

Your Company Made the Right Decision to Exhibit at FABTECH 2023

Now follow through with your marketing efforts and let our 44,000+ subscribers know what you will display at the show.

FABTECH likely is your single largest marketing investment each year. Help to ensure increased booth traffic with these new marketing opportunities from *MetalForming* magazine and PMA. **DON'T WAIT, BOOK NOW.**



MetalForming magazine

The August 2023 FABTECH show issue of *MetalForming*, delivered to 44,000+ readers and show attendees, plus bonus circulation at the show, will feature ads and write-ups describing your exhibited products for attendee decision-makers to view prior to the show. Ensure that your company has a prominent advertising position in this issue.

- Exhibitor product release due: **June 9, 2023**; contact **Marlene O'Brien**, mobrien@pma.org
- Advertising space due: **July 6, 2023**; contact your sales representative



FABTECH Video Delivers

Place your message in front of prospective buyers in *MetalForming's* custom video email campaigns. *MetalForming* will send three targeted emails prior to the show to promote FABTECH.

- Product or technology video ad: **300 x 250px + 50-character title and 200-character description, 1 URL**
- Two total mailings on **8/15 and 8/29**
- Total Circulation: **35,000+** past and future attendees

Closing Date: **August 4, 2023**



METALFORM @ FABTECH

This one-of-a-kind show directory, focused on the METALFORM area of FABTECH, will be delivered with the August issue of *MetalForming* magazine to 10,000-plus readers in the top-attending Midwestern states, along with 40k+ digital copies to the subscribers of *MetalForming* magazine. The directory—published in a convenient and easy-to-carry digest size—will include PMA Technical Conference highlights, schedule of keynote presentations, complete list of METALFORM exhibitors and floorplan.

Closing Date: **June 12, 2023**

Here's your opportunity to have *MetalForming* magazine editors to interview a representative from your company before FABTECH 2023. Our editors will ask up to 4 questions, that you may pre-select, from topics such as; the state of the industry, interesting trends, your challenges and the technology your company will display at the show. These 1-2 minute videos, paired with your thoughtful answers, will be utilized as a pre-show marketing product in the following ways:

- *MetalForming* magazine will post a link to the video on social media channels including LinkedIn and Twitter
- *MetalForming* magazine will post in the special FABTECH section of our website
- Your video will be included in (2) post-show newsletters with other videos.
- Videos will be delivered to 35,000 *MetalForming* subscribers and show attendees on **8/22 and 9/5**



Video

Contact your sales representative for details, and ASK ABOUT SPECIAL DISCOUNTS AVAILABLE FOR SELECTING TWO OR MORE OF THESE OFFERS.

MICHIGAN, EUROPE
MICHAEL VOHLAND
Vice President of Sales/
Publisher
216/901-8800
ext 143
mvohland@pma.org

**MIDWEST, WESTERN U.S.,
NEW ENGLAND, PA, NY,
NJ, CANADA AND ASIA**
DAMON WOLF
Sales Manager
216/901-8800
ext 105
Mobile:
216/357-8534
dwolf@pma.org

IA, IL, IN, MN, WI
MARK FORTUNA
Strategic Account
Manager
773/531-8780
mfortuna@pma.org

ILENE SCHWARTZ
Inside Sales Manager
216/901-8800
ext 148
ischwartz@pma.org

**SOUTH ATLANTIC,
SOUTH CENTRAL**
BOB WEST
Regional Manager
678/377-5749
bwest@pma.org

MEXICO
RODOLFO MARROQUIN
5281-8349-5605
pmademexico@gmail.com