FABTECH

AWS WELDING FMA SME PMA METALFORM

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event

2010 POST SHOW REPORT

INSIDE:

- Exhibitor Feedback
- Audience Profile
- Buyer Behavior

Co-Sponsors

November 2-4, 2010 | Georgia World Congress Center | Atlanta, Georgia | www.fabtechexpo.com

AUDIENCE PROFILE

FABTECH gives you access to buyers you won't find anywhere else.

52% were first time visitors in 2010.

TOP THREE REASONS AN ATTENDEE VISITS THE SHOW:

1. See/evaluate new products and technology
2. See equipment in action
3. Find new suppliers

97% of attendees said reviewing equipment and technology at FABTECH is important in their purchase decision making process.

JOB FUNCTIONS

President, CEO, Top-Level Management, Job Shop Owner	31%
Manufacturing Engineering, Product Design/R&D	17%
Manufacturing Production	9%
Foreman/Leader/Supervisor	7%
Welder/Machine Operator	3%
Distributor	3%
Purchasing	2%
Sales & Marketing	15%
Other Job Functions	13%

COMPANY SIZE

Attendees came from a variety of manufacturing and construction facility sizes – connecting you with the largest OEM's to the hard-to-reach job shops.

NUMBER OF EMPLOYEES

Less than 20	30%
20 – 49	17%
50 – 99	15%
100 – 249	17%
250 – 499	9%
500 – 999	5%
1,000 – 2,499	3%
2,500 and Over	4%

COMPANY TYPE

Job Shop/ Contract Manufacturer	35%
OEM	20%
Supplier	12%
Distributor	12%
Other	21%

FINAL VERIFIED STATISTICS:

Attendance: 21,929
Exhibitors: 1,138
Square Feet: 370,400

EXHIBITOR SURVEY RESULTS

82% of exhibitors were satisfied or very satisfied with the ***QUALITY*** of attendees at the show.

66% of exhibitors were satisfied or very satisfied with the ***QUANTITY*** of attendees at the show.

77% of exhibitors were satisfied or very satisfied with the ***FABTECH*** show overall.

Source: Exhibitor Survey

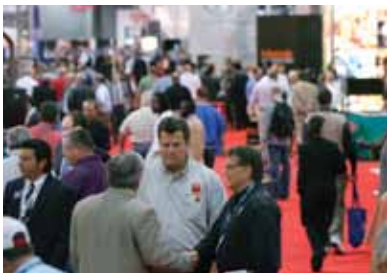
NET TOTAL OF LEADS COLLECTED

97,146

AVERAGE LEADS PER EXHIBITOR

107

Source for all Audience Statistics: 2010 FABTECH Audience Survey and Registration Data.



TOP 10 INDUSTRIES ATTENDEES REPRESENT

- **Automotive**
- **Aerospace**
- **Agriculture**
- **Construction**
- **Energy**
- **Heavy Equipment**
- **Medical**
- **Mining/Utilities/Power Generation**
- **Military/Defense**
- **Other Transportation**

TOP ATTENDING COMPANIES

Altec Industries
Babcock & Wilcox
BAE Systems
Bechtel
Boeing
Briggs & Stratton
Caterpillar
Ceco Door
Crown Equipment
Delta Airlines
Diebold
Eaton Corporation
E-Z-GO / Textron
General Dynamics
General Electric
Georgia Power
Greenheck Fan Corp.
Harley Davidson Motor Co
Henny Penny Corporation
Herman Miller
Honda
Honeywell
Hoshizaki America
Hyundai Motor Manufacturing
Ingersoll Rand
John Deere
Joy Mining Machinery
Kubota Industrial Equipment
La-Z-Boy, Inc.
Lockheed Martin
M7 Aerospace
Madix Inc.
Marel Stork Poultry Processing
McKee Foods Corporation
Metcam Inc.
NASA
Nestle Purina
Norfolk Southern
Northrop Grumman
Parker Hannifin
Polaris Industries
Portsmouth Naval Shipyard
Pratt & Whitney
Procter & Gamble
Road Gear Trucking Equipment
Royston LLC
Shape Corp.
Siemens
The Braun Corporation
Thomas & Betts
ThyssenKrupp Materials NA
United States Air Force
Whirlpool
Yorozu Automotive

"FABTECH 2010 exceeded our expectations! We had more leads than expected, and a greater percentage of them were near term order opportunities."

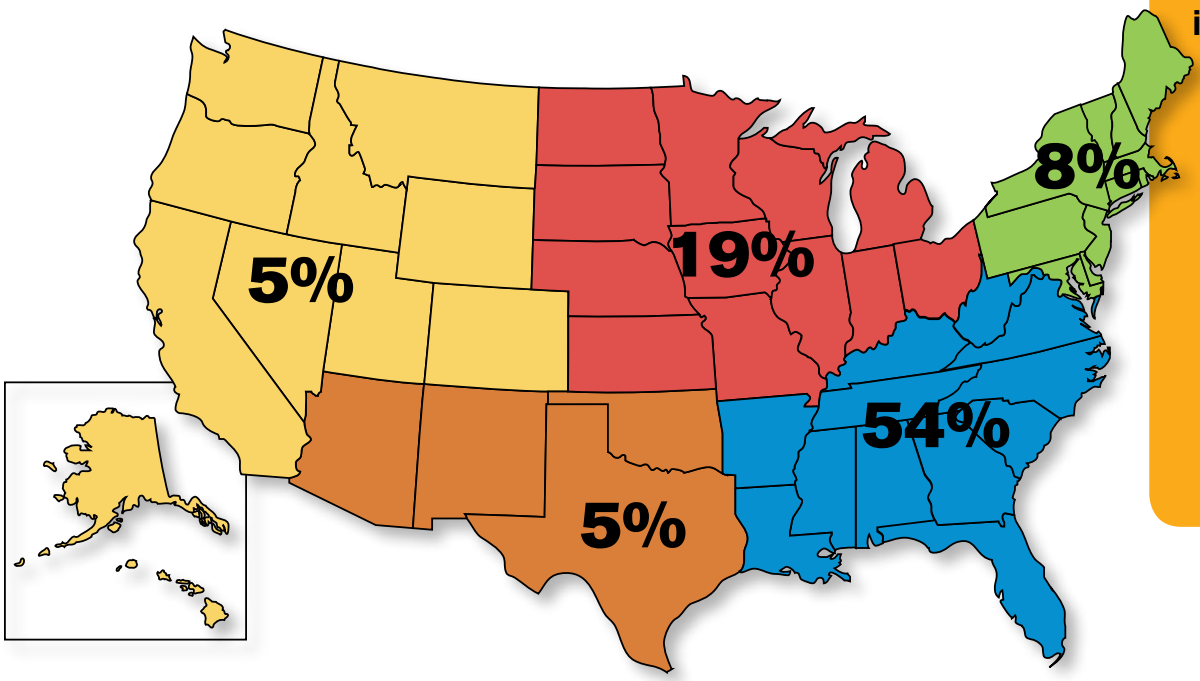
– Jim Rutt, BLM GROUP USA Corporation

"FABTECH 2010 was a very successful event for us – the booth traffic was excellent! On the first day we had 108 leads, and of those, 22 were people that would qualify as viable buyers that are ready to purchase in the next 60-90 days!"

– J.W. Jones, American Bulk Containers Div. of AWP Industries Inc

GEOGRAPHIC REPRESENTATION

The 2010 show attracted attendees from across the U.S. – connecting exhibitors with serious buyers.



9% of attendees came from countries outside the U.S., including

- Brazil
- Canada
- China
- France
- Germany
- India
- Italy
- Japan
- Mexico

...and others