

2012

SPONSORSHIP OPPORTUNITIES

Sponsorships put your company name in front of a targeted audience and extend your visibility beyond the show floor. Don't miss this opportunity to stand out from the competition and connect with the attendees you want to reach.



**RESERVE YOUR
SPONSORSHIP TODAY!**

fabtechexpo.com



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

November 12 – 14, 2012

Las Vegas Convention Center
Las Vegas, Nevada USA



SPONSORSHIP OPPORTUNITIES

In addition to specific exposure listed for each unique sponsorship opportunity, all sponsors receive the following benefits: logo with hyperlink on the event Web site, logo on sponsor "Thank You" signage in high-traffic areas, recognition in the *Official Show Directory* and *Show Daily* distributed onsite.

LANYARDS*

\$8,000 (plus material costs) – Exclusive

Distributed with badge holders at onsite registration, lanyards with your company name or logo will be worn by all FABTECH attendees. Sponsor has the option to distribute additional lanyards at your booth.

Minimum quantity required: 15,000

SHOW BAGS*

\$10,000 (plus material costs) – Exclusive

\$5,500 (plus material costs) – 2 Available

Put your name in the hands of every attendee. Sponsored bags will be distributed at onsite registration. Sponsor has the option to distribute additional bags at your booth. Bags must also include the FABTECH logo.

Minimum quantity required: 10,000

NOTEPADS & PENS*

\$5,000 (plus material costs) – Exclusive

Attendees will appreciate your sponsored notepad and pen to take important notes. Notepads and pens to include your company name and/or logo and booth number. Items will be distributed at onsite registration, all conference sessions and other high traffic locations throughout the show floor. Notepads must also include the FABTECH logo. *Minimum quantity required: 2,000*

**Items must be approved by Show Management. Sponsor is solely responsible for all expenses associated with creating, producing and delivering these items to the show 48 hours prior to the event. Show Management can assist with vendor selection if needed and will handle distributing items onsite.*

MOBILE APP **NEW!**

\$7,500 – Exclusive

Grab your audience's attention even on-the-go! Sponsor the new FABTECH Mobile App, designed to enhance the tradeshow experience and help attendees quickly find exhibitors, education, special events, and more from a web-enabled mobile device, anywhere, anytime. As the exclusive app sponsor, your company's logo will appear on the app welcome screen and everywhere the app is promoted.

BACK OF BADGE

\$7,000 – Exclusive

Your company logo/graphic and booth number will appear on the back of every name badge. Badge is a 3" x 4" card that bears the attendee name on front and your company message on back. Sponsor is responsible for supplying artwork.

EXHIBITOR LOUNGE **NEW!**

\$5,000 – Exclusive

The Exhibitor Lounge is a place for exhibitors to relax, work quietly or meet with colleagues. Your company will be top of mind when industry professionals take a break from the busy show floor. Sponsor has the opportunity to place company literature on table in lounge. Recognition as exclusive sponsor wherever the Exhibitor Lounge is promoted.

VIP ATTENDEE LOUNGE **NEW!**

\$10,000 – Exclusive

The VIP Lounge serves as a quiet oasis for VIP attendees needing a place to sit down, relax and network. Be the company that attendees are seeing and thanking for sponsoring their lounge. Company logo on signage in lounge area. Sponsor has the option to distribute literature and/or premium item. Recognition as exclusive sponsor wherever the VIP Lounge is promoted.



REGISTRATION CONFIRMATION

PAGE & EMAIL

\$4,000 – Exclusive

This is a unique opportunity to promote your company to all registered attendees before the show. Your company's banner ad (728x90) with link will appear on the landing page that confirms completion of online registration. In addition, your banner ad will be included in the confirmation email sent to every pre-registered attendee.

PROMOTIONAL EMAILS

\$2,500 – 2 available

Reach thousands of potential attendees by sponsoring a promotional email. Static banner (size TBD by Show Management) with company name, logo and booth number links directly to your exhibitor listing on fabtechexpo.com. More than 70,000 emails sent per campaign provide the latest information about the show, including links to register.

HAPPY HOUR BAR

\$2,500 per bar – Limited Availability

Back by popular demand! Sponsor a bar located near your booth space to increase booth traffic. Signage at bar with company logo. Sponsor receives 50 complimentary drink tickets to distribute at your discretion. Recognition in Happy Hour promotional materials and on the floor plan.

BEVERAGE STATIONS **NEW!**

Morning Breaks - \$5,000 Exclusive or \$2,000 per day

Afternoon Breaks - \$5,000 Exclusive or \$2,000 per day

Beverage Stations offer conference attendees

refreshments as they move to and from educational sessions during the morning and afternoon breaks. Signage near Beverage Station featuring your company logo will ensure high visibility and help build brand awareness.

Sponsor has the option to distribute literature and/or premium item to conference attendees.

SHUTTLE BUS SIGNAGE

Exterior Signage: 30 ft. wide x 2 ft. high – \$2,500 per bus

Exterior Signage: 15 ft. wide x 2 ft. high – \$2,000 per bus

Interior Header: Sign facing passengers – \$1,500 per bus

Shuttle buses operate during show days and transport attendees between their hotels and the convention center. These mobile billboards bring your company message directly to the attendees rather than waiting for them to come to you.

NOTE: All prices are per banner per bus. Additional sizes and customized options are available.

SHUTTLE BUS HEADREST COVERS

20 headrest covers/bus – \$1,000 per bus

Every seat on every shuttle bus can have your company name on it! These 4-color headrests are a tremendous marketing vehicle. Reach thousands of attendees by placing your company message on the headrest of the seat right in front of them.

BANNERS **NEW!**

\$1,500 - \$20,000 per banner

Whether you want to promote your brand, launch a new product or call attention to your booth number, onsite banners can be a powerful tool. Banners are cost-effective and eye catching! Various locations available both inside and outside of the convention center. For information on locations, sizes and pricing, please contact us or visit www.plantour.com/custom/FABTECH.

MONORAIL **NEW!**

Call for pricing

Put your brand in front of show attendees as they ride the Las Vegas Monorail to and from the Las Convention Center and official event hotels. Monorail sponsorship options include train interior, exterior, LVCC station exterior, station columns, lightboxes, floor graphics, and more.

**DON'T WAIT-
RESERVE YOUR
SPONSORSHIP
TODAY!**

Want to customize a sponsorship item or package to fit your company needs? Please contact your sales representative to discuss or call (800) 733-3976 ext. 3126.

Note: Sponsorships are accepted on a first-come, first-served basis based on availability. Items subject to change. Please contact your sales representative or complete and return the Sponsorship Application Form. See form for terms and conditions.





Sponsorship Application

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event
November 12-14, 2012 | Las Vegas Convention Center | Las Vegas, Nevada USA

Exhibitor Information

Company Name _____

Contact Name _____ Title _____

Address 1 _____

Address 2 _____

City _____ State/Province _____ Postal Code _____

Country (if other than U.S.) _____

Telephone _____ Fax _____

Contact Email _____

Authorized Signature _____

SPONSORSHIP OPPORTUNITIES

I AGREE TO SPONSOR THE FOLLOWING: (Note: Sponsorships will be assigned on a first come, first served basis.)

- Lanyards (Exclusive) **SOLD** (plus material costs)
- Show Bags (Exclusive) \$10,000 (plus material costs)
(2 available) \$5,500 (plus material costs)
- Notepads & Pens (Exclusive) . . \$5,000 (plus material costs)
- Mobile App (Exclusive) \$7,500
- Back of Badge (Exclusive) \$7,000
- Exhibitor Lounge (Exclusive) \$5,000
- VIP Attendee Lounge (Exclusive) \$10,000
- Registration Confirmation Page & Email \$4,000
- Promotional Emails (2 available) \$2,500
- Happy Hour Bar \$2,500
- Beverage Stations
 - Morning Breaks \$5,000/or \$2,000 per day
 - Afternoon Breaks \$5,000/or \$2,000 per day
- Shuttle Bus Signage
 - Exterior Signage: 30 ft. wide x 2 ft. high . . \$2,500 per bus
 - Exterior Signage: 15 ft. wide x 2 ft. high . . \$2,000 per bus
 - Interior Header: Sign facing passengers . . \$1,500 per bus
- Shuttle Bus Headrest Covers \$1,000 per bus
- Banners Call for pricing
- Monorail Call for pricing

PAYMENT INFORMATION American Express MasterCard Visa Discover

Card Number _____ Exp. Date _____

Authorization Code _____ Amount _____

Name of Cardholder (please print) _____

Authorized Signature _____ Date _____

QUESTIONS CONCERNING SPONSORSHIPS: CALL (800) 733-3976 EXT. 3126

TERMS & CONDITIONS

- Sponsorships will be assigned on a first come, first served basis.
- Payment for full amount will be billed upon acceptance of application.
- For your convenience, payment may be made by credit card.
- Only applications which are accepted will be charged.
- Sponsor is responsible for providing Show Management their company logo and/or artwork in the required format by the deadline.
- Show Management requires artwork proof prior to the production of materials produced by sponsoring company.

FAX COMPLETED FORM TO: (313) 425-3407

co-sponsors

