



2017 POST SHOW REPORT

Audience Profile & Exhibitor Feedback

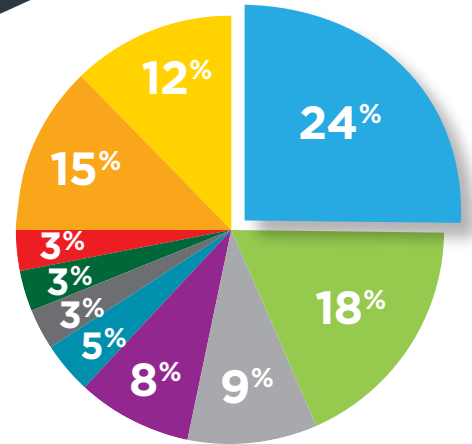
NOVEMBER 6-9, 2017
CHICAGO, IL

fabtechexpo.com



“This is a big show. FABTECH is the biggest gathering of people in the metal fabrication industry, which allows us to get exposure to a large audience.”

- Jerry Osborn
Kuka Robotics Corp.



AUDIENCE PROFILE

JOB FUNCTION

■ Owner, Company Management/ Corporate Executive	24%	■ Product Design and R&D	3%
■ Manufacturing Engineering, Design Engineer	18%	■ Distributor	3%
■ Manufacturing Production	9%	■ Purchasing	3%
■ Foreman/Leader/Supervisor	8%	■ Sales & Marketing	15%
■ Welder/Machine Operator	5%	■ Other Job Functions	12%

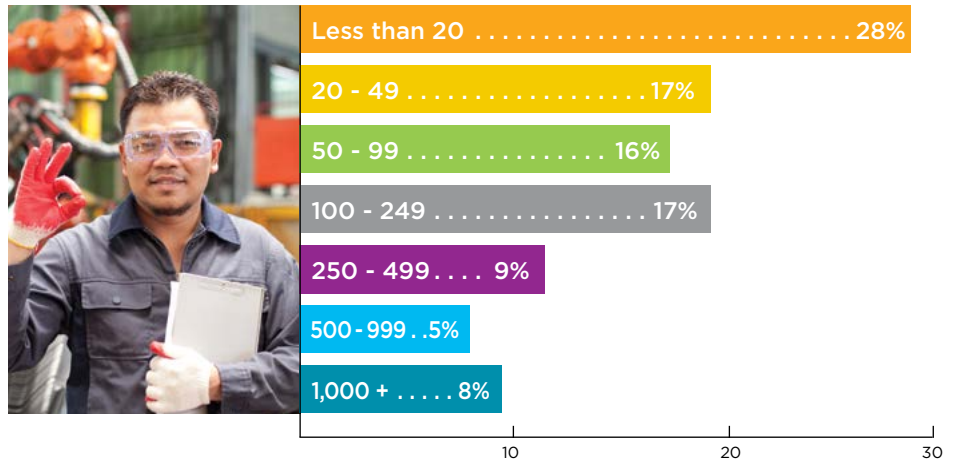
▶ TOP 3 REASONS VISITORS ATTEND FABTECH

1. See/evaluate new products and technology
2. Compare products side-by-side
3. Keep up with industry trends

49% of attendees were first time visitors.

59% attend no other trade show.

COMPANY SIZE (# OF EMPLOYEES)



TYPE OF COMPANY

Job Shop/Contract Manufacturer	35%
OEM	21%
Supplier	14%
Dealer/Distributor	8%
Non-Manufacturer	10%
Other	12%

**FINAL
STATS**

ATTENDANCE: 44,935

SIZE: 765,360 sq. ft.

EXHIBITORS: 1,704

**TOTAL LEADS
COLLECTED: 180,397**

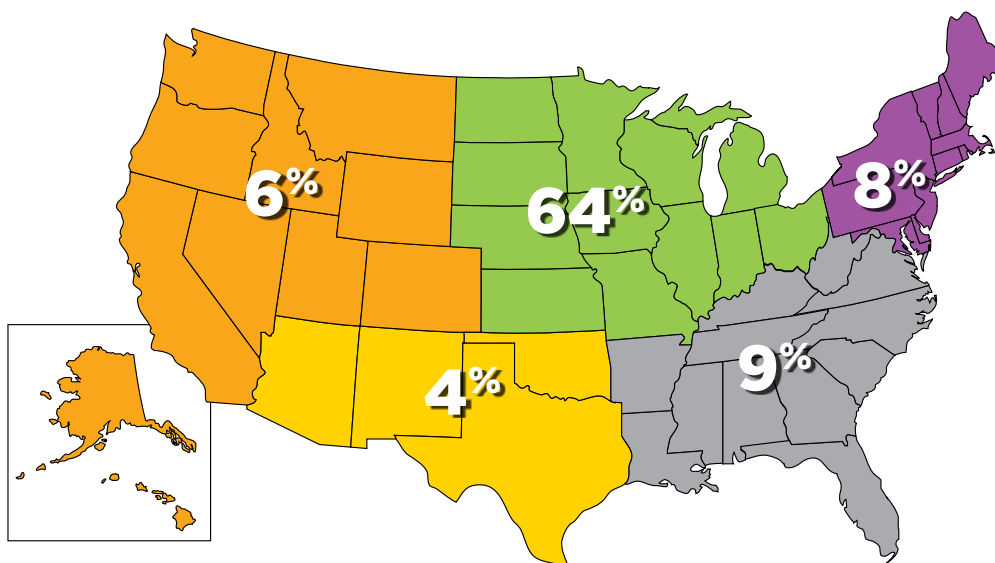
TOP ATTENDING COMPANIES

Altec Industries	Federal Mogul	John Deere	Siemens
Amazon	Flex-n-Gate	Johnson Controls	SMART
American Railcar Industries	Ford Motor Company	Kohler Co.	SpaceX
Ariens Co.	Generac Power Systems	Lippert Components	Steelcase
B&W Trailer Hitches	General Dynamics	Lockheed Martin	Stryker
Boeing	General Electric	Magna International	Trinity Industries
BorgWarner	General Motors	Milwaukee Tool	Westinghouse Electric Co.
Caterpillar	Greenheck Fan Corp.	Oshkosh Corp.	Whirlpool Corporation
Cooper Standard	Harley Davidson	Parker Hannifin	Worthington Industries
Crown Equipment	Herman Miller	Pentair	Zimmer Biomet
Eaton	Huntington Ingalls Industries	Procter & Gamble	
Faurecia		Shape Corp.	

TOP 10 INDUSTRIES

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

ATTENDANCE BY REGION



**9%
OF ATTENDEES CAME
FROM COUNTRIES
OUTSIDE THE U.S.
INCLUDING:**

- Australia
- Canada
- China
- Germany
- India
- Italy
- Japan
- Mexico
- South Korea
- Turkey
- ...and more

“ We decided two years ago to become a Platinum Sponsor of FABTECH in order to increase our brand reach and drive more attendance to our booth. The ROI has been very easy to justify. The increased exposure has resulted in more leads in our booth and more sales. ”

- Patrick Simon, MC Machinery Systems

BUYING POWER

79%

of FABTECH attendees influence or approve equipment purchase decisions.

44%

of the FABTECH audience had equipment budgets that exceeded **\$200,000**. These were motivated buyers ready to invest in new technology.

BUDGET

Up to \$50,000	36%
\$50,001 - \$200,000	20%
\$200,001 - \$500,000	14%
\$500,001 - \$1,000,000	13%
\$1,000,001 - \$5,000,000	11%
Over \$5,000,000	6%

82% of exhibitors are satisfied or very satisfied with the value received from exhibiting at FABTECH.

79% of exhibitors would recommend FABTECH to a colleague.

74% of exhibitors expect to derive a positive ROI from FABTECH 2017.

Source: 2017 FABTECH Exhibitor Survey

TECHNOLOGY INTEREST (MULTIPLE RESPONSE)

Bending & Forming	45%	Waterjet	22%
Cutting	41%	Fastening & Joining	20%
Lasers	39%	Inspection & Testing	20%
Welding Machines	37%	Maintenance & Repair	20%
Additive Manufacturing	36%	Tool & Die	20%
Arc Welding	36%	Metal Suppliers	19%
Robotics	34%	Plate & Structural Fabricating	17%
Press Brakes	29%	Resistance Welding	16%
Welding Consumables	27%	Safety & Environmental	16%
Material Handling	27%	Stamping	15%
Tooling	26%	Brazing & Soldering	14%
Tube & Pipe Fabricating	26%	Gases & Gas Equipment	14%
Assembly	23%	Software, Machine Controls	13%
Finishing/Paint & Powder Coating	23%	Coil Processing	12%
Punching	22%	Finishing/Plating	12%
Saws	22%	Tube & Pipe Producing	12%
		Business Services	10%



DON'T MISS YOUR CHANCE TO EXHIBIT IN 2018!

Contact a member of our sales team or visit fabtechexpo.com/exhibit to learn how exhibiting at a FABTECH 2018 event can benefit your business.

FABTECH
MEXICO
May 2-4

FABTECH
CANADA
JUNE 12-14

FABTECH
ATLANTA
NOVEMBER 6-8