



North America's Largest Metal Forming,
Fabricating, Welding and Finishing Event



2024 Advertising and Sponsorship Information

October 15-17

Orange County Convention Center
Orlando, Florida

fabtechexpo.com



FMA™



PMA



A comprehensive marketing plan that includes both print and online media will help your business maximize its exposure in the marketplace. FABTECH provides a selection of advertising opportunities perfect for marketing your products and services before, during, and after the event.

✓ ADVERTISING PACKAGES

Select from eight print and web products to create an advertising package that best fits your promotional needs.

■ PLATINUM PACKAGE

Purchase **five (5)** advertising products and receive 10% off net rates.*

■ GOLD PACKAGE

Purchase **four (4)** advertising products and receive 8% off net rates.*

■ SILVER PACKAGE

Purchase **three (3)** advertising products and receive 5% off net rates.*

■ BRONZE PACKAGE

Purchase **two (2)** advertising products and receive 2.5% off net rates.*

* Net cost must total a minimum of \$1,000 to receive package discounts.
Package discount is applied to final cost.



SHOW DIRECTORY ADS

Ad placement in the Show Directory is a great way to distinguish your company from hundreds of others in the show. As a bonus, your ad will bring new inquiries all year long as attendees utilize this resource year-round as a “buyers guide” to find all the leading industry suppliers.

Official Directory Material Deadline: AUGUST 23, 2024

Ad Size	Ad Rates	Mechanical Specs
Full Page	\$4,860	Trim: 8.25" W x 10.75" H Live Area: 7.75" W x 10.375" H Bleed: 8.5" W x 11" H
2/3	\$4,320	4.625" W x 10" H
1/2 Horizontal	\$3,350	7" W x 4.875" H
1/2 Vertical.....	\$3,350	4.625" W x 7.25" H
1/3 Horizontal	\$2,920	4.625" W x 4.875" H
1/3 Vertical.....	\$2,920	2.1875" W x 10" H
1/4	\$1,850	3.375" W x 4.875" H

Premium Positions \$5,900

- Front Cover (Gatefold)
- Inside Front Cover (Full Page)
- Page 3, 5, or 7 (Full Page)
- Tab Dividers (Full Page) (8 available)
- Inside Back Cover (Full Page)
- Back Cover (Full Page)
- Map Back Cover (7.25" W x 10.25" H)

ENHANCED LISTING

Enhance your company's listing in the printed Show Directory, online Exhibitor search pages, and the online floor plan. The combination of print and electronic advertising provides exceptional company branding at an economical price.

Please upload your company logo to our website in any of the following formats .ai, .eps, jpeg (300 dpi), or tiff.

Enhanced Listing Material Deadline: AUGUST 23, 2024

Enhanced Listing Package Features	BASIC Included	CLASSIC \$580	PREMIUM \$995	ULTRA \$2,100
Product Categories - Select product subcategories that prospects are likely to search in order to find you.	5 Categories	10 Categories	15 Categories	20 Categories
Profile Description - Add a company description to your online listing.	No	Max 1,000 Characters	Max 1,500 Characters	Max 2,000 Characters
New Product Online Search - Feature new products that will be introduced at FABTECH in your online listing. Include descriptions and photos.	1 Product	3 Product	6 Product	10 Product
Press Releases - Highlight what's happening at your company.	3 Releases	5 Releases	7 Releases	10 Releases
Show Specials - Promote your deals – discounts, giveaways, drawings, etc. – to keep your booth buzzing throughout the event.	0	1 Special	1 Specials	1 Specials
Company Logo - Add your company logo to your online and print listing.	No	YES	YES	YES
Social Media Icons - Enable attendees to find and follow you on LinkedIn, X, and Facebook.	YES	YES	YES	YES
Enhanced Exhibitor Icons - Stand out in the online exhibitor search with a featured icon indicating your company has an enhanced listing.	No	YES	YES	YES
Video - Let potential buyers see and hear your story. Feature company and/or product videos.	No	No	No	2 Videos
Floor Plan Logo - Make your company stand out with your company logo on the electronic floor plan. <i>Booth must be 400 nsf or larger.</i>	No	No	YES	YES

PRE-SHOW MAILER ADVERTISING

This invaluable planning guide will be mailed to all pre-registered attendees before the show and features special events, show highlights, and a local map highlighting points of interest.

Pre-Show Mailer Material Deadline: AUGUST 16, 2024

Ad Size	Ad Rates	Mechanical Specs
Business Card Size	\$1,620	3.4" W x 1.5" H
Exclusive Back Cover	\$2,700	8.5" W x 5.5" H with .125" bleed (includes business card ad on map in Show Directory)



WEB BANNER ADS

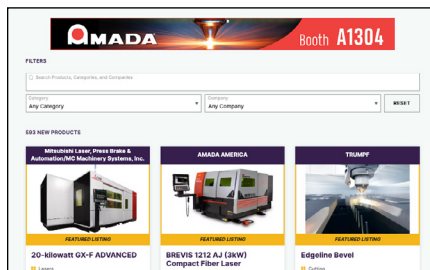
Over 500,000 of key decision-makers and industry professionals look to fabtechexpo.com to find the latest equipment and services at FABTECH. Place your banner ad on the web pages that historically draw the highest traffic in the months leading up to the show. **Note: All banner ads will link to the Exhibitor Showroom listing.**

All Web Banner Rates are \$2,550

Web Banner Order Material Deadline: ASAP FOR BEST EXPOSURE

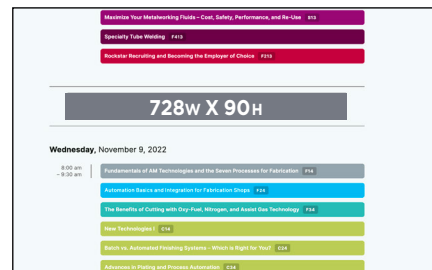
New Product Pages

728 px W x 90 px H and 320 px W x 50 px H (mobile) - Includes one featured product. May rotate with three other ads, three positions available.



Conference Schedule Pages

728 px W x 90 px H and 320 px W x 50 px H (mobile) - May rotate with three other ads, three positions available.



Floor Plan Page

205 px W x 60 px H - Does not rotate with other ads, three positions available.



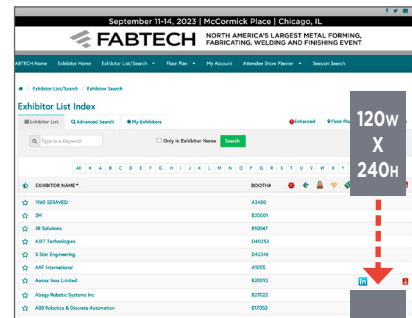
Registration Pages

355 px W x 90 px H - Does not rotate with other ads, two positions available.



Exhibitor List Index Pages

120 px W x 240 px H - May rotate with three other ads, four positions available.



FLOOR ADS

Create a large format ad on the carpet in the highest traffic areas including the entrance area, registration, and near the escalators. Make sure attendees see your company name as they walk along these main aisles. **Exact decal placement to be determined by Show Management.**

Ad Size Ad Rates Mechanical Specs

Two (2) Full Color Decals.....\$2,900.....6' W x 3' H + .25" bleed



Floor Ads Material Deadline:
AUGUST 23, 2024

✓ SPONSORSHIP OFFERINGS

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.



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.

SPONSORSHIP PRODUCTS

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



BANNERS AND GRAPHICS

Escalate your exposure at the event with strategic placement of your brand in high traffic areas. Indoor banners, window clings 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-2024/home

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
- Water Stations
- Countdown to the Show Email



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 Mfg
- Automation
- Robotics
- Cutting
- Finishing
- Forming & Fabricating
- Laser
- Management
- Marketing
- Smart Mfg
- Stamping
- Workforce Development



DIGITAL SIGNAGE

Get your marketing message out in front of FABTECH attendees with a 10-second spot on the digital signage throughout the Orange County Convention Center. You can choose to have a video or static image on the signage in the South Building or the West Building.



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.

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



NETWORKING EVENTS

Networking doesn't have to only happen on the show floor! Get your brand in front of attendees and exhibitors with a customized opportunity at one of our networking events. Be the exclusive sponsor to host and interact with guests in a special experience-driven activity.

- Industry Night
- Women of FABTECH



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

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!



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.

ADVERTISING SALES CONTACTS



Forming & Fabricating, 3D/Additive Manufacturing, Robotics & Industrial Automation, Tube & Pipe Exhibitors (A-L)

Andy Flando, FMA
(815) 209-8396
aflando@fmamfg.org



Welding Exhibitors

Lea Owen, AWS
(305) 443-9353 x220
lea@aws.org



METALFORM Exhibitors

Doug Trout, PMA
(216) 503-5728
dtrout@pma.org



Forming & Fabricating, 3D/Additive Manufacturing, Robotics & Industrial Automation, Tube & Pipe Exhibitors (M-Z)

Cara Collins, SME
(313) 597-1817
ccollins@sme.org



Finishing Exhibitors

Andy Goyer, CCAI
(941) 373-1830
andy@goyermgmt.com

SPONSORSHIP SALES CONTACTS

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

RIKI ADAMS

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ANDY FLANDO

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