



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

# RESERVE YOUR **FABTECH 2024** EXHIBIT SPACE

**October 15-17**

Orange County Convention Center  
**Orlando, Florida**



FMA™

sme

PMA



[fabtechexpo.com](https://fabtechexpo.com)



## THE FABTECH ADVANTAGE

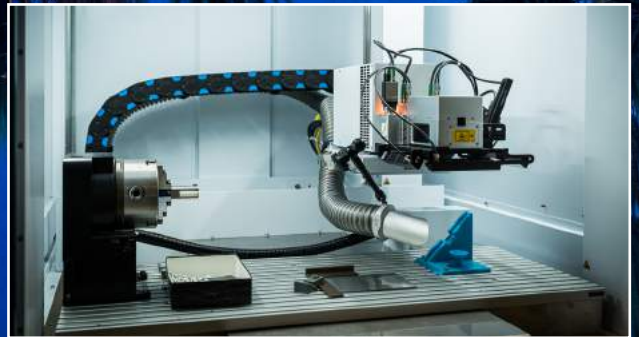
*Bringing the metal forming, fabricating, welding, and finishing community together for over 40 years.*

As the industry's premier event, FABTECH provides extensive, targeted opportunities for brand exposure and in-depth interaction with key customers. Only here can you engage face-to-face with the highest qualified buyers who are interested in your equipment, products, and services and actively looking for new technology and solutions. **Secure your exhibit space today.**

## UNBEATABLE NEW LOCATION

### ORLANDO RANKS #1

This is the place where meetings and events become memorable. As the country's most visited destination and No. 1 meeting destination in the country (as ranked by Cvent), Orlando offers a world-class convention center and vibrant convention district with more than 45 hotels, 75-plus world-class restaurants, and 100-plus unique entertainment experiences within a 2-mile radius.





# WHY EXHIBIT AT FABTECH 2024?

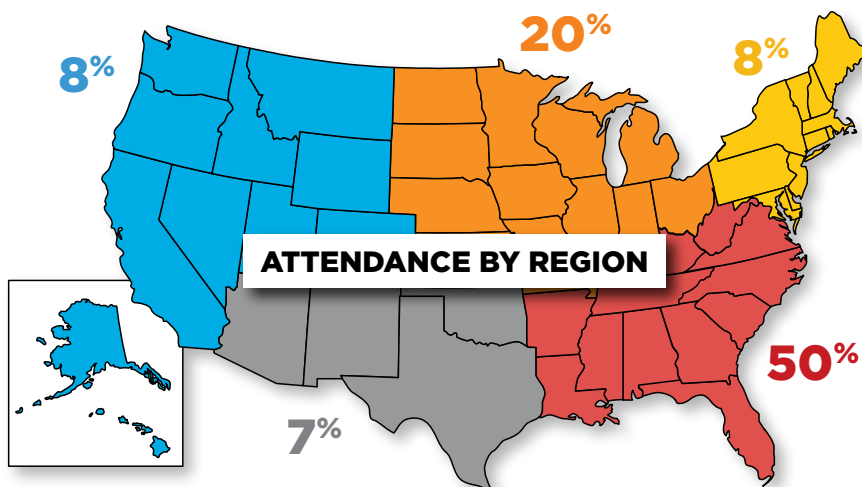
- Launch a new product and gain maximum exposure
- Boost your brand visibility
- Connect with customers and find new ones to drive your business forward
- Generate sales leads – reach the most qualified buyers in one place
- Gain valuable market intelligence on your competitors

**83%** of FABTECH attendees influence or approve equipment purchase decisions.

**53%** of attendees had equipment budgets that exceeded \$200,000.

**60%** of visitors attend only FABTECH.

## EXTENSIVE MARKET REACH



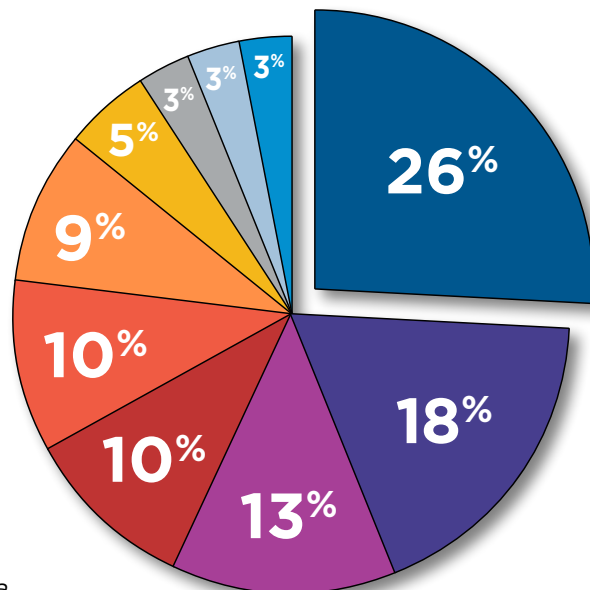
7% of attendees came from countries outside the U.S.

## TOP 10 INDUSTRIES

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

## WHO ATTENDS

Owner, Company Mgmt/Corporate Executive .....	26%
Manufacturing Engineering, Design Engineer .....	18%
Sales & Marketing .....	13%
Manufacturing Production .....	10%
Other Job Functions .....	10%
Foreman/Leader/Supervisor .....	9%
Welder/Machine Operator .....	5%
Distributor .....	3%
Product Design and R&D .....	3%
Purchasing .....	3%



Source for all Audience Statistics: FABTECH Atlanta 2022 Registration Data

# ADVERTISING, SPONSORSHIP, and BRANDING OPPORTUNITIES

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

*“Orlando offers several appealing factors including the October time frame relative to customer follow-up, proximity of hotels to the convention center, the opportunity to reach a new market, and the ability to anchor our equipment into the show floor.”*

– **Shane Herendeen**, Mitsubishi Laser/MC Machinery Systems, Inc.

## 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:

- Pre-Show Mailer
- New Product Lineup
- Show Directory/Maps
- Enhanced and Secondary Listings
- Floor Decals
- Web Banner Ads



## SPONSORSHIPS AND BRANDING:

- Keynotes and Panels
- Networking Events
- Conference Tracks
- Lounges and Food Areas
- Video Monitors, Banners, Escalator Runners, and more





# RATES & CONTACT INFORMATION

## 2024 Exhibit Space Rates

Up to 299 sq. ft. ....	\$39.00
300 – 999 sq. ft. ....	\$38.00
1,000 – 1,999 sq. ft. ....	\$36.00
2,000 – 4,999 sq. ft. ....	\$35.00
5,000 – 9,999 sq. ft. ....	\$33.00
10,000 – 14,999 sq. ft. ....	\$30.00
15,000 sq. ft. & more .....	\$28.00

Exhibits 1,500 sq. ft. and larger receive unlimited material handling at \$2.00/sq. ft.

## 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 Education
- 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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