

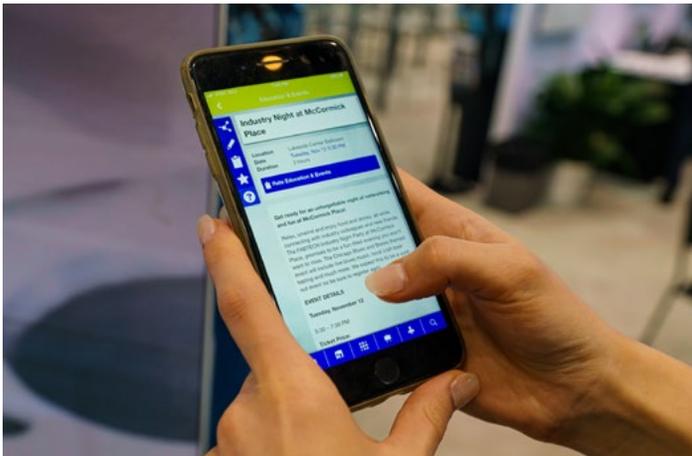




BANNERS AND GRAPHICS

Escalate your exposure at the event with strategic placement of your brand in high traffic areas. Indoor banners, concrete graphics and escalator runners are powerful tools you can use to differentiate your company and be recognized as a featured exhibitor at the event.

For information on locations, sizes and pricing, visit envision.freeman.com/show/fabtech-2021



BRANDING

Brand recognition is crucial to positive brand association. Strategic logo placement allows your company to be on the forefront of the minds of decision-making attendees while they are actively searching for solutions.

- Mobile App
- FABTECH Theater
- Official Show Bags
- Official Show Lanyards
- Registration Confirmation Page and Email
- Conference Proceedings



CONFERENCE TRACKS

Reach some of the most captive, qualified, and targeted audiences at the event by exclusively sponsoring a conference track. Each of the tracks contain several presentations that are aligned by technology or industry and hosted by highly qualified industry experts.

Available Tracks:

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



CUSTOM SPONSORSHIP

Are you looking for something beyond our normal offerings? When you choose a sponsorship, the opportunities are truly unlimited because we customize our services to meet your specific objectives.



VIDEO WALL

Get your marketing message in front of attendees with a 15 second spot on digital signage throughout the convention center. Your video or graphic will play on 3 video screens located in high traffic areas of McCormick Place.



FOCUS GROUPS

Want to collect feedback on a new product idea, collect market intelligence or market research from industry experts? You can now hold a focus group at FABTECH. Let us know your goals and we will do the rest!



PANEL DISCUSSIONS

Align your company with industry leaders speaking on relevant and requested topics during FABTECH's expert panel discussions.

Topics may include:

- State of the Industry
- Workforce Development
- Advanced Manufacturing



KEYNOTES

Align your company with a targeted audience in a captive environment by sponsoring a keynote presentation at FABTECH. Our keynotes are highly recognized in the manufacturing industry and can provide great recognition for your company.



REMARKETING

Target event prospects and attendees while they search the internet and interact on social media. Use this opportunity to get up to 100,000 impressions to increase brand exposure before, during and after the event. You provide the ad creative, we take care of the rest!



LOUNGES AND FOOD COURTS

Transform your brand into a featured destination at the event by creating a branded area. This sponsorship opportunity allows you to showcase your brand (and message) in an unavoidable

way by theming a customized seating area or sponsoring an established area at the event.

- VIP Lounge
- FABTECH Bistro



SMART MANUFACTURING THEATER

To help position your company as a leader in the industry's most advanced smart technologies, FABTECH developed a unique concept: our Smart Manufacturing

Theater. This opportunity will directly connect you with our exclusive, highly qualified attendees looking for smart technology solutions. The turnkey lead-generation program is customized around your content & thought-leadership.



CONTACT

For more information and pricing, visit fabtechexpo.com/sponsorship, contact your exhibit sales rep or:

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FABTECH

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

September 13-16, 2021

McCormick Place \ Chicago, IL USA

fabtechexpo.com