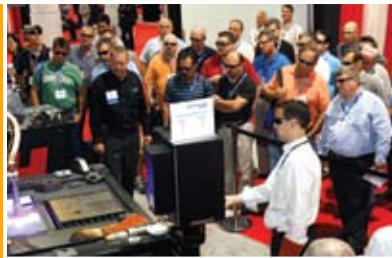




2011 EXHIBITOR INFORMATION

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

THE POWER OF FACE-TO-FACE



ENGAGE BUYERS



LAUNCH NEW PRODUCTS



BUILD RELATIONSHIPS



November 13-16, 2011

McCormick Place | Chicago, Illinois

www.fabtechexpo.com



NEW, EXPANDED EXHIBITOR RIGHTS!

Details inside.

Co-Sponsors





FABTECH IS A POWERFUL SALES STRATEGY

TOP REASONS ATTENDEES COME TO FABTECH

76%

See/evaluate new products and technology

62%

See equipment in action

46%

Find new suppliers

36%

Network with industry peers

35%

Compare products side-by-side

17%

Come for educational programs

Source: FABTECH 2009 Post-Show Attendee Survey

FABTECH DELIVERS

96,603 leads were collected at FABTECH 2009 ... **an average of 108 leads per exhibitor.**

Trade shows work. More than any other selling strategy, they bring buyers and sellers together in a dynamic environment that is focused, efficient and highly cost-effective. As North America's largest metal forming, fabricating, welding and finishing event, **FABTECH puts you face-to-face with thousands of industry decision-makers.** There is simply no better way to reach buyers, generate leads, close deals, expand market share, and strengthen your brand – all in one place.

MANUFACTURING LEADS THE WAY

Manufacturing continues to drive the economic recovery. The upward trend in sales and production has manufacturers looking for new equipment, technologies and services. **Exhibit at FABTECH 2011** and put your company and products in front of serious buyers with purchasing plans.

BENEFITS OF EXHIBITING

- Access to over 30,000 qualified decision makers with purchasing power.
- 410,000 sq. feet of high-traffic selling space to demonstrate your products.
- Showcase your new products where buyers are most receptive.
- Close sales at just half the cost of field sales calls.
- Position your company as an industry leader.
- Benefit from continuous on-line exposure at fabtechexpo.com

IMPORTANT CHANGES REDUCE EXHIBITOR COSTS

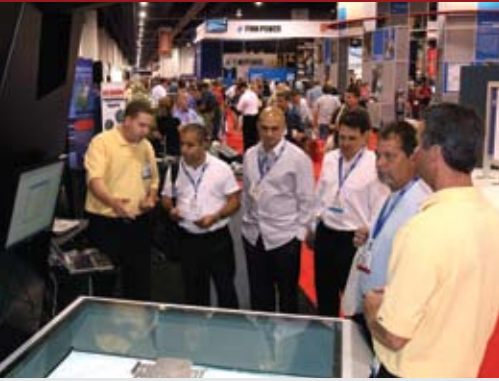
New and expanded exhibitor rights and privileges at McCormick Place offer significant cost savings. These changes aim to make exhibiting in Chicago easier and more cost-effective.

- Exhibitors and their employees can now do their own simple set up, regardless of booth size.
- Exhibitors may now use their own ladders, hand tools, power tools, etc., to perform work within their booths.
- Privately owned vehicles can now be loaded and unloaded in a designated area with the use of a dolly or non-motorized cart.
- New Electrical Services providers, lower electrical charges and fewer work rules.

Visit readysetchicago.com or contact a sales representative to learn how these and other significant changes will greatly impact your FABTECH 2011 investment.



DISCOVER THE BUYING POWER AT FABTECH



**Meet high-level, qualified prospects with focused purchasing intent.
Make sure they are buying from you.**

WHO ATTENDS

President, CEO, Company Management, Job Shop Owner	25%
Manufacturing Production	13%
Manufacturing Engineering, Product Design/R&D	20%
Sales & Marketing	16%
Purchasing	2%
Other Job Functions	24%

WHAT THEY DO

- 79%** make or influence purchase decisions.
- 41%** have equipment budgets of \$200,000 or more.
- 12%** of buyers come from outside the U.S.
- 49%** visit the show floor for 2 or more days.
- 37%** classify their business as job shop/contract manufacturer.

SHOWCASE YOUR TECHNOLOGY

If you supply products or services in any of the following categories, FABTECH 2011 should be an essential part of your sales and marketing strategy.

Arc Welding	Maintenance & Repair	Saws
Assembly	Material Handling	Software, Machine Controls
Bending & Forming	Metal Suppliers	Stamping
Brazing & Soldering	Painting	Thermal Spraying
Business Services	Plating	Tool & Die
Coil Processing	Powder Coating	Tooling
Cutting	Plate & Structural	Tube & Pipe
Fastening & Joining	Fabricating	Fabricating or Welding
Gases & Gas Equipment	Press Brakes	Tube & Pipe Producing
Hydroforming	Punching	Welding Consumables
Inspection & Testing	Resistance Welding	Welding Machines
Job Shop/Contract Mfg.	Robotics	
Lasers	Roll Forming	
Lubrication	Safety & Environmental	

Source: FABTECH 2009 Post-Show Attendee Survey and Registration Data

PUT THE POWER OF FABTECH TO WORK FOR YOU.

RESERVE YOUR 2011 EXHIBIT SPACE TODAY!

PRIMARY MARKETS ATTENDEES REPRESENT

- Aerospace
- Agriculture
- Automotive
- Construction
- Consumer Products
- Energy
- HVAC
- Industrial Machinery/
Heavy Equipment
- Medical
- Military/Defense
- Mining/Utilities/
Power Generation
- Oil & Gas
- Other Transportation
- Recreational Equipment

GEOGRAPHIC REACH

Buyers come to FABTECH from across the country and around the world.

50 U.S. States
Over 60 Countries



FABTECH IS A POWERFUL BUSINESS INVESTMENT

This is your opportunity to secure the best possible exhibit space and lock in prime exposure for your company in 2011.

FABTECH EXHIBIT SALES TEAM

Forming & Fabricating/ Tube & Pipe Exhibitors (A-L)

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

Forming & Fabricating/ Tube & Pipe Exhibitors (M-Z)

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

METALFORM, Tool/Die Exhibitors

Roger Judson, PMA
(800) 541-5336
rjudson@pma.org

Welding Exhibitors

Joe Krall, AWS
(800) 443-9353 ext.297
jkrall@aws.org

Finishing Exhibitors

Andy Goyer, CCAI
(941) 373-1830
andy@goyermgmt.com

Includes:

- Drape backwall and sidewall.
- 7" x 44" booth sign with company name and booth number.
- Comprehensive online Exhibitor Services Manual and Marketing Kit.
- Monthly Exhibitor E-Newsletters 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.
- Extensive pre-show promotion.
- Discounts on hotels and shuttle bus service on show days.

EXHIBIT SPACE RATES AND INFORMATION

Booth Size	Rate/square foot
Up to 300 sq. ft.....	\$29.00
300-999 sq. ft.....	\$28.00
1,000 - 1,999 sq. ft.....	\$27.00
2,000 - 4,999 sq. ft.....	\$26.50
5,000 - 9,999 sq. ft.....	\$25.50
10,000 sq. ft & more.....	\$24.50

Plus, capitalize on these marketing support tools available to maximize your show investment.

- Basic listing on the FABTECH Web site, viewed and searched by thousands of visitors per month.
- Listing in the Official Show Directory and show promotional mailings.
- Exhibitor Invites program - customized e-mail campaigns to target key customers and prospects and invite them to your booth.
- Supply of Free Expo Passes, show stickers, logos and banner ads.
- Free media lists, Press Kit distribution and a fully-staffed, on-site press room.
- New Product Listing in the New Product Preview mailed to over 300,000 professionals.

SET YOURSELF APART

Large or small, your company will stand out from the competition when you take advantage of sponsorship and advertising opportunities. Known for excellent ROI, sponsorships and advertising promotions let you maximize your visibility at the show and position your company as a serious player.

FABTECH 2011 IS SELLING FAST!

For assistance reserving your preferred exhibit space or any questions you may have regarding FABTECH 2011, please contact a member of our sales team.