

2018 POST SHOW REPORT

Audience Profile &
Exhibitor Feedback

NOVEMBER 6-8
ATLANTA, GA



FABTECH

NORTH AMERICA'S LARGEST METAL FORMING,
FABRICATING, WELDING AND FINISHING EVENT



fabtechexpo.com



“ We had record results from this year's FABTECH, which generated more lead scans than any previous show, ever. The aisles were crowded, people were there looking to buy, and there was an air of excitement as attendees looked forward to seeing what's new. ”

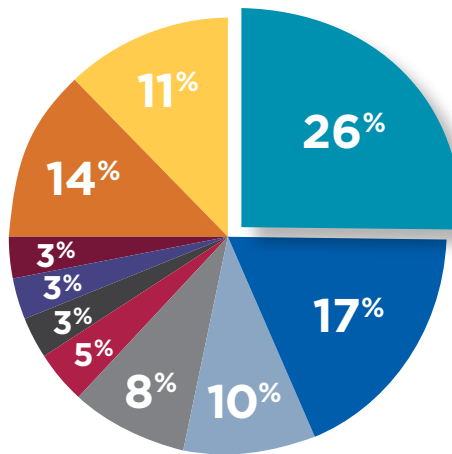
- Betsy Van Duyne, Hypertherm Inc.

FINAL STATS

ATTENDANCE: 33,755
EXHIBITORS: 1,550
SQ. FOOTAGE: 668,135
TOTAL LEADS COLLECTED: 157,492



AUDIENCE PROFILE

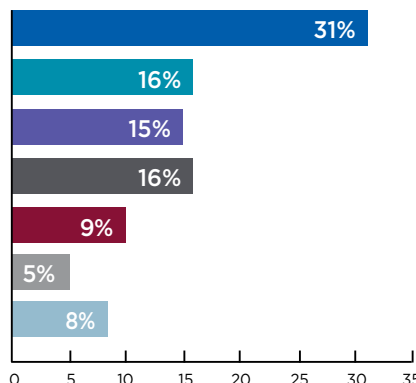


JOB FUNCTION

- Owner, Company Management/Corporate Executive 26%
- Manufacturing Engineering, Design Engineer 17%
- Manufacturing Production 10%
- Foreman/Leader/Supervisor 8%
- Welder/Machine Operator 5%
- Product Design and R&D 3%
- Distributor 3%
- Purchasing 3%
- Sales & Marketing 14%
- Other Job Functions 11%

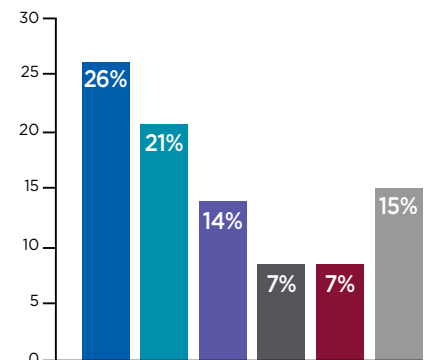
COMPANY SIZE (# OF EMPLOYEES)

- Less than 20 31%
- 20 - 49 16%
- 50 - 99 15%
- 100 - 249 16%
- 250 - 499 9%
- 500 - 999 5%
- 1,000 or more 8%



TYPE OF COMPANY

- Job Shop/Contract Manufacturer 26%
- OEM 21%
- Supplier 14%
- Dealer/Distributor 7%
- Non-Manufacturer 7%
- Other 15%



TOP 3 REASONS VISITORS ATTEND FABTECH

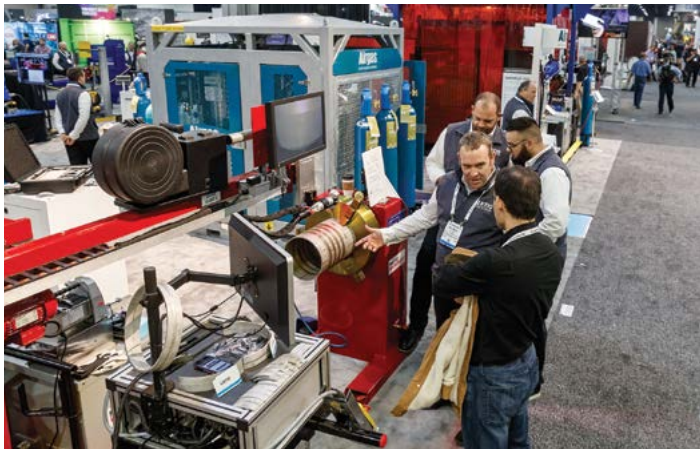
1. See/evaluate new products and technology
2. Compare products side-by-side
3. Keep up with industry trends

56% of attendees were first time visitors.

65% attend no other trade show.

TOP ATTENDING COMPANIES

Altec Industries	Faurecia	Johnson Controls	Price Industries
Blue Bird Corp.	Generac Power Systems	Kawasaki Motors Manufacturing Corp.	Proctor & Gamble
Boeing	General Dynamics	Kubota	Siemens
Cascade Corp.	General Electric	Lockheed Martin	SpaceX
Caterpillar	General Motors	Manitowoc Cranes	Steelcase
Coca-Cola	Georgia Power	MARTA	Tennessee Rand
Cottrell Inc.	Home Depot	NASA	ThyssenKrupp Elevators
Crown Equipment	Honda of America	Naval Surface Warfare Center	Toyota Motor Manufacturing
Daimler Trucks North America	Hoshizaki America Inc.	Newport News Shipbuilding	UPS
Delta Airlines	Huntington Ingalls	Northrup Grumman	Whirlpool
Eaton Corp.	Ingersoll Rand	Parker Hannifin	Yamaha Motor Manufacturing
Electrolux	Joe Gibbs Racing		
	John Deere		



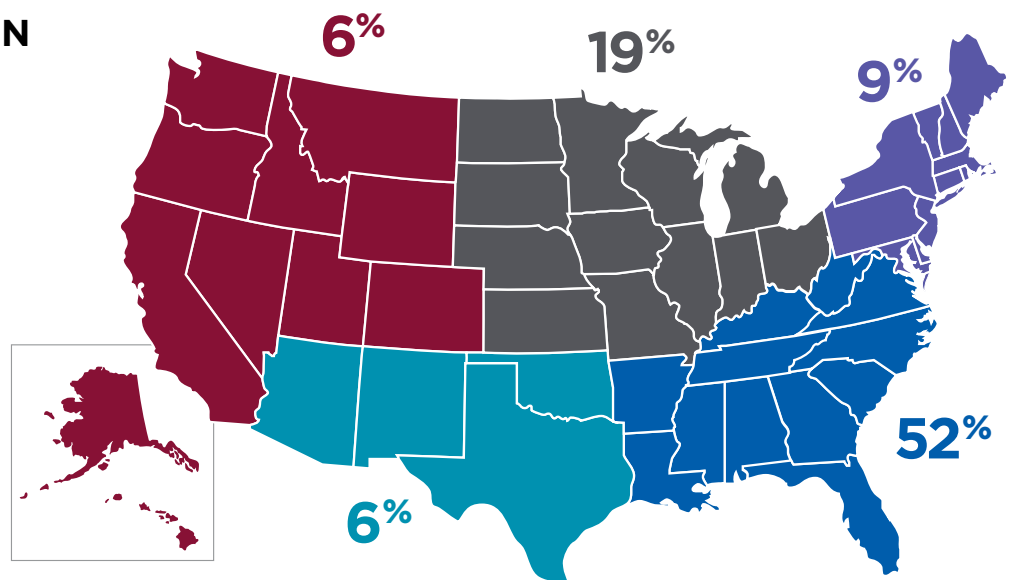
TOP 10 INDUSTRIES

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

ATTENDANCE BY REGION

8% of attendees came from countries outside the U.S. including:

- | | |
|-----------|----------------|
| Australia | Mexico |
| Brazil | South Korea |
| Canada | Turkey |
| China | United Kingdom |
| Colombia | ...and more |
| Germany | |
| Japan | |



“ The 2018 show was a big success. We sold a machine on the floor for the first time and generated a high number of other leads. With the investment into FABTECH, we expect to surpass all sales goals for the upcoming 2019 year. ”

- Troy Wilder, Oriimec Corporation of America

84%

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

80%

of exhibitors would recommend FABTECH to a colleague.

80%

of exhibitors expect to derive a positive ROI from FABTECH 2018.

Source: 2018 FABTECH Exhibitor Survey

TECHNOLOGY INTEREST (MULTIPLE RESPONSE)

Cutting47%	Fastening & Joining25%
Bending & Forming45%	Plate & Structural Fabricating . . .25%
Welding Machines45%	Saws24%
Lasers41%	Maintenance & Repair24%
Arc Welding39%	Tool & Die24%
Robotics38%	Waterjet23%
Press Brakes35%	Inspection & Testing20%
Welding Consumables33%	Safety & Environmental20%
Material Handling32%	Software, Machine Controls19%
Assembly31%	Resistance Welding18%
Tube & Pipe Fabricating28%	Stamping17%
Finishing/Paint & Powder Coating28%	Finishing/Plating16%
Punching28%	Gases & Gas Equipment15%
Tooling28%	Brazing & Soldering15%
Metal Suppliers27%	Tube & Pipe Producing14%
Additive Manufacturing25%	Coil Processing11%

DON'T MISS YOUR CHANCE TO EXHIBIT IN 2019!

Contact a member of our sales team or visit fabtechexpo.com/exhibit to learn how exhibiting at a FABTECH 2019 event can benefit your business.

FABTECH
MEXICO
May 7-9

FABTECH
CHICAGO
November 11-14



BUYING POWER

82%

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	13%
\$500,001 - \$1,000,000	13%
\$1,000,001 - \$5,000,000	12%
Over \$5,000,000	6%

