AUDIENCE PROFILE

FIRST TIME ATTENDEES

61% attended FABTECH Mexico for the first time

TOP THREE REASONS AN ATTENDEE VISITS THE SHOW

1. Looking for new suppliers
2. Looking to purchase products
3. Interested in joint ventures

JOB FUNCTION

- Owner/Corp. Executive: 31%
- Mfg. – Production: 15%
- Mfg. – Engineering: 11%
- Product Design – R&D: 5%
- Quality Assurance: 3%
- Factory Automation: 2%
- Purchasing: 7%
- Distributor/Sales: 12%
- Welders/Safety/Inspectors: 3%
- Other: 11%

COMPANY SIZE

- Less than 20: 28%
- 20 to 49: 18%
- 50 to 99: 13%
- 100 to 249: 15%
- 250 to 499: 10%
- 500 to 999: 6%
- 1,000 to 2,499: 5%
- 2,500 and Over: 5%
“We have exhibited at the Metalform Mexico show for the past 6 years and every year the show gets better, with more qualified attendees and increased traffic year on year. The show gives us the opportunity to meet with our current customers, and to meet with new prospects, as well as analyzing the current business climate for US products in Mexico. Part of Tower’s success in Mexico has been Metalform. It has afforded numerous opportunities that we might not have gotten otherwise. We are looking forward to the show in Mexico City in 2018.”

Steve Lowery
Tower Metalworking Fluids

“We have exhibited with FABTECH Mexico since the beginning and consider it the premier annual industry event. Encompassing metalforming, fabricating, welding and coating, as an integral solution, this show is the best representation of the industry as a whole in Mexico.”

Lara Soto
General Manager
Disma Metalmecanica
“As a first time exhibitor, we were very pleased with the FABTECH Mexico 2017 attendees. The leads we obtained were well qualified and we have several prospects bringing us new business this year.”

Igor Pinto
Director
Bystronic México

BUYING POWER

ROLE IN BUYING

84% Influence or approve purchase decisions in their companies.
- Evaluate .................... 50%
- Specify ....................... 7%
- Approve..................... 27%

For questions regarding this report or to book exhibit space, please contact:

EXHIBIT SPACE SALES – U.S.
FABTECH MEXICO
(Exhibitors A-L),
Phil Arndt (FMA)
(800) 432-2832 ext. 267
phila@thefabricator.com
(Exhibitors M-Z),
Cara Collins (SME)
(800) 733-3976 ext. 3126
ccollins@sme.org
AWS WELDMEX
Joe Kral (AWS)
(800) 443-9353 ext. 297
jkrall@aws.org
METALFORM MÉXICO
Doug Trout (PMA)
(800) 541-5336
dtrout@pma.org
COATECH
Andy Goyer (CCAI)
(941) 373-1830
andy@goyermgt.com

EXHIBIT SPACE SALES – MEXICO
FABTECH, WELDMEX Y METALFORM
Marcela Ordaz
Trade Show Consulting
Tel: +52(81) 8191-0444
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FUTURE SHOW DATES
FABTECH Chicago
November 6 – 9, 2017
FABTECH Canada
June 12 – 14, 2018
FABTECH Mexico
Mexico City, Mexico
May 2 – 4, 2018

TECHNOLOGIES EVALUATED
Cutting................................................... 35%
Welding Machines/Equipment........... 31%
Finishing............................................. 28%
Tool & Die........................................... 24%
Brazing & Soldering............................. 23%
Bending/Forming................................. 22%
Welding Consumables....................... 22%
Stamping............................................. 20%
Lasers................................................. 20%
Tooling............................................... 20%
Robotics ............................................. 19%
Arc Welding......................................... 17%
Assembly............................................. 17%
Punching............................................. 16%
Other Machinery/Equipment/
Parts/Products ................................. 16%
Maintenance & Repair..................... 16%
Plate & Structural Fabricating ............ 15%
Saws & Cut-off Machines................ 15%
Resistance Welding........................... 14%
Tube & Pipe Fabricating or Welding .... 14%
Waterjet............................................. 13%
Lubrication......................................... 12%
Fastening & Joining.......................... 12%
Software & Machine Controls ........... 12%
Material Handling/Marking............... 12%
Machining/EDM ................................. 11%
Safety & Environmental........................ 11%
Gases & Gas Equipment.................... 11%

Inspection & Testing.......................... 11%
Job Shop/Contract Manufacturing........ 11%
Additive Manufacturing/3D Printing/ Rapid Prototyping ............................ 10%
Coil Processing ................................ 10%
Tube & Pipe Producing...................... 9%
Press Brakes ..................................... 7%
Hydroforming.................................... 6%
Business Services................................ 6%
Thermal Spraying............................... 4%