

ADVERTISING OPPORTUNITIES 2011

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event
November 14-17, 2011 | McCormick Place | Chicago, IL USA

Early Bird Discount!
Order by 7/29/2011
receive package discount*

A comprehensive marketing plan that includes both print and online media will help your business maximize its exposure in the marketplace. FABTECH provides a selection of advertising products perfect for marketing your products and services before, during and after the event.

FABTECH CONTINUES PRICE FREEZE — NO advertising rate increase for 2011!

Advertising Packages

Now is the time to take advantage of the deep discounts offered with any one of the comprehensive advertising packages available for 2011. Choose from a variety of print and online products to create the advertising package that best fits your promotional needs. Package discount applies to advertising orders received by 7/29/2011.

PLATINUM PACKAGE

Purchase five (5) advertising products and receive 12.5% off net rates.*

GOLD PACKAGE

Purchase four (4) advertising products and receive 10% off net rates.*

SILVER PACKAGE

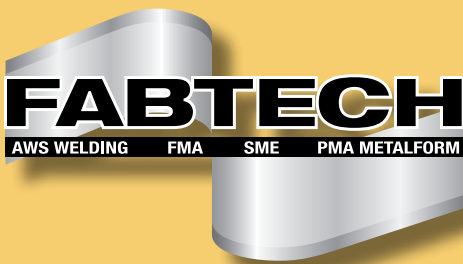
Purchase three (3) advertising products and receive 8.5% off net rates.*

BRONZE PACKAGE

Purchase two (2) advertising products and receive 5% off net rates.*



* Net cost must total a minimum of \$1,000, received no later than 7/29/2011. Early Bird package discounts will be applied to final cost. Regular rates apply to orders received after 7/29/2011.



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1 SHOW DIRECTORY ADVERTISING

Advertising in the Show Directory will maximize your company's visibility at the 2011 event and dramatically increase booth traffic. This exposure continues throughout the entire year, extending your sales far beyond the show. Attendees utilize this resource year-round as a "buyers guide" to find all the leading forming, fabricating, welding, and finishing industry suppliers. *(Ad placement available on a first come, first served basis)*

Official Directory Order Closing & Material Deadline: **September 23, 2011**



Ad Size	Ad Rate	Mechanical Specifications
Standard Full Page B/W	\$3,450	Trim: 8¼" x 10¾", Live: 7¾ x 10¾, Bleed: 8½" x 11"
⅓ B/W	\$2,750	4⅝" x 10"
½ Horizontal B/W	\$2,050	7" x 4⅞"
½ Vertical B/W	\$2,050	4⅝" x 7¼"
⅓ Horizontal B/W	\$1,790	4⅝" x 4⅞"
⅓ Vertical B/W	\$1,790	2⅜" x 10"
¼ B/W	\$990	3⅝" x 4⅞"
Color Charges	4-color process \$900	2-color process* \$400
	* For 2-color ads, 2nd color will be 4-color process tint matched only.	
Premium Positions (Color Only)		
Inside Front Cover (std)	\$4,872	Back Cover (std) \$4,872
Inside Back Cover (std)	\$4,872	Tab Dividers (std) (8 available) \$4,872
Page 3 (std)	\$4,872	

2 TRADESHOW MAP ADVERTISING

This invaluable fold-out map and pocket guide 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. **New this year**, the Tradeshow Map floor plan will also be part of the Official Show Directory, distributed to attendees on-site. A Tradeshow Map ad is now an easy and low cost way to **get your company noticed before, during and after the show!**

Tradeshow Map Order Closing & Material Deadline: **August 26, 2011**



Ad Size	Rate	Mechanical Specifications
Business Card Size	\$1,995	3.4" W x 1.5" H <i>(Limited number available)</i>
Exclusive Back Cover	\$4,995	3.8" W x 8.6" H

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3 SHOW DAILY ADVERTISING

The Official Show Daily is an easy-to-read tabloid size daily show newspaper that provides attendees the most up-to-date information on all the day's events and offerings. Featuring an exhibitor list, schedule of events, new products and more, the Show Daily will capture all the excitement of the show. Place a ½ page or larger ad and receive free editorial of 500 words or less. *(Ad placement available on a first come, first served basis. Specific day editorial placement cannot be guaranteed)*

Official Show Daily Order Closing & Material Deadline: **September 23, 2011**



Ad Size	4x Rate*	Mechanical Specifications
Tabloid, 4-color	\$3,000	Trim: 10½" x 13⅝"; Bleed: 10¾" x 13⅞"
Standard, 4-color	\$2,000	7⅞" x 10⅞"; Bleed: 7⅞" x 10⅞"
½ Horizontal, 4-color	\$1,500	7" x 4⅞"
½ Vertical, 4-color	\$1,500	4⅝" x 7¼"
¼ 4-color	\$900	3⅝" x 4⅞"

*4x rate: One low rate includes same ad in all four issues.

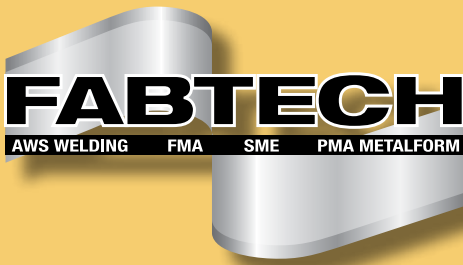
Premium Positions	
Front Cover Bottom (Live 9½" x 2¼"; Bleed 10⅝" x 2¾")	\$3,900
Page 3 – 2/3 Page	\$3,900
Inside Front Cover (Tabloid)	\$4,650
Inside Back Cover (Tabloid)	\$4,650
Back Cover (Tabloid)	\$4,900

4 ENHANCED LISTING

Enhance your company's listing in the printed Show Directory, online Exhibitor search pages, and the online floor plan. The combination of these two promotional avenues provides exceptional company branding at an economical price. View a live demonstration of the Classic, Premium and Ultra enhanced Web listing levels at fabtechexpo.com.

Enhanced Listing Order Closing & Material Deadline: **September 23, 2011**

Package	Rate	Specifications
Classic	\$500	Print: The show directory will feature your company logo in the alphabetical listing. Your company name will be highlighted within the product category section. Web: Your company logo, company profile, product listings, featured exhibitor "icon" on search results, booth "turn-up" on floor plan, and leads from agenda planner.
Premium	\$750	The entire Classic listed above plus two (2) customizable interactive panels on exhibitors' storefront that include graphics and text.
Ultra	\$1,700	The entire Classic listed above plus four (4) customizable interactive panels on exhibitors' storefront, two panels can be video/multimedia flash presentations.



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5 FLOOR LOGO'S

Place your company's logo on the carpet in the highest traffic areas including, the entrance area, registration and near the escalators. Make sure attendees see your company name as they walk along these main aisles. *Exact logo placement to be determined by Show Management.*

Floor Logo Order Closing & Material Deadline: **September 23, 2011**



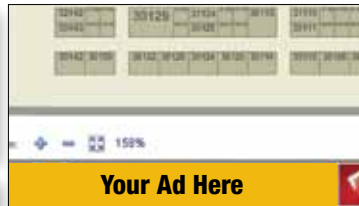
Quantity	Rate	Mechanical Specifications
Two (2) Color Decals	\$2,000	3ft H x 6ft W

6 WEB BANNER AD

Thousands of key decision-makers and industry professionals look to fabtechexpo.com to find the latest equipment and services at FABTECH. Place your banner ad on the Home, Registration, Hotel and/or Show Floor Plan web pages.

Note: All banner ads will link to the Exhibitor Showroom listing.

Web Banner Advertising Order Closing & Material Deadline: **September 23, 2011**



Ad Size	Rate	Specifications
120 w x 240 h pixel <i>Premium Price: \$2,500</i>	\$1,500	static banner ad on home page* <i>static banner ad, locked position</i>
355 w x 90 h pixel	\$2,500	static banner ad on the registration page (top left* or top right*)
355 w x 90 h pixel	\$2,500	static banner ad on the hotel page (top left* or top right*)
360 w x 45 h pixel	\$3,000	static banner ad on the online show floor plan**

*(4 positions available, will rotate with other ads) ** (2 positions available, will rotate with other ads)

7 EDUCATION PROGRAM ADVERTISING

Advertise in this comprehensive educational brochure and reach thousands of progressive minded individuals months before the show opens. Over 75,000 brochures, targeted to an audience eager to learn about the latest technology the industry has to offer. This brochure details the complete educational lineup at FABTECH outlining hundreds of programs focused on forming, fabricating, stamping, tube & pipe, welding, finishing, management and more.

Education Program Order Closing and Material Deadline: **June 17, 2011**

Ad Size	Rate	Specifications
Full Page	\$4,150	Trim: 6" x 9¾"; Live: 5½" x 9¼; Bleed: 6¼" x 10"
1/2 Page	\$2,075	5½" x 4½"

Color Charges: 4-color process \$1,295 • 2-color process* \$550 *For 2-color ads, 2nd color will be 4-color process tint matched only.

FOR QUESTIONS ON ADVERTISING, CONTACT:

Forming, Fab & Tube Exhibitors (A-L)
Michael Scott, FMA
(800) 432-2832 ext. 271
michaels@mfafabtech.com

Forming, Fab & Tube Exhibitors (M-Z)
Jackie McBain, FMA
(800) 432-2832 ext. 270
jackiem@mfafabtech.com

Metalform Exhibitors
Andy Flando, PMA
(216) 901-8800 ext. 126
aflando@pma.org

Welding Exhibitors
Rob Saltzstein, AWS
(800) 443-9353 ext. 243
salty@aws.org

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



INSERTION ORDER FORM

Print & Web Advertising

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

PO# _____ Booth # _____

Contact Name _____

Company Name _____

Address 1 _____

Address 2 _____

City _____ State _____ Postal Code _____

Country (if other than U.S.) _____

Telephone _____ Fax _____

Contact Email _____

Bill To Agency (if different from exhibitor)

PO# _____

Contact Name _____

Company Name _____

Address 1 _____

Address 2 _____

City _____ State _____ Postal Code _____

Country (if other than U.S.) _____

Telephone _____ Fax _____

Contact Email _____

Place your 2011 Advertising order by 7/29/2011 to receive Early Bird package discount.

- Platinum Advertising Package** – Purchase five (5) advertising products and receive 12.5% off net rates.
- Gold Advertising Package** – Purchase four (4) advertising products and receive 10% off net rates.

- Silver Advertising Package** – Purchase three (3) advertising products and receive 8.5% off net rates.
- Bronze Advertising Package** – Purchase two (2) advertising products and receive 5% off net rates.

Directory Ad (Order & Material Deadline: 9/23/11)

Size: _____ OR Premium Position: (indicate below)

Base cost (B/W) \$ _____

+ Color: 2 color 4 color \$ _____

Premium Positions (Color Only) \$ _____

Inside Front Cover Back Cover Page 3

Inside Back Cover Tab Dividers (8 available)

-15% Agency Commission or in-house agency discount \$ _____

Total \$ _____

Show Daily Ad (Order & Material Deadline: 9/23/11)

Size: _____ OR Premium Position: (indicate below) \$ _____

Premium Positions \$ _____

Front Cover Bottom Back Cover Inside Back Cover

Inside Front Cover Page 3

-15% Agency Commission or in-house agency discount \$ _____

Total \$ _____

Education Program Brochure Ad (Order & Material Deadline: 6/17/11)

Size: _____

Base cost (B/W) \$ _____

+ Color: 2 color 4 color \$ _____

-15% Agency Commission or in-house agency discount \$ _____

Total \$ _____

Floor Logo's, two (2) (Order & Material Deadline: 9/23/11) . Total \$ _____

Enhanced Listing in Print Directory & Web... Total \$ _____

(Order & Material Deadline: 9/23/11) Classic Premium Ultra

Web Banner Ads (Order & Material Deadline: 9/23/11) . Total \$ _____

Home Page Floor Plan Registration Page Hotel Page

Trade Show Map (Order & Material Deadline: 8/26/11) .. Total \$ _____

Other _____ . Total \$ _____

RETURN COMPLETED FORM TO SALES
*See reverse side for details of ad sizes, enhanced listing levels, and rates. Refer to enclosed guidelines for submitting artwork.

TOTAL NET COST \$ _____

Less Priority Package Discount (if applicable) \$ _____

FINAL COST \$ _____

SALES CONTACTS:

Forming, Fabricating, Tube Exhibitors (A-L)
Michael Scott
Michaels@mfafabtech.com
(800) 432-2832 ext. 271
Fax: (815) 484-7746

Forming, Fabricating, Tube Exhibitors (M-Z)
Jackie McBain
Jackiem@mfafabtech.com
(800) 432-2832 ext. 270
Fax: (815) 484-7773

Metalform Exhibitors
Andy Flando
aflando@pma.org
(216) 901-8800 ext. 126
Fax: (216) 901-9190

Welding Exhibitors
Rob Saltzstein, salty@aws.org
(800) 443-9353 ext. 243
Fax: (305) 443-7559

Finishing Exhibitors
Andy Goyer
andy@goyermgt.com
(941) 373-1830
Fax: (941)-373-1828

Authorization

Name (please print) _____

Title/Position _____

Signature: (required) _____ Date _____





INSERTION ORDER FORM

Print & Web Advertising Rates

North America's Largest Metal Forming, Fabricating, Welding and Finishing Event
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1. Official Directory Advertising (Order & Material Deadline: 9/23/11)

Indicate Ad Size	Ad Rate	Mechanical Specifications	Color Charges
Standard B/W	\$3,450	Trim: 8 1/4" x 10 3/4", Live: 7 3/4 x 10 3/8, Bleed: 8 1/2" x 11"	4 color process \$900
2/3 B/W	\$2,750	4 5/8" x 10"	2 color process* \$400
1/2 Horizontal B/W	\$2,050	7" x 4 7/8"	* For 2-color ads, 2nd color will be 4-color process tint matched only.
1/2 Vertical B/W	\$2,050	4 5/8" x 7 1/4"	Black + 2nd color.
1/3 Horizontal B/W	\$1,790	4 5/8" x 4 7/8"	
1/3 Vertical B/W	\$1,790	2 3/16" x 10"	
1/4 B/W	\$ 990	3 3/8" x 4 7/8"	

Premium Positions (Color Only)

Inside Front Cover (standard); Back Cover (standard); Inside Back Cover (standard); Page 3 (standard); Tab Dividers (standard) (8 available) - each option \$4,872

2. Show Daily Advertising (Order & Material Deadline: 9/23/11)

Indicate Ad Size	Ad Rate	Mechanical Specifications
Tabloid, 4-color	\$3,000	10 1/2" x 13 3/8" (Bleed: 10 3/4" x 13 3/8")
Standard, 4-color	\$2,000	7 1/8" x 10 1/8" (Bleed: 7 7/8" x 10 7/8")
1/2 Vertical, 4-color	\$1,500	4 5/8" x 7 1/4"
1/2 Horizontal, 4-color	\$1,500	7" x 4 7/8"
1/4, 4-color	\$ 900	3 3/8" x 4 7/8"

Premium Positions (Color Only)

Front Cover Bottom (Live 9-1/2 x 2-1/4; Bleed 10-5/8 x 2-3/4) \$3,900; Page #3 (2/3 page) \$3,900; Inside Back Cover (tabloid) \$4,650
 Inside Front Cover (tabloid) \$4,650; Back Cover (tabloid) \$4,900

3. Trade Show Map Advertising (Order & Material Deadline: 8/26/11)

Size/location	Rate
Business card size ad (3.4" W x 1.5" H) with arrow pointing to location on floor plan. (Limited number available)	\$1,995
Exclusive back cover sponsor	\$4,995

4. Floor Logo (Order & Material Deadline: 9/23/11)

Size/location	Rate
Two (2) 3x6 carpet overlays, exact logo placement to be determined by Show Management.	\$2,000

5. Enhanced Listings (Order & Material Deadline: 9/23/11)

Classic: Cost \$500 Web: company logo, company profile, product listings, featured exhibitor "icon" on search results, booth "turn-up" on floor plan, leads from agenda planner. Print: company logo and enhanced company name in *Official Show Directory*.

Premium: Cost \$750 All of the Classic listed above plus two (2) customizable interactive panels that include graphics and text.

Ultra: Cost \$1,700 All of the Classic listing above plus four (4) customizable interactive panels, two can be video/multimedia.

6. Web Ads (Order & Material Deadline: 9/23/11)

Locations	Rate
Home Page: 120 w x 240 h pixel banner ad, rotating. Four (4) positions available. <i>Premium:</i> does not rotate with other ads.	\$1,500 \$2,500
Registration Page: 355 w x 90 h pixel banner ad, rotating. Four (4) positions available on left; four (4) positions available on right.	\$2,500
Hotel Page: 355 w x 90 h pixel banner ad, rotating. Four (4) positions available on left; four (4) positions available on right.	\$2,500
Floor Plan: 360 w x 45 h pixel banner ad, rotating. Two (2) positions available.	\$3,000

7. Education Program Brochure Advertising (Order & Material Deadline: 6/17/11)

Indicate Ad Size	Ad Rate	Mechanical Specifications	Color Charges
Full Page	\$4,150	(Live: 5 1/2" x 9 1/2", Bleed: 6 1/4" x 10")	4-color process \$1,295
1/2 Page	\$2,075	(5 1/2" x 4 1/2")	2-color process* \$ 550

* For 2-color ads, 2nd color will be 4-color process tint matched only.

Want to customize an advertising product or package to fit your company needs? Contact a sales representative to discuss.