

FABTECH

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

NOVEMBER 8-10, 2022

Georgia World Congress Center
Atlanta, GA USA



REMARKETING Your Brand

Expand Your BRAND VISIBILITY through Digital Advertising

Target FABTECH prospects and attendees while they search the internet and interact on social media. You can also remarket to prospects you didn't get to meet after the event. Just provide the ad creative, we take care of the rest!

What is Remarketing?

Among the most effective forms of digital advertising, **REMARKETING** uses "cookies" to track the visitors of one site and reach them with ads on other sites. In this case, you can retarget our FABTECH website visitors and pre-registered attendees too!

The Focus of Event Marketing, the Flexibility of Digital...



TARGETED AUDIENCE

The exact group you are trying to reach by exhibiting in FABTECH



DIGITAL REACH

From Facebook to The Wall Street Journal, retarget your audience wherever they go



QUANTIFIABLE ROI

Detailed reporting breaks down your results and value



EXTENDED EXPOSURE

Continue engaging attendees beyond the few days of the event

Deliver your targeted message via web advertising specifically to the FABTECH audience.

Over 400,000 unique targeted prospects.

Advertisers to provide ad units in the following sizes:

- 160 x 600 pixels
- 300 x 250 pixels
- 728 x 90 pixels

GET STARTED TODAY!

EXPAND YOUR BRAND!

1 Buyer visits FABTECHEXPO.COM

Our marketing attracts over 400,000 unique visitors to fabtechexpo.com in the months leading up to the event.

2 Ad Campaign ACTIVATES

- a. Each qualified site visitor leaves our website with a special FABTECH identifier tag (cookie)
- b. Your co-branded digital ad campaign is then set to remarket to the FABTECH cookie on other content/social sites

3 Prospect is targeted with your ad and LINKED BACK to your FABTECH landing page

- a. We place the bid to ensure the prospect is served your banner ad on available content/social websites
- b. Your ad links back to your co-branded FABTECH landing page
- c. You gain access to prospect's contact information when they register using your customized link.

CHOOSE
YOUR
REACH

BUYER IMPRESSIONS:
100K Impressions = Cost: \$5,000
AD SPECS: 160 x 600 px
728 x 90px
300 x 250 px
.jpg or .gif static image only, no flash

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

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Pre-Event

- Build brand awareness
- Drive booth traffic
- Promote your new products, booth, services, etc.

Post-Event

- Follow-up messaging
- Lead generation/nurturing
- Special offers to attendees

Year-Round Opportunities

When the event is over, the follow-up emails have been sent, and all traditional channels to reach attendees have been exhausted.

Remarketing to the rescue!

Those cookies still exist, allowing you to continue reaching your prospects 12 months out of the year.

Contact us to get
started today!

[fabtechexpo.com/
sponsorship](http://fabtechexpo.com/sponsorship)