

Looking for *IDEAS* to reach the right audience and increase your market share? Here's what METALFORM has to offer.

**Image** is everything when it comes to first-impressions and building new relationships. Strengthen your image, face-to-face, at this highly focused event. More than 3,500 of your peers will participate in **Chicago's only spring metalforming event March 25-28, 2007.**

**Decision Makers** For more than 25 years, METALFORM has connected equipment and service suppliers with the highest qualified audiences. Surround yourself with the people you need to know—top-level buyers who use your products and services.

**Primary Job Function**

Corporate Executive	27%
Manufacturing Production	21%
Manufacturing Engineering	19%
Marketing/Sales	15%
Other	7%
Product Design, R&D	5%
Purchasing	3%
Factory Automation	2%
Quality Assurance	1%

**Purchasing Authority**

Recommend	53%
Approve	27%
Specify	20%

Source: 2005 Attendee Registration Data

Find out more about your specific products and services. Go to [www.metalform.com](http://www.metalform.com). Get detailed attendee statistics.

**Ease** You won't find a better meeting place than Chicago's Donald E. Stephens Convention Center. It's only 5 minutes from O'Hare International Airport and 20 minutes from downtown, conveniently located for cost-effective travel from around the world. Service rates are 25 percent\* lower on average than downtown Chicago and similar, competing shows.

**Process Performed**

Progressive Stamping	50%
Tool & Die	47%
Assembly	40%
Welding	37%
Machining	33%
Deep Draw Stamping	21%
High Speed Stamping	21%
Precision Sheet Metal Fabricating	20%
Transfer Stamping	20%
Cutting	18%
Finishing	15%
Coil Processing	14%
Other (specify)	14%
Roll Forming	12%
Tube/Pipe	10%
Slide Forming	8%
Perforating	6%
Spinning	4%
Hydroforming	3%

Hotels, restaurants and nightlife are all just minutes away.

\*results of surveys published in a major industry weekly magazine in 2005

**Access** new sales leads—the number one reason why companies exhibit!

Exhibit with confidence knowing that you'll see a mix of loyal buyers and never-before-seen prospects. **Forty three percent of attendees will visit no other show.** Promotions attract nearly 54 percent first-time attendees, consistently outperforming the industry average of 36 percent.

**Service** savings from door to floor. Ship your exhibit materials with Yellow Transportation, METALFORM's preferred carrier.



“This was far and away our most productive show in years for producing qualified leads.”

*Jerry Coleman, Sales Engineer  
Bachman Machine, St. Louis, MO*

## NEW FOR 2007

Plan to bring more equipment! Buyers expect it. And METALFORM can help.

Square-foot drayage packages get you set up at a fraction of the cost of other shows.

The following services are available to all exhibitors as an optional purchase:

- Unloading of materials at show site and delivery to booth per assigned target move-in date
- One hour of straight-time labor for every 100 square feet of exhibit space
- One-time spotting of equipment, provided exhibitor is onsite when equipment is unloaded
- Removal, storage and return of empties
- Reloading of materials on outbound vehicles

### Drayage Package Rates:

**\$6.15** per square foot for booths 100 to 2,000 square feet

**\$6.00** per square foot for booths over 2,000 square feet

Booth furnishing packages will save you time and money. Rent or buy a custom booth through the show's decorator services.

METALFORM offers you the best and brightest ideas for selling your products and services. Go to [www.metalform.com/why\\_exhibit](http://www.metalform.com/why_exhibit) and find more ways to succeed as an exhibitor. Reserve your space now by calling 800-541-5336.

### METALFORM Markets Served

Automotive/Truck	56%
Appliance	32%
Consumer Products	25%
Electronics	24%
Telecommunications	16%
Off-Highway/Agriculture	19%
Computer and Business Equip	13%
Transportation/(other)	17%
Medical/Health Care	17%
Government/Military	14%
Aerospace	14%
Other	12%

## Plan your marketing around METALFORM

Use the power of ExhibitorOne to combine industry-leading resources. You'll expand your reach and extend penetration into your metalforming markets. Special promotions help first-time exhibitors get noticed. Exclusive savings and incentives help build your presence year round. Customize a plan to suit your needs.

exhibitor one

Integrate your participation to maximize the benefits to your company.



Break Through at

**METALFORM**

[www.metalform.com](http://www.metalform.com)

## **MetalForming Magazine and InfoXchange Advertising**

Exhibitors receive special pricing in show-related issues for the industry's best-read, most useful industry magazine as rated by an independent survey of readers. *MetalForming* magazine reaches 60,000 qualified decision makers each month.

Exhibitors who advertise with *MetalForming* magazine's *InfoXchange* print and web directory will receive one additional free ad. The directory covers a large range of equipment and services from tooling and stamping presses to value-added processes. New online reader service cards deliver leads straight to your e-mail inbox.

## **Seminars and Conferences**

Share your knowledge and expertise as a speaker at the METALFORM Conference. More than 50 technical sessions give you opportunities to offer practical ideas and cost-effective solutions to the industry's toughest issues.

*“We sold the ‘in-stock’ Compact Coil Line that we displayed on the last day of the show to a metal stamper who attended the METALFORM Conference. Our thanks go out to the PMA.”*

*Jim Ward, General Sales Manager  
Coe Press Equipment*

## **Sponsorships**

METALFORM sponsorships showcase your company as the best and brightest in the industry. Online, in print and at the show, sponsorships deliver measurable value as you seek to stand out from the crowd and support the metalforming industry.

## **Data and Information Resources**

- Public and Press Relations
- We'll help you write and distribute your press releases, attract more media to your booth and effectively achieve free promotions for your company.

- *Exhibit Essentials* METALFORM's e-newsletter will keep you informed of the latest show developments and customer service announcements. Practical business information about trade shows and the industry is delivered to you monthly.

## **PMA Membership**

Ensure your success in the metal stamping, forming and fabricating industry. The Precision Metalforming Association has the largest network of metalforming executives in North America. Gain access to nearly 1,200 member companies. Cut your expenses on industry-tailored business services. Build competitive synergy locally, nationally and internationally. Save on booth space rates not available to nonmembers.

**PMA Member Rate: \$24.50/square foot**

**Nonmember Rate: \$28.50/square foot**

### **What you get with your booth:**

- Booth equipment: Draped 8' high backwall and 3' high, draped side rails
- One two-line sign (7" x 44") with booth number, company name and location
- Carpeted aisles
- Cleaning of the aisles and lobby during open hours of the show
- Air conditioning/heating
- General house lighting
- 24-hour perimeter security at the exhibit facility during move-in, exposition days, and move-out
- First-aid care during move-in, exposition days, and move-out
- Show promotion
- Company name on official show web site
- Company name and address in official printed and online Show Directory
- Free VIP Invitation tickets to invite your customers



# Discover a trade show with true North American coverage

METALFORM goes where business is taking you. No other event offers a complete two-year strategy to help control your costs and effectively expand your North American reach. Combine them together and make an impact.

## **METALFORM Chicago** **March 25-28, 2007**

Occurs in odd-numbered years and showcases the entire North American metalforming industry. Large equipment displays and international attendee promotions attract visitors from around the world. METALFORM Chicago debuted in 1983 and has ever since been the largest spring event for metal stamping and fabricating equipment and service suppliers who want to reach contract and end-product manufacturers.

*“It’s been an excellent show. This was our first show (Regional METALFORM 2006). We have already booked double the space for next year and we will be contributing to the (PMA) association.”*

*Fabrizio Burroni, Director  
Millutensil N.A., Inc., Toronto, ON*



## **Regional METALFORM** **April 1-3, 2008 in Birmingham, Alabama**

Occurs in even-numbered years and offers exhibitors lower-cost opportunities to reach up-and coming regional markets across the United States. Booth sizes

are set smaller than METALFORM Chicago. Attendee promotions are concentrated around the regional market. Regional METALFORM debuted in Louisville 2004, had tremendous success in Nashville in 2006 and is planned to penetrate Birmingham, Alabama in 2008.

## **METALFORM México** **November 7-9, 2006 in México City and September 2007 in Monterrey, Mexico**

Alternates each year between Monterrey and Mexico City. Attendee promotions attract not only Mexican contract manufacturing and OEM companies, but also PITEX, Maquiladoras and international companies representing significant trading partners. METALFORM Mexico debuted in Mexico City, 2004.

**Break through and penetrate the metalforming industry in North America. Share your ideas and experience with industry experts. Build new relationships that will pay off for years to come. Exhibit today. Call 800-541-5336.**



**Break Through at**

**METALFORM**

**www.metalform.com**