



# 2024 Advertising and Sponsorship Information



# FABTECH

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

**JUNE 11-13, 2024**

TORONTO CONGRESS CENTRE

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[fabtechcanada.com](http://fabtechcanada.com)

EVENT PARTNERS



FMA™

sme

PMA



# 2024 Advertising and Sponsorship Information

**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 variety of marketing solutions designed to expose your brand, products and services before, during, and after the event.



## SHOW DIRECTORY ADVERTISING

Ad placement in the Show Directory is a great way to distinguish your company from hundreds of others in the show. As a bonus, your ad will bring new inquiries all year long as attendees utilize this resource year-round as a “buyers guide” to find all the leading industry suppliers.



**Show Directory Material Deadline: April 26, 2024**

AD SIZES	AD RATES	MECHANICAL SPECS
Full Page .....	\$2,000 .....	Trim: 8.25" W x 10.75" H Live Area: 7.75" W x 10.375" H Bleed: 8.5" W x 11" H
1/2 Horizontal .....	\$1,300.....	7" W x 4.875" H
1/2 Vertical.....	\$1,300.....	4.625" W x 7.25" H
1/3 Horizontal.....	\$1,000.....	4.625" W x 4.875" H
1/3 Vertical .....	\$1,000.....	2.1875" W x 10" H
1/4.....	\$800 .....	3.375" W x 4.875" H

### PREMIUM POSITIONS

(All full page size. Specs listed above.)

- Outside Back Cover ..... \$3,000
- Inside Front Cover..... \$2,800
- Inside Back Cover ..... \$2,500

## FLOOR ADS

Create a large, full colour ad on the carpet in the highest traffic areas, including the entrance area and registration. Make sure attendees see your company name and booth number as they walk along these main aisles. *Exact logo placement to be determined by Show Management.*

### Floor Ad Material Deadline: April 26, 2024

AD SIZE	AD RATE	SIZE
Two (2) Decals .....	\$2,000.....	6' W x 3' H



## ENHANCED LISTING

Enhance your company's listing in the printed Show Directory, online Exhibitor search pages, and the online floor plan. The combination of print and electronic advertising provides exceptional company branding at an economical price.

### Show Directory Material Deadline: April 26, 2024

### CLASSIC \$500

#### Online:


- Basic company listing (company name, address, phone, fax, web address with link)
- One (1) show special
- Four (4) press releases
- Company logo / Profile description / Product categories
- Four (4) new products highlighted including photo and description
- Listing linked to booth location on floor plan
- Listing 'enhanced' with E-Star symbol

#### Printed Show Directory:

- Basic company listing with logo
- Company name listed in red in the Product Index section.





### PREMIUM \$750


- The entire Classic listing
- Two (2) show specials
- Six (6) products highlighted with a photo and description
- Up to six (6) press releases
- Company logo directly on the website\* floor plan. **(Booth must be 400 nsf or larger)**

**Acumatica powered by Algorithm** 




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Dublin, OH 43017-3202

United States  
614-847-0812  
<http://algorithminc.com>



   



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 Booth: A3378  Notes 

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Meet with a gold-certified partner of Acumatica, discuss moving away from outdated systems and what an ultramodern ERP looks like. Where others can't, we thrive. 98% Implementation Success Rate on first go-lives. 30 years ERP and data migration experience, devotedly serving America's top manufacturers, distributors and wholesalers.

ATTENTION: Macola/ECI customers, ask us about your current system limitations, our extensive data migration experience and an opportunity to secure a rare discount offered to current Macola users.

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## WEB BANNER ADS

Over 80,000 key decision-makers and industry professionals look to **fabtechcanada.com** to find the latest equipment and services at FABTECH Canada. Place your banner ad on the web pages that historically draw the highest traffic in the months leading up to the show.

**Note:** All banner ads will link to the Exhibitor Showroom listing.

### All Web Banner Rates are \$2,000

#### ■ Exhibitor List Index Pages

120 px W x 240 px H

May rotate with three other ads, four positions available.

#### ■ Floor Plan Page

205 px W x 60 px H

Does not rotate with other ads, three positions available.

#### ■ Registration Pages

355 px W x 90 px H

Does not rotate with other ads, two positions available.

#### ■ Attendee Marketing Email

468 px W x 60 px H and 320 px W x 50 px H

Ad placement in the footer of the email, three positions available per email.

#### ■ Attendee Registration Confirmation Email

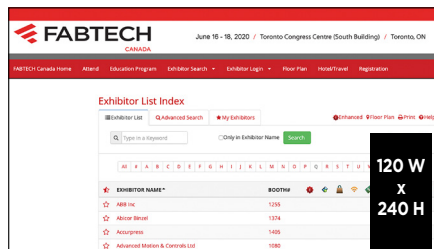
355 px W x 90 px H and 320 px W x 50 px H (mobile)

Ad placement in the footer of the email, three positions available per email.

**Web Banner Material Deadline: ASAP FOR BEST EXPOSURE**

### Exhibitor Listings

(Ad visible on each exhibitor list index page)



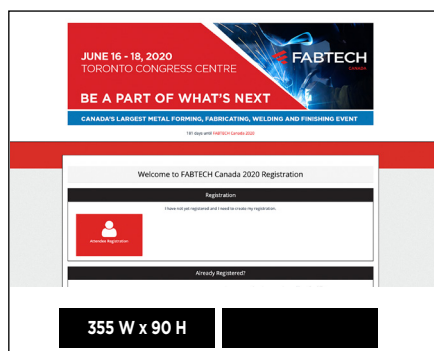
### Floor Plan

(Ad visible on the detailed floor plan)



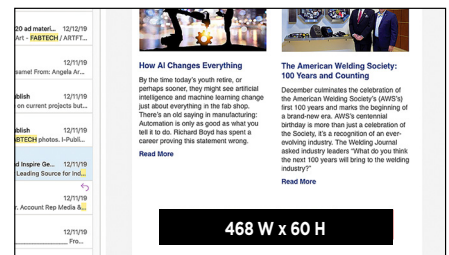
### Registration Pages

(Ad visible on each page throughout the registration process, excluding the confirmation page)



### Email Banner Ad

(Ad visible in one footer of one prospective attendee email)



## CUSTOM PRODUCTS

Your brand exposure before and during FABTECH Canada is as limitless as the event itself. Your business will benefit from visibility in print and digital signage, website inclusion, speaking opportunities, pre-event digital promotions and much more.

### SPECIAL EVENTS & ACTIVITIES

### RATES

#### Keynote Presentations



Align your company with Canadian manufacturing professionals by sponsoring one of the Keynote Presentations. Keynote speakers are recognized as experts in their industries and can provide great recognition for your company.

from **\$4,000**

#### Networking Events



Networking doesn't have to only happen on the show floor! Get your brand in front of attendees and exhibitors with a customized opportunity at one of our networking events. Be the sponsor to host and interact with guests in a special experience-driven activity.

from **\$4,500**

#### VIP Lounge **SOLD**



Transform your brand into a featured destination at the event by sponsoring the VIP Lounge. This sponsorship opportunity allows you to showcase your brand (and message) in an unavoidable way by theming a customized area that offers VIP attendees a place to relax, recharge, and network.

from **\$5,000**

### VISIBILITY AT FABTECH CANADA

### RATES

<b>Food Court</b> (includes tent cards, signage and banner)	from <b>\$4,700</b>
<b>Outside Banners and Window Clings</b>	<b>Call for pricing.</b>
<b>Lanyards</b> (excludes production) <b>SOLD</b>	from <b>\$7,500</b>
<b>Mobile App</b> <b>SOLD</b>	from <b>\$10,000</b>
<b>Show Bags</b> (excludes production, must include FABTECH event partner logos) <b>SOLD</b>	from <b>\$5,000</b>
<b>Show Bag Inserts</b>	from <b>\$3,000</b>
<b>Retargeting</b> (50K Impressions)	from <b>\$2,000</b>
<b>Conference Notebooks</b>	from <b>\$8,000</b>
<b>Conference Coffee Breaks</b>	<b>Call for pricing.</b>



# FABTECH

## **CONTACT US**

Want to customize a product or sponsorship package to fit your company needs?

**Contact a sales representative to discuss further.**

**Cara Collins, SME**

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[ccollins@sme.org](mailto:ccollins@sme.org)

**Rob Swan, FMA**

905-315-8642

[rswan@fmamfg.org](mailto:rswan@fmamfg.org)

*Space is limited. Event producer reserves the right to limit ad space.*