The leading metal forming, fabricating, welding and finishing event in Mexico

MAY 12 → 14
2020
Centro Citibanamex
Mexico City
fabtechmexico.com

EXHIBITOR PROSPECTUS
FABTECH Mexico reaches across the South American market to bring together an anticipated 13,000 highly qualified metal manufacturers ready to do business. Visitors will be walking the FABTECH Mexico show floor looking for the latest metal forming, fabricating, welding and finishing equipment and services to incorporate into their current projects and recommend to their companies.

As the leading event dedicated to metal manufacturing, FABTECH Mexico provides a unique opportunity to extend your market reach and target the lucrative Mexican manufacturing industry.

MARKET YOUR BRAND
FABTECH Mexico provides exhibitors a unique experience and an exceptional platform to build brand awareness, expand market presence, collect leads, write orders and increase revenue.

SUCCEED WITH LEADS
41,230 leads were collected at FABTECH Mexico 2018...an average of 170 leads per exhibitor. With expected attendance of over 13,000, FABTECH Mexico 2020 will generate the leads you need to succeed.

ATTENDEE PROFILE

TOP 4 REASONS FOR ATTENDING

- 38% Find New Supplier
- 24% Purchase New Products
- 11% Joint Venture Interest
- 7% Represent or Distribute Products

ROLE IN BUYING

- 87% Influence or approve purchase decisions in their companies.
- 52% Evaluate
- 8% Specify
- 28% Approve

WHO ATTENDS

<table>
<thead>
<tr>
<th>Role</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner / Corporate Executive</td>
<td>32%</td>
</tr>
<tr>
<td>Product Design / R&amp;D</td>
<td>11%</td>
</tr>
<tr>
<td>Mfg. Production</td>
<td>10%</td>
</tr>
<tr>
<td>Other Operations</td>
<td>8%</td>
</tr>
<tr>
<td>Mfg. Engineering</td>
<td>8%</td>
</tr>
<tr>
<td>Distributor / Sales</td>
<td>7%</td>
</tr>
<tr>
<td>Welders / Safety / Inspectors</td>
<td>4%</td>
</tr>
<tr>
<td>Quality Assurance</td>
<td>2%</td>
</tr>
<tr>
<td>Factory Automation</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>17%</td>
</tr>
</tbody>
</table>

COMPANY SIZE

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20</td>
<td>39%</td>
</tr>
<tr>
<td>20 – 49</td>
<td>21%</td>
</tr>
<tr>
<td>50 – 99</td>
<td>12%</td>
</tr>
<tr>
<td>100 – 249</td>
<td>11%</td>
</tr>
<tr>
<td>250 – 499</td>
<td>7%</td>
</tr>
<tr>
<td>500 – 999</td>
<td>4%</td>
</tr>
<tr>
<td>1,000 – 2,400</td>
<td>3%</td>
</tr>
<tr>
<td>2,500 and Over</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source for all Audience Statistics: 2018 FABTECH Mexico Audience Survey and Registration Data.
PRIMARY TYPE OF BUSINESS

- Aerospace
- Agriculture
- Appliance
- Automotive
- Construction
- Contract Manufacturing

- Energy
- Infrastructure
- Heavy Equipment
- Military
- Transportation

Technologies of Interest to Attendees

- 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%

CONNECT WITH CUSTOMERS FROM THESE REGIONS

- Mexico City...........................................68%
- San Luis Potosi, Queretaro, Guanajuato, Aguascalientes .........9%
- Puebla .................................................... 5%
- Hidalgo .................................................. 4%
- Nuevo Leon-Coahuila ..............................3%
- Veracruz-Tlaxcala ................................... 2%
- Jalisco .....................................................1%
- Other / International .............................. 8%

TOP ATTENDING COMPANIES

- American Axle
- Autopartes y Componentes
- Autotek
- Benteler Automotive
- Bombardier
- CNH INDUSTRIAL
- Comau
- Cuprum Metales
- Daimler
- Dana de México
- Deacero Sapi de CV
- Diehl Controls
- Eaton Corporation
- Faurecia
- FCA Mexico
- Fisher Dynamics
- Ford Motor Company
- GE
- Gestamp
- GKN Driveline
- Greenbrier Mexico
- Grupo Jumex
- Gunderson Gimsa
- Honeywell
- Interjet
- John Deere
- Koblenz Electric
- Lear Corporation
- Mabe
- Magna Exteriors
- Mazda
- Mitsubishi Electric
- Nestle
- Parker Hannifin de Mexico SA DE CV
- PPG Mexico
- Prolec GE
- Robert Bosch LLC
- Rockwell Automation
- Safran Aircraft
- Schneider Electric
- Siemens
- Thermo Fisher Scientific
- Toyota Motor Manufacturing
- Trinity Industries
- Mexico
- Truper
- Unilever
- Universal Lighting Technologies
- Volkswagen de México
- Voltran
- Walmart
- ZF Suspension Technology
**RESERVE YOUR EXHIBIT SPACE NOW. FOLLOW THESE THREE EASY STEPS:**

1. Review exhibitor information and the 2020 floor plan.
2. Select up to two preferred booth locations.
3. Complete and return the Exhibit Space Request Form.

**BOOTH COST**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost / ft²</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 – 200 ft²</td>
<td>$40 USD</td>
</tr>
<tr>
<td>201 – 800 ft²</td>
<td>$38 USD</td>
</tr>
<tr>
<td>801 – 4000 ft²</td>
<td>$34 USD</td>
</tr>
<tr>
<td>4001 ft² and over</td>
<td>$32 USD</td>
</tr>
</tbody>
</table>

**Booth rate includes:**

- One 110V AC electrical connection with white hardwall and a company sign (9” X 44”)
- Carpeting, one table, and two chairs
- Monthly Exhibitor E-Newsletter with important show developments and reminders
- An experienced show management team dedicated to your success
- On-site assistance with exhibit hall management and service providers
- Extensive pre-show promotion

Plus, capitalize on these marketing support tools to maximize your show investment:

- Basic listing on the FABTECH Mexico website
- Listing in the Official Show Directory
- Personalized invitations, both electronic and print, to distribute
- Social media sites to promote your show participation
- Email campaigns to showcase your products

*Note: FREE DRAYAGE/MATERIAL HANDLING FOR BOOTHs 200 ft² AND LARGER.*

For questions to book exhibit space, please contact:

**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
Sarah Dickson
800.443.9353 ext. 297
sdickson@aws.org

METALFORM MÉXICO
Doug Trout (PMA)
216.503.5728
dtrout@pma.org

COATech
Andy Goyer (CCAI)
941.373.1830
andy@goyermgt.com

**Sales – México**

TRADE SHOW CONSULTING
Marcela Ordaz
+52 (81) 8191.0444
marcela.ordaz@tradeshowconsult.com

Monica Treviño
+52 (81) 1759.8504
monica@tradeshowconsult.com

**FUTURE SHOW DATES:**

- **June 16-18, 2020**
  Toronto, Canada
- **November 18-20, 2020**
  Las Vegas, Nevada
- **May 11-13, 2021**
  Monterrey, Mexico