

RESERVE YOUR FABTECH 2022 EXHIBIT SPACE



FABTECH

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

NOV 8-10, 2022

Georgia World Congress Center
Atlanta, GA

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

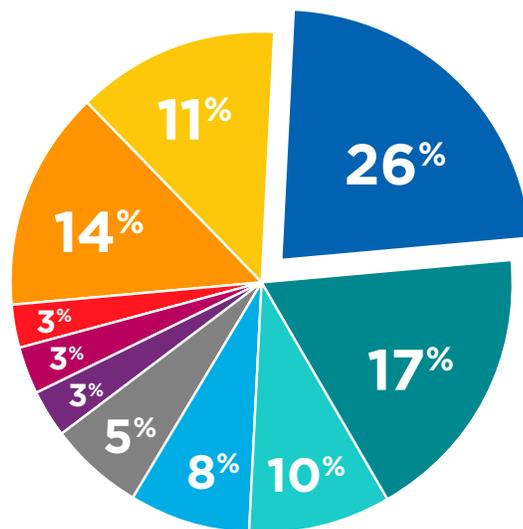
82% of FABTECH attendees influence or approve equipment purchase decisions.

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

WHO ATTENDS

JOB FUNCTION

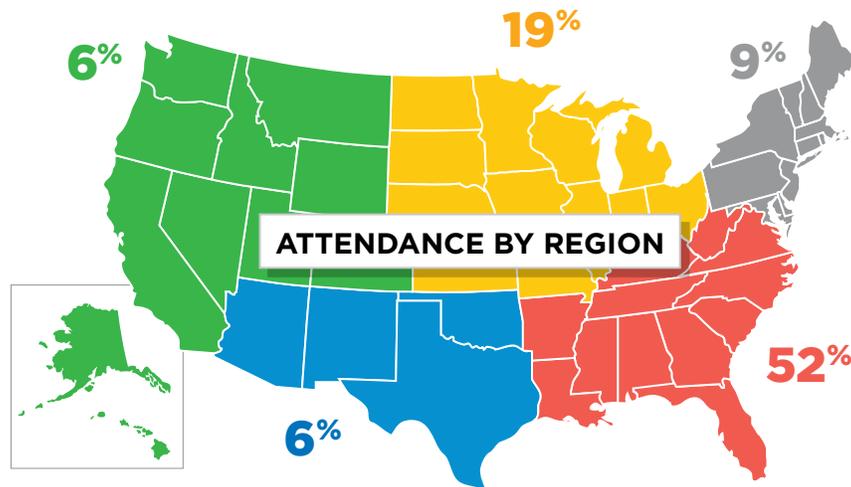
■ Owner, Company Mgmt/Corporate Executive.....	26%
■ Manufacturing Engineering, Design Engineer.....	17%
■ Sales & Marketing	14%
■ Other Job Functions	11%
■ Manufacturing Production.....	10%
■ Foreman/Leader/Supervisor	8%
■ Welder/Machine Operator	5%
■ Product Design and R&D.....	3%
■ Distributor	3%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



MARKET REACH

TOP 10 INDUSTRIES

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



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





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.

RATES AND CONTACT INFORMATION

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

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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FORMING, FABRICATING/ TUBE & PIPE EXHIBITORS

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FINISHING EXHIBITORS

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METALFORM, TOOL & DIE EXHIBITORS

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