Company Listing

- The Dashboard is the online vehicle that allows exhibitors to update their company listing information including technology categories, new products, upload press releases, and more. It is important to note that the same information submitted is used to create the FABTECH online exhibitor search and new products feature. In addition, it is used to produce the printed Show Directory and New Product Preview brochure.

- All exhibitors receive a basic listing included with their booth. Upgrade packages are available to enhance your company’s listing in the print and online directories. Learn more about purchasing an Enhanced Listing or any of the other FABTECH Advertising products at http://www.fabtechexpo.com/exhibit/advertising.

- Below is a list of features for the basic and enhanced online listings and directions for materials that need to be provided.

<table>
<thead>
<tr>
<th>ONLINE LISTING PACKAGE FEATURES</th>
<th>BASIC</th>
<th>CLASSIC</th>
<th>PREMIUM</th>
<th>ULTRA</th>
<th>Submit Info &amp; Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Categories</strong> - Select product subcategories that prospects are likely to search in order to find you.</td>
<td>5 Categories</td>
<td>10 Categories</td>
<td>15 Categories</td>
<td>20 Categories</td>
<td>Dashboard</td>
</tr>
<tr>
<td><strong>Profile Description</strong> - Add a company description to your online listing.</td>
<td>No</td>
<td>Max 1,000 Characters</td>
<td>Max 1,500 Characters</td>
<td>Max 2,000 Characters</td>
<td>Dashboard</td>
</tr>
<tr>
<td><strong>New Products</strong> - Feature new products that will be introduced at FABTECH. Include descriptions and photos.</td>
<td>1 Product</td>
<td>3 Products</td>
<td>6 Products</td>
<td>10 Products</td>
<td>Dashboard</td>
</tr>
<tr>
<td><strong>New Product Preview</strong> - Include a new product with photo and description in the printed New Product Preview mailer distributed to approximately 250,000 prospects.</td>
<td>0</td>
<td>1 Product</td>
<td>1 Product</td>
<td>1 Product</td>
<td>Dashboard</td>
</tr>
<tr>
<td><strong>Press Releases</strong> - Highlight what’s happening at your company.</td>
<td>3 Releases</td>
<td>5 Releases</td>
<td>7 Releases</td>
<td>10 Releases</td>
<td>Dashboard</td>
</tr>
<tr>
<td><strong>Show Specials</strong> - Promote your deals – discounts, giveaways, drawings, etc. – to keep your booth buzzing through the event.</td>
<td>0</td>
<td>1 Special</td>
<td>2 Specials</td>
<td>3 Specials</td>
<td>Dashboard</td>
</tr>
<tr>
<td><strong>Company Logo</strong> - Add your company logo to your online and print listing.</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>See Guidelines for Submitting Artwork</td>
</tr>
<tr>
<td><strong>Social Media Icons</strong> - Enable attendees to find and follow you on Twitter, Linkedin and Facebook.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Dashboard</td>
</tr>
<tr>
<td><strong>Enhanced Exhibitor Icons</strong> - Stand out in the online exhibitor search with a featured icon indicating your company has an enhanced listing.</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Video</strong> - Let potential buyers see and hear your story. Feature company and/or product videos.</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>2 Videos</td>
<td>Dashboard &amp; see Guidelines for Submitting Artwork</td>
</tr>
<tr>
<td><strong>Floor Plan Logo</strong> - Make your company stand out with your company logo on the electronic floor plan. <em>Booth must be 400 nsf or larger.</em></td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>See Guidelines for Submitting Artwork</td>
</tr>
</tbody>
</table>