



EXHIBITOR MARKETING RESOURCES

OCTOBER 15-17, 2024 | ORLANDO, FL
ORANGE COUNTY CONVENTION CENTER



[FABTECHEXPO.COM](https://www.fabtecheexpo.com)





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What Makes Successful Exhibitors Stand Out from the Rest?

It comes down to one thing: **success starts with a plan.** To help you in your planning, we developed a number of marketing tools you can use to get the most out of your FABTECH investment. This guide identifies numerous ways for you to promote your exhibit at the event, reach new prospects and raise your company's profile in the media and industry.

Here are some examples:



Guest Passes for Your Customers and Prospects



Exhibitor Referral Suite



Print and Online Directory Listings



Public Relations... and much more



Advertising and Sponsorships



Please email us at **marketingservices@fabtechexpo.com**





Pre-Show Action Plan

■ Use this recommended plan to help you prepare for FABTECH 2024

Most attendees decide which exhibitors they will visit before they get to the show. To ensure you get the most traffic to your booth and maximize your ROI, be sure to include pre-show marketing in your plan.

■ Begin with these items. They are included at no additional cost with your exhibit space:

- Submit a current listing for the print and online directories.
- Submit new product photos and descriptions to be included in promotions.
- Use complimentary guest passes to invite customers and prospects to the show.
- Create customized email campaigns and spread the word to your contacts using the digital invite tools.
- Add FABTECH banner ads and show logos to your website and email signatures.

■ Next, incorporate some of these ideas into your plan:

- Elevate your exposure by taking advantage of our advertising packages which deliver high value and marketing impact.
- Upgrade your free listing in the print and online directories with an Enhanced Listing package to provide more comprehensive information and company branding.
- Become a sponsor to give your company a more prominent role at FABTECH.
- Place your print advertisement in one or more of the publications of the event partners to gain greater market coverage and alert readers of your participation at FABTECH.
- Schedule a pre-show mailing to the pre-registered attendee list and invite them to visit your booth.
- Send news releases to trade media and develop a digital press kit for the Media Center. Schedule a press conference at the event if you have new products or technology to debut.
- Utilize social media to promote your presence at FABTECH.



Exhibit and they will come?

Make sure you get the leads you deserve.



Increase Your Visibility

These **FREE PROMOTION opportunities** are included in your FABTECH exhibitor package. They are an easy way to maximize your investment so don't pass them up.

■ Print Show Directory Listing

Submitting a current listing for the printed Show Directory is an important first step to help buyers find your booth at FABTECH. The Show Directory is distributed to attendees at the show.

■ Online Directory Listing

Buyers attending FABTECH use the online directory to research companies and plan their must-see list of exhibitors. This valuable tool remains accessible after the event for reference and follow-up. Your basic online directory listing includes:

- Company Contact Information
- Up to Five Product Categories
- One New Product
- Up to Three Press Releases

Note: Online listing information also appears on the FABTECH mobile app. Enhanced Listing Upgrade Packages are available. See Page 7 for details.

■ New Products

One of the primary reasons visitors attend FABTECH is to see new products. Exhibitors may submit new products to be highlighted in the FABTECH print and online directories. Photos and descriptions will appear in the online directory.

■ New Product Indicator Draws More Attention To Your Booth

Exhibitors who submit new product descriptions and photos qualify for a **New Product Indicator** placed in front of your exhibitor listing in the directory, giving you even greater exposure.

Verify your publishable information for the online and print show directory, add technology categories, upload new product images and more via the exhibitor dashboard.





■ Exhibitor Guest Passes

These attention-getting passes provide free show admission. Drop in the mail with a personal note or insert passes into all your company mailings, invoices, and business correspondence.

Order Exhibitor Passes

You can download a print-ready PDF file to print quantities of the guest passes or email us to request a printed supply of customized passes at exhibitorquestions@sme.org.

■ Web Banners and Show Logo

Include the FABTECH banner ad on your company website and all email communications. Be sure to use the show logo, along with your booth number, on all your print ads and mailings.

■ Exhibitor Referral Suite

FABTECH offers a suite of digital invitations and referral marketing tools to easily promote your presence at the show and drive traffic to your booth. Choose from a customized landing page and email invitation where your customers and prospects can register for their complimentary expo pass with the included registration links. We've made it simple, fast and turnkey...and all for **FREE!** The best part is you get access to all the leads that register using your customized digital tools.

Access Exhibitor Referral Suite via the

From your invite dashboard you can:

- * View and share the link to your customized landing page
- * Send a customized email promoting your booth to your contacts

Please contact the FABTECH Marketing Team if you need help using any of these FREE marketing tools at: marketingservices@fabtechexpo.com





More Ways to Maximize Your FABTECH Exhibit Results

Consider using some of these programs to help you capture more leads and produce better results at FABTECH.

■ Advertising Packages

FABTECH provides a selection of advertising opportunities perfect for marketing your products and services before, during, and after the event.

Advertising Products include:

- Show Directory
- Enhanced Listing
- Pre-Show Mailer
- Floor Ads
- Web Banner Ads

■ Sponsorship Opportunities

Sponsorships raise your company profile and name recognition while delivering your branded message to thousands of FABTECH attendees who make or influence buying decisions. There are a variety of opportunities available to fit every budget. We will collaborate with you to identify the sponsorship opportunity that works best for your company.

Banners are eye-catching and offer a great branding opportunity. Check out envision.freeman.com/show/fabtech-2024/home to find information on locations, sizing, and pricing.

■ Pre-Registered Attendee List Rental

If you are not sending targeted mailings to pre-registered attendees before the event you risk missing an opportunity to connect with them while they are still formulating their plans.

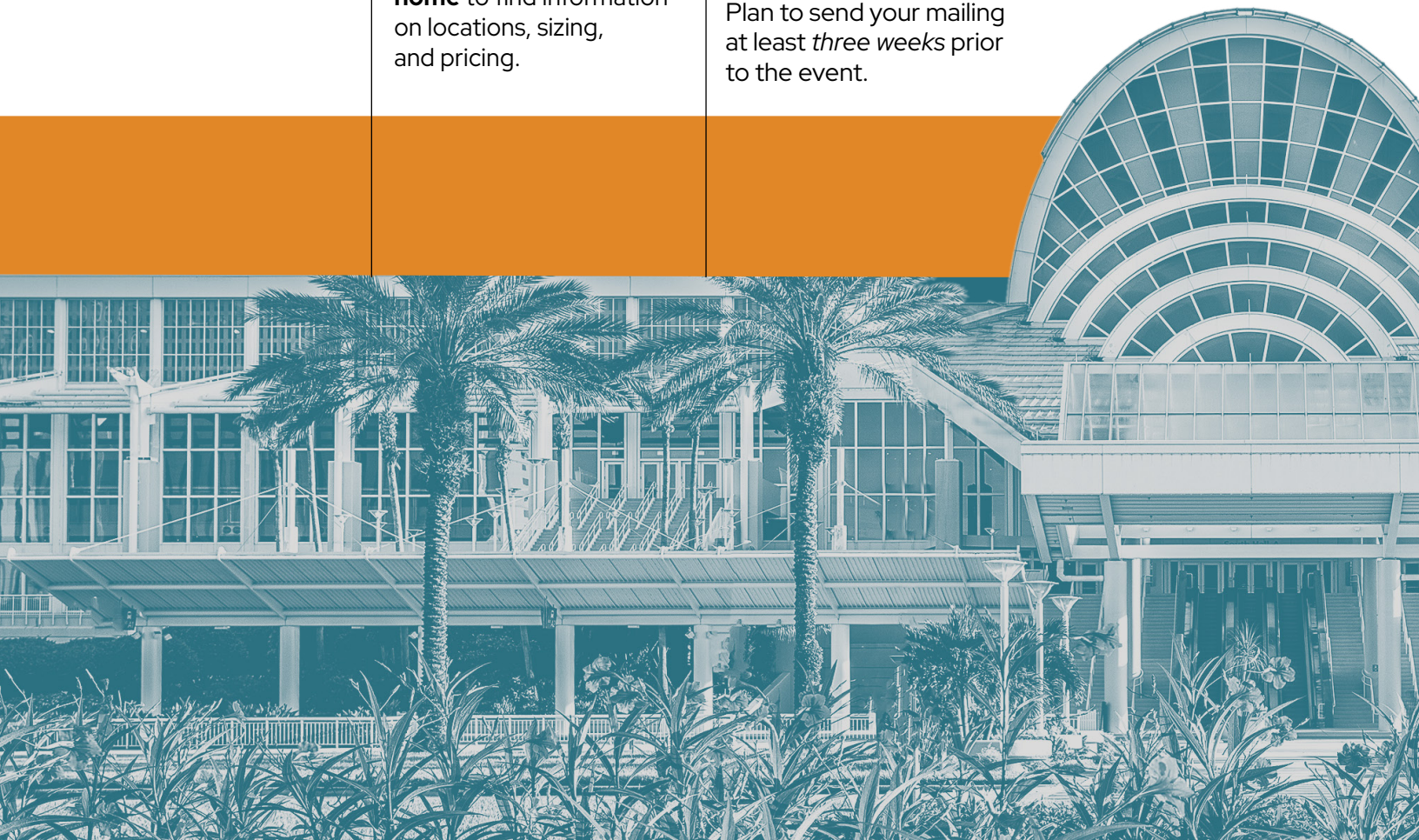
Plan a pre-show mailing to:

- Get a head start on the competition
- Send product information to qualified prospects
- Get people thinking about your products before they get to FABTECH

Plan to send your mailing at least *three weeks* prior to the event.

■ Increase Your Exposure with an Enhanced Listing

All exhibitors receive a free basic listing, but upgrade packages are available to enhance your presence in both the print and online directories. As part of each upgrade package, the *Show Directory* will feature your company logo in the alphabetical listing and your company name will be highlighted in the product category section.





PACKAGE FEATURES	BASIC	CLASSIC	PREMIUM	ULTRA
Product Categories: Select product subcategories that prospects are likely to search in order to find your company.	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 Products: Feature new products in your online profile that will be introduced at FABTECH. Include descriptions and photos.	1 Product	3 Products	6 Products	10 Products
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 through the event.	0	1 Special	2 Specials	3 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 X, LinkedIn 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. Booth must be 400 nsf or larger.	No	No	Yes	Yes
PRICE PER PACKAGE	Included	\$580	\$995	\$2,100

To request more information on these upgrade packages email marketingservices@fabtechexpo.com.



■ Secondary Company Listing

Are you sharing your contracted booth space with a business partner? Want each company to get full recognition in the Show Directory and on the Web?

Sign up for a secondary company listing and each non-contracted exhibitor will receive a full directory listing and a classic level online listing.

■ Magazine Advertising

Print advertising is a timely way to alert potential customers to the fact that you will be showcasing the latest technology at FABTECH 2024. Consider placing an ad in one or more of the publications of the event partner associations, including The Fabricator (FMA), Welding Journal (AWS), Manufacturing Engineering (SME), and MetalForming (PMA).

■ Targeted List Rental

Purchase a list of professionals from many disciplines within the metal forming, fabricating and welding industries. Target your marketing message to readers of magazines published by the event partner associations including **FMA**, **SME**, and **PMA**. Select by technical interest, job function, plant size, and/or geo.

■ Host a Private Meeting

Are you interested in hosting a meeting at FABTECH? Whether you need a small, private room or something larger, there is a range of options available. Please contact Lynda Kisell at 800-733-3976 ext. 3106 or email lkisell@sme.org for more information.





How to Get the Media to Take Notice

Get your company and products covered by industry publications to strengthen your brand and reach your target audience.

■ There are many ways to reach the media:

- Send press releases to the media 2-3 months before FABTECH – especially publications planning a special FABTECH issue.
- Submit press releases via the Exhibitor Dashboard to feature in your online booth profile.
- Schedule one-on-one interviews with key trade media and your top executives.
- Schedule a press conference during the event.
- Provide a digital press kit to the FABTECH Media Center. Digital kits are far more convenient and preferred by the media.

Press kits should contain company information, news releases, photos, and product information. Exhibitors can deliver kits to the Media Center the day prior to show opening or ship kits to arrive after **October 12, 2024**.

Orange County Convention Center
9800 International Dr
Orlando, FL 32819

For questions about the Media Center, please contact marketingservices@fabtechexpo.com.

■ Registered Media List

FABTECH provides a list of registered media. Exhibitors may request a list of registered media after **September 13, 2024**, by sending a request to: marketingservices@fabtechexpo.com.

■ Press Conferences

If your company's news is of interest to many trade media, a press conference is the way to go. Host these in your booth so reporters can see your products up close. Press conferences are scheduled on a first-come, first-served basis, so get your request in early!

■ Food & Beverage for Press Conferences

All food and beverage items must be purchased through Sodexo Live!, which has exclusive food and beverage rights within the facility.

Please contact Warner Peck, Sodexo Live!, at 321-663-7325 or email warner.peck@sodexo.com.





Using Social Media

Social Media has the power to connect you with targeted audiences. X®, Facebook®, YouTube®, LinkedIn® and others can help keep your audience informed with up-to-the-minute details about your participation at FABTECH. How can you best use social media to drive traffic to your exhibit?

in **LinkedIn** allows you to develop relationships with customers and prospects. Follow the FABTECH LinkedIn page and start a discussion to engage attendees.

f On **Facebook**, tell your fans about your event plans. Share updates and photos of your booth and staff throughout the event.

o Use **Instagram** to share photos/videos. Post teaser pictures of giveaways, announcements, products, or other promotions.

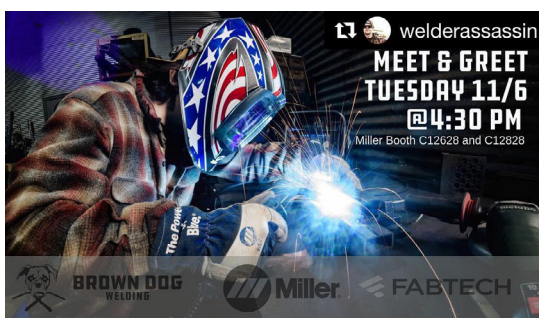
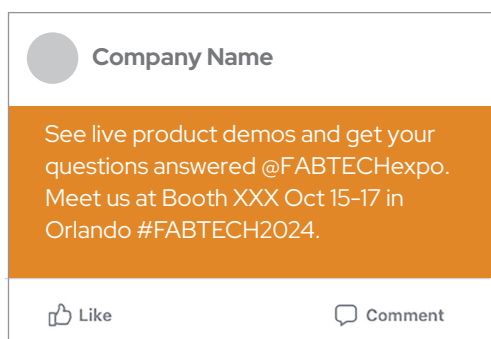
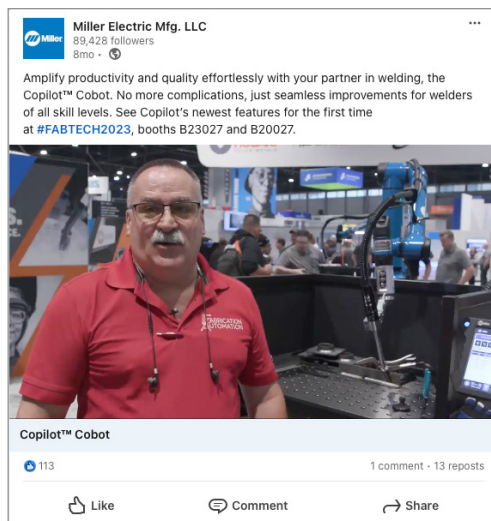
e Use the **FABTECH blog** to tell your story! Email marketingservices@fabtechexpo.com for more information on how to become a guest blogger

X Use **X** to post updates about your company, new products, special offers and more. Follow @FABTECHexpo and use #FABTECH2024 to mark your posts.

▶ **YouTube** is an effective way to use video to connect with customers. Consider shooting short videos about your company and products and posting them before and during the event.

Drive Booth Traffic

- Create a social contest to encourage traffic to your booth
- Reward attendees for dropping by the booth and signing up on your social media profiles
- Photographs or short video clips of your product demos can engage your audience.





Exhibitor Marketing Schedule and Checklist

DEADLINE DATE	TASK	DONE
ASAP	Complete your print and online directory listing via Exhibitor Dashboard (Required) <ul style="list-style-type: none"> • Select Product Categories • Submit New Products and Photos • Submit Press Releases • Upload Video and Show Specials (Enhanced Listings only) 	
ASAP	Choose a Sponsorship Opportunity	
ASAP	Place FABTECH banner ad on company website and post on your calendar of events	
July - October	Distribute Exhibitor Guest Passes to customers and prospects	
	Use the Exhibitor Referral Suite to send customized email invitations	
July 8	MetalForming magazine show product release deadline	
July 31	The Fabricator® magazine advertising closes	
August 2	Welding Journal advertising closes	
August 9	MetalForming magazine advertising closes	
August 16	Pre-Show Mailer advertising closes	
Aug 20 - Sept 30	Order the Pre-registered attendee mailing list	
August 23	Show Directory advertising closes	
	Floor Ads	
	Web Banner Ads	
	Enhanced Listing in print and online directory	
	Secondary Company Listing (multiple companies in same booth)	
August 25	Manufacturing Engineering magazine advertising closes	
September	Prepare Digital Press Kit for media center	
September 13	Exhibitor Press Conference request form	
	Request a list of Registered Media	



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