RESERVE YOUR
FABTECH 2022
EXHIBIT SPACE

WELCOME TO ATLANTA!
Georgia’s fabricated metal industry is a major supplier to key industries around the Southeast including automotive, aerospace, energy and construction equipment. This combined with Atlanta being one of the top ranking (#4) destinations for conventions and tourism make FABTECH 2022 the place to be for the metal forming, fabricating, welding and finishing industries.
FABTECH 2022 provides an opportunity to expand your reach in the Southeast manufacturing market.

- Launch a new product and gain maximum exposure
- Boost your brand visibility
- Connect with customers and find new ones to drive your business forward
- Generate sales leads – reach the most qualified buyers in one place
- Gain valuable market intelligence on your competitors

82% of FABTECH attendees influence or approve equipment purchase decisions.

44% of attendees had equipment budgets that exceeded $200,000.

WHO ATTENDS

JOB FUNCTION
- Owner, Company Mgmt/Corporate Executive ............. 26%
- Manufacturing Engineering, Design Engineer .............. 17%
- Sales & Marketing ...................................................... 14%
- Other Job Functions ................................................... 11%
- Manufacturing Production ...................................... 10%
- Foreman/Leader/Supervisor ........................................ 8%
- Welder/Machine Operator ......................................... 5%
- Product Design and R&D ........................................... 3%
- Distributor ................................................................. 3%
- Purchasing ................................................................. 3%

MARKET REACH

TOP 10 INDUSTRIES
- Aerospace
- Agriculture
- Automotive
- Construction
- Energy
- Heavy Equipment
- Mining/Utilities/Power Generation
- Military/Defense
- Oil & Gas
- Other
- Transportation

ATTENDANCE BY REGION

Source for all Audience Statistics: 2018 Registration Data

Meet motivated buyers ready to invest in new technology.
ADVERTISING, SPONSORSHIP, AND BRANDING OPPORTUNITIES

Integrate show promotional opportunities into your exhibiting experience to increase qualified booth traffic and drive sales conversions!

COMPLIMENTARY MARKETING TOOLS FOR EXHIBITORS:

- Listing in the Official Show Directory and show promotional mailings
- Exhibitor Invites - customized email campaigns to target key customers and prospects and invite them to your booth
- Free Expo Passes, logos and banner ads
- Social media sites to promote your show participation
- Free media lists, Press Kit distribution and a fully-staffed, on-site press room
- New Product Indicator for your booth to grab the attention of your next customer

ADVERTISING PRODUCTS:

- Event Preview
- New Product Preview
- Show Directory
- Show Daily
- Enhanced and Secondary Listing
- Floor Ads
- Web Banner Ads

SPONSORSHIPS AND BRANDING:

- Keynotes
- Panels
- Education Program
- Lounges and Food Courts
- Onsite Video Wall, Banners, Concrete Graphics and more

FABTECHEXPO.COM
**2022 EXHIBIT SPACE RATES**

- Up to 299 sq. ft. ................. $36.00
- 300 – 999 sq. ft. ................... $35.00
- 1,000 – 1,999 sq. ft. ............... $33.00
- 2,000 – 4,999 sq. ft. .............. $32.00
- 5,000 – 9,999 sq. ft. .............. $31.00
- 10,000 – 14,999 sq. ft. .......... $28.00
- 15,000 sq. ft. & more .......... $27.00

**ATLANTA COST SAVINGS!**

Georgia is a right-to-work state, giving exhibitors freedom to perform a majority of exhibit setup, machinery installation and dismantle with their own staff or labor of choice. This cost savings benefit stretches marketing budgets further.

**RATE INCLUDES:**
- Drape backwall and sidewall
- Booth sign with company name and booth number
- Online Exhibitor Manual and Marketing Kit
- Monthly Exhibitor E-Newsletter with important show developments and reminders
- Pre-show Exhibitor Webinar Series
- Virtual Exhibitor Workshop
- An experienced Show Management team dedicated to your success
- On-site assistance with exhibit hall management and service providers
- Extensive pre-show promotion
- Discounts on hotels and free shuttle bus service on show days

For assistance reserving your preferred Exhibit Space or to discuss the array of Advertising and Sponsorship opportunities available, please contact a member of our experienced sales team.

**3D/ADDITIVE MANUFACTURING**

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**METALFORM, TOOL & DIE EXHIBITORS**

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