



EXHIBITOR

MARKETING RESOURCES



CANADA'S LARGEST METAL
FORMING, FABRICATING,
WELDING AND FINISHING
EVENT

June 11-13, 2024 | Toronto Congress Centre
Toronto, ON Canada | fabtechcanada.com



FMA™

sme

PMA



“WHY DO SOME EXHIBITORS GET GREAT RESULTS AT TRADESHOWS AND OTHERS JUST AVERAGE?”



Unless they're incredibly lucky, it comes down to one thing: **success starts with a plan.** And to help you in your planning, we developed a number of marketing tools you can use to get the most from your FABTECH Canada investment. Whether you need a lot of help or just a little, this guide identifies numerous ways for you to promote your exhibit at the event, reach new prospects and raise your company's profile in the media and industry.

Here are some examples:

WHAT'S INSIDE

Pre-Show Action Plan.....3

Free Promotion Opportunities.....4-5

- Printed Show Guide
- Online Directory
- New Products
- Guest Passes
- Digital Invitations
- Download Banners & Logo

Advertising & Sponsorship Opportunities.....6

Press Conferences.....7

Social Media.....8



Free Print and
Online Directory
Listings



Advertising and
Sponsorship
Opportunities



Free Printed
Guest Passes for
Your Customers
and Prospects



Free Digital
Invitations for
Your Customers
and Prospects

QUESTIONS?

Please call **313-425-3185** or email us at
marketingservices@fabtechexpo.com

EXHIBITOR MARKETING RESOURCES

PRE-SHOW ACTION PLAN

Use this recommended plan to help you prepare for **FABTECH Canada 2024**

EXHIBIT AND
THEY WILL
COME?

BETTER NOT
LEAVE IT TO
CHANCE.

Most attendees decide which exhibitors they will visit before they leave for the show. To ensure you get the most customers and prospects to your booth and maximize your ROI, make certain you include pre-show marketing in your plan. Here's an outline to help you take advantage of the promotions available to you.

AT A MINIMUM, DO THESE THINGS. THEY'RE INCLUDED AT NO ADDITIONAL COST WITH YOUR BOOTH:

- Submit your **free listing** for the print and online directories.
- Submit **new product** photos and descriptions to be included in promotions.
- Use **complimentary guest passes** to invite prospective customers to the show.
- Send your current customers and top prospects to your **customized registration page** for complimentary guest passes.
- Promote your FABTECH Canada booth on your Website and electronic promotions. Free **banner ads and logos** can be downloaded to make this easy.

NEXT, INCORPORATE SOME OF THESE IDEAS INTO YOUR PLAN:

- Elevate your exposure by taking advantage of our **advertising packages** which deliver high value and marketing impact.
- **Upgrade your free listing** in the print and online directories to a Classic or Premium package to provide more comprehensive information and company branding.
- **Become a sponsor** to give your company a more prominent role at FABTECH Canada.
- Place your **print advertisement** in one or more of the publications of the event partners to gain greater market coverage and alert readers of your participation at FABTECH Canada.
- Send news releases to trade media and develop a digital press kit for the Media Centre. **Schedule a Press Conference** at the event if you have new products or technology to debut.
- Utilize **social media** to promote your participation at FABTECH Canada.

#FABTECHCanada24

BACK TO
INDEX

INCREASE YOUR VISIBILITY

These **FREE PROMOTION opportunities** are included in your FABTECH Canada exhibitor package. They are an easy way to maximize your investment so don't pass them up.

PRINT SHOW DIRECTORY LISTING

As an exhibitor, submitting a current listing for the printed Show Directory is an important first step to helping buyers find your booth at FABTECH Canada. The printed Show Directory is distributed to attendees at the show.

ONLINE DIRECTORY LISTING

Buyers attending FABTECH Canada use the online directory to research companies and plan their must-see list of exhibitors. This valuable tool remains accessible after the event for reference and follow-up. Your basic online directory listing includes:

- Company Contact Information
- Product Categories
- New Products with images
- Press Releases

Note: Online listing information also appears on the FABTECH Canada mobile app.

NEW PRODUCTS

One of the primary reasons visitors attend the show is to see new products. Exhibitors may submit new products to be highlighted in the FABTECH Canada print and online directories.

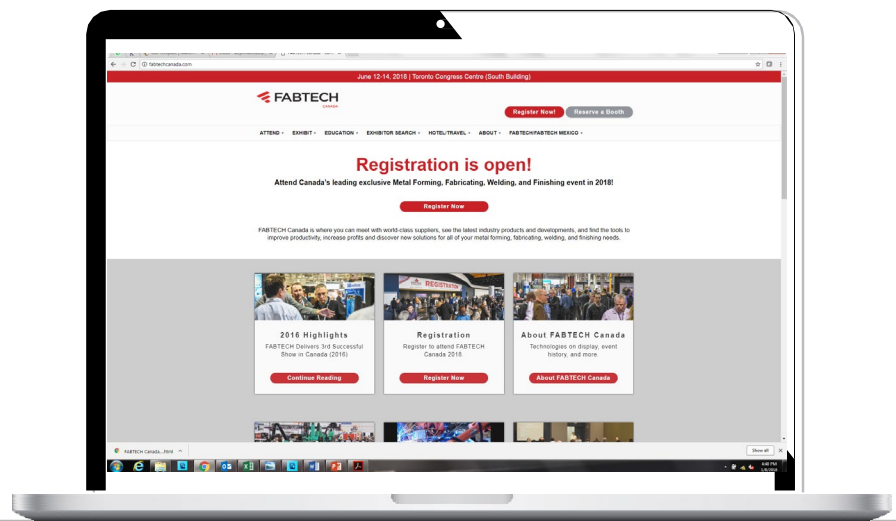
New Product Indicator Draws More Attention To Your Booth



Exhibitors who submit new product descriptions and photos qualify for a New Product Indicator placed in front of your exhibitor listing in the directory giving you even greater exposure.

Submit Your Directory
Listing and New Product
Information via the

Exhibitor Dashboard



BACK TO
INDEX

EXHIBITOR MARKETING RESOURCES

PRINTED EXHIBITOR GUEST PASSES

Each exhibitor will automatically receive a supply of guest passes free of charge to distribute to customers and prospects. These attention-getting passes provide free show admission. Drop in the mail with a personal note or insert passes into all your company mailings, invoices and business correspondence. Whatever you choose, just get them out soon!

► Order Exhibitor Passes

You can [Download](#) a print-ready PDF file to print additional quantities of the guest passes or **email us** to request an additional supply at lmurri@sme.org.

EXHIBITOR REFERRAL SUITE

FABTECH Canada offers a new suite of digital invitations and referral marketing tools to easily promote your presence at the show and drive traffic to your booth. Choose from a customized landing page, email invitation and web banner where your customers and prospects can register for their complimentary expo pass with the included registration links. We've made it simple, fast and turnkey...and all for FREE! The best part is you get access to all the leads that register using your customized digital tools.

► Access the Exhibitor Referral Suite via the [Exhibitor Registration Resource Center](#)

From your invite dashboard you can:

- View and share the link to your customized landing page
- Send a customized email promoting your booth to your contacts
- Access your custom web banner to place on your Website or e-newsletters

BACK TO
INDEX

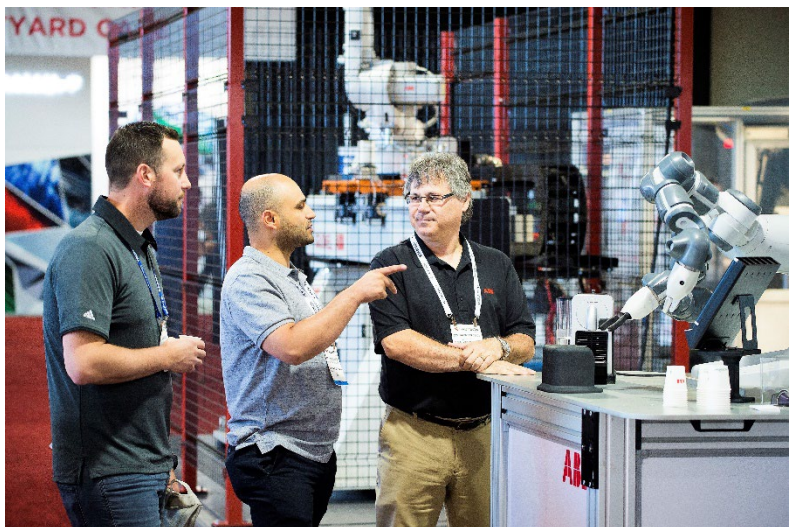
DOWNLOAD WEB BANNERS AND SHOW LOGO

Include the FABTECH Canada banner ad on your company Website and in your promotional emails. Be sure to use the show logo, along with your booth number, on all your ads and mailings.

[Download Now](#)



Please contact the FABTECH Canada Marketing Team if you need help using any of these FREE marketing tools at marketingservices@fabtechexpo.com



EXHIBITOR MARKETING RESOURCES

MORE WAYS TO MAXIMIZE YOUR FABTECH CANADA EXHIBIT RESULTS

Consider using one or more of these programs to help you capture more leads and produce better results at FABTECH Canada.

ADVERTISING PACKAGES

A comprehensive marketing plan that includes both print and online media will help your business maximize its exposure in the marketplace. FABTECH Canada provides a selection of advertising products perfect for marketing your products and services before, during and after the event.

Advertising Products include:

- Show Directory
- Enhanced Listing
- Floor Ads
- Web Banner Ads

[Learn more about 2024 Advertising Opportunities](#)

SPONSORSHIPS OPPORTUNITIES

Sponsorships can raise your company profile and name recognition while delivering your branded message to thousands of FABTECH Canada attendees who make or influence buying decisions.

There are a variety of opportunities available to fit every budget. We will collaborate with you to identify the sponsorship opportunity that works best for your company, the possibilities are numerous.

[Learn more about Sponsorship Opportunities](#)



[BACK TO INDEX](#)

HOW TO GET THE MEDIA TO TAKE NOTICE

Journalists are constantly looking for new and interesting subjects, but less than 10% of exhibitors approach the media because they often overlook the power of the press. Now is the time to include them in your marketing plan. Make sure they know about your company and products by distributing press materials before, during and after the event.

THERE ARE MANY WAYS TO REACH THE MEDIA:

- Send press releases to the media 2-3 months before FABTECH Canada — especially publications planning a special FABTECH Canada issue.
- Submit press releases via the Exhibitor Dashboard to feature in your online booth profile.
- Schedule one-on-one interviews with key trade media and your top executives.
- Schedule a press conference during the event.
- Provide a digital press kit to the FABTECH Canada Media Centre. Digital kits are far more convenient and preferred by the media.

Press kits should contain company information, news releases, photos, and product information. Exhibitors can deliver kits to the Media Centre the day prior to show opening.

For questions about the Media Centre, please contact lmurri@sme.org

REGISTERED MEDIA LIST

FABTECH Canada provides a list of registered media. Exhibitors may request a list of registered media after **May 31, 2024**, by sending a request to: lmurri@sme.org

PRESS CONFERENCES

If your company's news is of interest to many trade media, a press conference may be the way to go. Host these in your booth so reporters can see your products up close. Press conferences are scheduled on a first-come, first-served basis, so get your request in early!

PRE-SHOW AND POST-SHOW PRESS CONFERENCES

You need clearance to hold a press conference before or after regular hours of trade show operation. Please notify the show office to make special arrangements for early or late access.

To schedule a press conference, please contact lmurri@sme.org



USING SOCIAL MEDIA

If you currently use social media platforms, then you know the power they have to connect with targeted audiences. Facebook, YouTube, Twitter and others can help keep your audience informed and up-to-the-minute about your participation at this event. How can you best use social media to drive traffic to your exhibit?



Use [Twitter](#) to post updates about your company, new products, special offers or announcements, and industry news throughout your time at FABTECH Canada. Follow @FabtechExpo and use **#FABTECHCanada24** to mark your posts.



[LinkedIn](#) allows you to develop relationships with customers and prospects. Join the FABTECH LinkedIn group and start a discussion to engage attendees.



[YouTube](#) is an inexpensive way to use video to connect with customers. Consider shooting short videos about your company and products and posting them before and during the event.



For those who use [Facebook](#), tell your fans about your event plans and exhibit. Share updates and photos of your booth and staff throughout the event. Don't forget to "Like" FABTECH Canada on Facebook.



Use the [FABTECH Canada blog](#) to tell your story! Email lmurri@sme.org for more information on how to become a guest blogger.



Use [Instagram](#) to share photos/videos. Post teaser pictures of giveaways, announcements, products, or other promotions.

DRIVE BOOTH TRAFFIC

- Create a Twitter or Facebook contest to encourage traffic to your booth.
- Reward attendees for dropping by the booth and signing up for your Twitter or Facebook page.
- Ask participants who sign up to drop their business card in a bowl and each day draw a winner for an iPad, tablet or similar gadget.

SUGGESTED SOCIAL MEDIA POSTS

- See live product demos and get your questions answered @FabtechExpo. Meet us at Booth XXX June 11-13 in Toronto.
- Join us June 11-13 at Booth XXX at #FABTECHCanada24 in Toronto, Canada's largest metal forming, fabricating, welding & finishing event.
- We'll be at #FABTECHCanada24 June 11-13 in Toronto. Stop by Booth XXX to see our products in action! Register free at fabtechcanada.com.