

EXHIBITOR PROSPECTUS

Bringing the Industry Together.



Including **METALFORM**

North America's Largest Metal Forming, Fabricating & Welding Event

November 15 – 18, 2009

McCormick Place
Chicago, Illinois USA



COSPONSORED BY



INDUSTRY PARTNERS





"We are very excited about the new mega-show for the metalforming and fabricating industry. As a long-time exhibitor at both shows, we think the combination of the FABTECH International & AWS Welding Show and METALFORM under one roof will enable attendees to view all the latest forming, fabricating and welding technology in one place that previously required attendance at two separate shows."

*- Ed Tremblay,
Norwalk Innovation, Inc.*



One Show Brings the Entire Metal Forming, Fabricating & Welding Industry Together.

In November 2009, the entire metal forming, fabricating, tube & pipe, and welding industry will converge in Chicago at the FABTECH® International & AWS Welding Show, including METALFORM. These shows have come together to better serve the industry and deliver **more value, more buyers and more selling opportunities** than ever before. Now you have a single marketplace to showcase your products and services in front of the industry's largest, most targeted buying audience. A show of this magnitude offers opportunities you won't find anywhere else!

Here's What You Can Expect

- 550,000 sq. feet of high-traffic selling space
- Unparalleled exposure to over 35,000 motivated buyers representing companies ranging from small job shops to large OEM's
- Approximately 1,100 exhibiting companies
- The most metal forming, fabricating, stamping, tube & pipe and welding equipment and technology assembled under one roof in North America
- The opportunity to showcase your company's complete product line and demonstrate your technical expertise to top-level decision makers
- A greater return on your investment than you can get from any other marketing medium

YOUR MOST POWERFUL SELLING TOOL IN 2009

Today's challenging economic landscape means it is more important than ever for companies to focus on staying competitive. Key decision-makers and buying teams will come here to find new suppliers and discover solutions to sustain and strengthen their operations. That makes the FABTECH International & AWS Welding Show, including METALFORM, your most powerful sales tool to generate qualified leads, close deals, expand your market share, and maximize profits.

Reserve your exhibit space today and position your company for long-term success!

A Proven Venue to Market and Sell Your Products

Trade shows are still the most efficient, cost-effective way to generate sales. The face-to-face, hands-on environment allows your company to connect with current and potential customers, demonstrate your technical expertise, increase market exposure, and put your products and services before qualified buyers with purchasing plans. **With only one industry event to exhibit at in 2009, this is THE place to be to:**

GENERATE LEADS

Non-stop traffic results in great exposure and more leads per sales person than you can get from field sales calls. More than **150,000** total qualified leads were collected at both these shows combined in 2007.

REACH QUALIFIED BUYERS

79% of visitors to the show are involved in some way in their company's purchasing plans. Their job is to investigate – and purchase – new equipment, materials and services.

INTRODUCE YOUR NEW PRODUCTS

Buyers visit this show to see what's new. **93%** of attendees come here to evaluate new products and **65%** are looking for new applications or techniques they can use to be more competitive.

CULTIVATE NEW BUSINESS

48% of buyers look to this show to find new suppliers and resources. Half of those who attended the show in 2007 had attended no other industry-related show in the previous two years.

BROADEN YOUR NATIONAL AND INTERNATIONAL REACH

Every geographic and market segment comes together here – including visitors from all **50 states and over 40 countries** around the world.

Source for all Audience Statistics: FABTECH International & AWS Welding Show 2007 Survey and Registration Data and METALFORM 2007 Verified Registration Data



"The 2007 FABTECH International & AWS Welding Show was a great investment for our company. We received an impressive number of quality leads from potential new customers. The show is a cost-effective way for us to reach leading companies in the industry."

– Bev Zierhut, SICK, Inc.



Exhibit Categories

No other trade event will do a more effective job of delivering the serious buyers to you. If you supply products or services in any of the following categories, this event should be an essential part of your selling strategy. **Make plans now to exhibit.**

Arc Welding
Assembly
Bending & Forming
Brazing & Soldering
Business Services
Coil Processing
Cutting
Fastening & Joining
Finishing
Gases & Gas Equipment

Hydroforming
Inspection & Testing
Job Shop/Contract Mfg.
Lasers
Lubrication
Maintenance & Repair
Material Handling
Metal Suppliers
Plate & Structural Fabricating
Press Brakes

Punching
Resistance Welding
Robotics
Safety & Environmental
Saws
Software,
Machine Controls
Stamping
Thermal Spraying

Tooling
Tube & Pipe Fabricating
Tube & Pipe Producing
Welding Consumables
Welding Machines
...and much more!



"We were impressed with the quality of attendees at the 2007 FABTECH International & AWS Welding Show. Many visitors came to purchase equipment, and as a result, our company sold several pieces of equipment on display during the show and then shipped directly to customers."

– John Quigley, LVD Strippit



Meet Influential Decision-Makers With Serious Buying Power

The 2009 FABTECH International & AWS Welding Show, including METALFORM, will put you in front of the right audience – qualified buyers who need your products and services.

Audience Profile

PRIMARY JOB FUNCTION

- 26%** President, CEO, Top-Level Management, Job Shop Owner
- 16%** Manufacturing Production
- 22%** Manufacturing Engineering, Product Design/R&D
- 4%** Welder, Welding Operator
- 3%** Purchasing
- 15%** Sales & Marketing
- 14%** Other Job Functions

Connect with prospects from a variety of manufacturing and construction facility sizes — including visitors from small, hard-to-reach job shops and contract manufacturers. 60% of attendees come from companies with fewer than 100 employees.

ROLE IN BUYING

- 29%** Have the Final Say
- 12%** Specify Suppliers
- 43%** Recommend Product or Services
- 16%** Other

BUDGET

- 22%** Up to \$20,000
- 11%** \$20,001 - \$50,000
- 20%** \$50,001 - \$200,000
- 15%** \$200,001 - \$500,000
- 14%** \$500,001 - \$1,000,000
- 11%** \$1,000,001 - \$5,000,000
- 7%** Over \$5,000,000

COMPANY TYPE

- 47%** Job Shop/Contract Manufacturer
- 28%** OEM
- 10%** Supplier
- 3%** Distributor
- 12%** Other

PRIMARY MARKETS ATTENDEES REPRESENT

- Aerospace**
- Agriculture**
- Appliance**
- Automotive/Truck**
- Construction**
- Consumer Products**

- Electronics**
- Furniture**
- Heavy Equipment**
- Job Shop/Contract Manufacturing**
- Military/Defense**

Purchase Intentions

Attendees plan to purchase these types of products within 12 months of the show.

Forming & Fabricating Equipment

press brakes & shears, saws, robotics, lasers, software & controls, coil processing, roll forming machines, plasma cutting, waterjet cutting, plate & structural fabricating, material handling equipment, finishing, punches & dies, CNC equipment

Welding Equipment & Supplies

consumables, gases, power supplies, plasma arc cutting, welding machines & fixtures, brazing & soldering, laser/plasma welding, resistance welding, pipe welding, thermal spraying

Tube & Pipe Producing and Fabricating Equipment

tube bending systems, tube & pipe cutting, tubing - mechanical & structural, end forming systems, tube & pipe swaging equipment, tube mills & related equipment, wire forming, tube & pipe straighteners

Stamping Equipment

mechanical presses, hydraulic presses, gap presses, stamping dies, quick die change equipment, press feeds, coilers & uncoilers, tool & die, air presses, die protections

Source for all Audience Statistics: FABTECH International & AWS Welding Show 2007 Survey and Registration Data and METALFORM 2007 Verified Registration Data

TOP ATTENDING COMPANIES

These prominent companies and many more have sent buyers to past shows to evaluate new technology and find ways to reduce costs and streamline production.

Agri-Fab	Ford Motor Company	Metal Flow Corp.
Altec Industries	Freedman Seating Co.	Metalstamp Inc.
American Axle	General Dynamics	Modix Store Fixtures
Austin-Westran	General Metal Works	Modine Manufacturing
Automatic Spring Products Corp.	General Motors	Motorola
Benteler Automotive	Grainger	Musco Lighting
Black & Decker	Greenheck Fan Corp.	Northrup Grumman
Bobcat	GSI Corp.	Olson International Ltd.
Boeing	Hadady Corp.	Oshkosh Truck
Bombardier	Harley Davidson	Panduit Corp.
Braun Corp.	Haworth, Inc.	Parker Hannifin
Bucyrus International	Hendrickson Intl.	Parkview Metal Products
Bunn-O-Matic	Henny Penny Corp.	Pratt & Whitney
Caterpillar	Herman Miller	Rock Valley Oil & Chemical Co.
Chief Industries	Hill-Rom Co.	Ryerson
Crane Production Systems	Hoist Liftruck	Shape Corp.
Crenlo, LLC	Honda of America	Siemens
Crown Equipment	Ingersoll Rand	Small Parts Inc.
Dart Container Corp.	ITW Drawform	Stanrail Corp.
Dayton Progress Corp.	John Deere	Steelcase
Delphi	Johnson Controls	Tempel Steel Co.
Donaldson Co.	Kawasaki Motors	Tenneco Automotive
Eaton	Kohler Co.	Ultra Tool &
Ecolab	Kusel Equipment Co.	Manufacturing, Inc.
Elixir Industries	Leggett & Platt (MMD)	Union Tank Co.
ExxonMobil	Life Fitness	Utilimaster
Federal Mogul Corp.	Link-Belt Construction	Valmont Industries
Felling Trailers	Equipment	Vermeer Manufacturing Co.
Flexible Steel Lacing Co.	Lockheed Martin	Wahl Clipper Corp.



CONNECT GLOBALLY AND LOCALLY

Thousands of buyers from across the U.S. and around the world will meet here in one convenient location – providing you with great market exposure. In 2007, 10% of attendees came from countries outside the U.S., including:

- Australia
- Brazil
- Canada
- China
- Colombia
- France
- Germany
- Italy
- Japan
- Mexico





HARD-HITTING PROMOTIONAL STRATEGIES BRINGS BUYERS TO YOU

The marketing effort for the FABTECH International & AWS Welding Show, including METALFORM, is a process that goes on 365 days a year. As an exhibitor, you can count on an aggressive, targeted marketing campaign to deliver qualified buyers to you. The 2009 marketing plan includes:

- Nationwide distribution of nearly 1 million direct mail brochures to key decision-makers.
- Full page advertisements in 40+ trade and business publications reaching millions of readers around the world.
- High visibility cover wraps featured on the industry's most credible publications.
- A series of content-specific e-mail promotions targeting tens of thousands of prospects.
- Banner ad placements on manufacturing-related Web sites.
- Comprehensive event Web sites with complete attendance information.
- Highly focused marketing partnerships with industry-related associations and publications.
- Distribution of press releases to a variety of leading trade and business media.

Gain Visibility Beyond the Booth

Whether you are looking to drive more booth traffic, increase sales or boost your company's image, the FABTECH International & AWS Welding Show, including METALFORM, offers a variety of opportunities to maximize your show experience and make a lasting impression. These high-impact, high-visibility items offer proven value and are an ideal way to separate your company from the competition — before, during and after the show.

Announce New Products *FREE!*

Increase your visibility at the show by submitting new product information and photos. Product descriptions and photos may be included in the New Product Preview, a pre-show communication sent to over 300,000 prospective attendees. At the show, you will also receive a New Product indicator placed in the aisle by your booth.

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 as a "buyers guide" to find all the leading industry suppliers.

Enhanced Logo Listing

Enhance your company's listing in the Show Directory and exhibitor on-line storefront with an enhanced logo listing. Add your company logo to your standard alphabetical listing to gain more visibility for just a little money.

Show Daily Advertising

The Official Show Daily produced by Show Management is an easy-to-read tabloid newspaper distributed daily during the show and gives attendees the lowdown on all the day's events and offerings.

Tradeshow Map Advertising

The Tradeshow Map is an invaluable fold-out map and pocket guide that will be mailed to all pre-registered attendees before the show and features a floor plan, exhibitor list, event schedule, and local map highlighting points of interest. A Tradeshow Map advertisement is an easy and economical way to stand out and get your company noticed before the show begins.

Speaking Opportunities

Share your knowledge and expertise as a speaker at one of the many educational programs offered alongside the show. Contact Kim Farrugia at kfarrugia@sme.org or (313) 425-3103 if you are interested in becoming a speaker.

Sponsorships

Sponsorships are an ideal way to assure your sales and marketing messages are seen and heard. A wide range of sponsorships are available to maximize your exposure — and your investment. A comprehensive Sponsorship Brochure will be available soon.

For questions or more information on any of these promotion opportunities, please contact a sales representative listed on the next page.

Get More for Your Marketing Dollar

Exhibitors at the FABTECH International & AWS Welding Show, including METALFORM, enjoy a tremendous competitive advantage over companies that choose to spend their marketing dollars in other ways.

YOUR INVESTMENT INCLUDES:

- Drape backwall and sidewall.
- 7" x 44" booth sign with your name and booth number.
- Comprehensive online Exhibitor Services Manual.
- Exhibitor bulletins sent monthly to you on important show details and developments.
- An experienced Show Management team dedicated to your success.
- On-site assistance with exhibit hall management and service providers.
- Perimeter Security.
- Discounts on hotels and shuttle bus service on show days.

Plus, capitalize on these marketing support tools available to maximize your show investment and bring buyers to your booth.

- Complimentary listing on the official show Web site, viewed and searched by thousands of visitors per month.
- A listing in the official Show Directory and in selected show promotional mailings.
- Free Expo Passes to target key customers and potential customers. These personalized invitations offer complimentary show admission (\$50 value).
- Supply of show stickers, logos and banner ads.
- Free media lists, Press Kit distribution and a fully-staffed, on-site press room.
- Opportunity to place a New Product Description in the New Product Preview mailed to over 300,000 professionals.
- Opportunity to be a standout by taking advantage of high-visibility advertising and sponsorship packages.

2009 PRICING INFORMATION

Booth Size	Rate/square foot
100 – 1,999 sq. ft.	\$27.00
2,000 – 4,999 sq. ft.	\$26.50
5,000 – 9,999 sq. ft.	\$25.50
10,000 – 14,999 sq. ft.	\$24.50
15,000 sq. ft. and above	\$23.00

PACKAGE PLANS

Your return on investment is important to us. Money-saving package plans are available to save you money and make your exhibiting experience as convenient as possible. Contact a sales representative for details.

RESERVE YOUR BOOTH SPACE NOW. FOLLOW THESE EASY STEPS:

1. Review the enclosed floor plan and select your preferred booth locations.
2. Complete the enclosed Contract and Exhibit Space Request Form, indicating your first through fourth choices of booth locations.
3. Return the completed, signed contract and request form as indicated.

For assistance reserving your exhibit space, contact a sales representative below

Fabricating/Tube & Pipe Exhibitors (A-L)

Michael Scott, FMA
(800) 432-2832 ext.271
michaels@mfafabtech.com

Fabricating/Tube & Pipe Exhibitors (M-Z)

Cara Collins, SME
(800) 733-3976 ext. 3126
ccollins@sme.org

Stamping & Forming Past Exhibitors

Roger Judson, PMA
(216) 901-8800 ext.155
rjudson@pma.org

Stamping & Forming Exhibitors

Pam Pirogowicz, PMA
(216) 901-8800 ext. 150
ppirogowicz@pma.org

Welding Exhibitors

Joe Krall, AWS
(800) 433-9353 ext. 297
jkrall@aws.org

FABTECH INTERNATIONAL & AWS WELDING SHOW

Including **METALFORM**

North America's Largest Metal Forming,
Fabricating & Welding Event

SHOW DATES

Sunday, November 15 –
Wednesday, November 18

FUTURE SHOW DATES

June 2-4, 2009
Monterrey, Mexico

SHOW LOCATION

McCormick Place
South & North Halls
Chicago, Illinois USA

November 2-4, 2010
Atlanta, Georgia

November 13-16, 2011
Chicago, Illinois

EXHIBIT HOURS

Sunday: 11 a.m. – 4 p.m.
Monday: 9 a.m. – 5 p.m.
Tuesday: 9 a.m. – 5 p.m.
Wednesday: 9 a.m. – 3 p.m.

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**American Welding
Society**

550 N.W. LeJeune Road
Miami, Florida 33126
Ph: 800.443.9353
Fax: 305.442.7451

www.aws.org/show



**Fabricators & Manufacturers
Association, Intl**

833 Featherstone Road
Rockford, Illinois 61107-6302
Ph: 800.432.2832
Fax: 815.484.7746

www.fmafabtech.com



**Society of Manufacturing
Engineers**

One SME Drive, P.O. Box 930
Dearborn, Michigan 48121-0930
Ph: 800.733.3976
Fax: 313.425.3407

www.sme.org/fabtech



**Precision Metalforming
Association**

6363 Oak Tree Blvd
Independence, OH 44131-2500
Ph: 800.541.5336
Fax: 216.901.9190

www.metalform.com