

Fact Sheet

FABTECH
INTERNATIONAL & AWS
WELDING SHOW

Including **METALFORM**

November 2-4, 2010
Georgia World Congress Center
Atlanta, Georgia USA



WHAT IS FABTECH?

It is the annual trade show & conference that brings the entire metal forming, fabricating &, welding industries together each Fall. FABTECH is the largest trade show and conference of its kind in North America. In 2010, The **Chemical Coaters Association International** is proud to now bring another dimension to this well-established, well-respected event: **FINISHING!**

WHY FABTECH?

Joining an event that already attracts attendees (more than 22,000 of them) who bend, form, fabricate and weld metal products and who have expressed an interest in being able to evaluate and purchase finishing products was a logical fit. CCAI's Finishing Technologies Pavilion gives them the chance to now see finishing in action on the show floor while learning about finishing technologies in conference sessions. The addition of finishing makes the manufacturing process complete – a one stop shop for manufacturers. **FABTECH delivers the attendees that our exhibiting members want to meet. They are attendees with budgets to purchase industrial finishing products and services!**

HOW LARGE IS THE FINISHING PAVILION?

When the show convenes in Atlanta from Nov. 2 – 4, 2010, it will contain a 89,000 gross square foot Finishing Technologies Pavilion dedicated to showcasing products and information on industrial finishing technologies to the more than 22,000 expected attendees who bend, form, fabricate, weld and finish metal products.

WHO IS MANAGING THE FINISHING PAVILION & CONFERENCE?

Goyer Management International will be providing show and conference management services to the CCAI Finishing Technologies Pavilion & Conference at FABTECH 2010 and beyond. For the past 20 years, Goyer Management International has been working with exhibitors to ensure their participation in finishing events is successful. GMI will continue to provide its services to exhibitors participating in the Finishing Technologies Pavilion and will manage the finishing conference program.

WHO ARE THE FABTECH CO-SPONSORS?

CCAI joins these four leading manufacturing associations to provide education, training, information, and demonstrations on finishing to a vast array of manufacturers from around the world.

- **The Fabricators & Manufacturers Association** www.fmanet.org
- **The Society of Manufacturing Engineers** www.sme.org
- **The American Welding Society** www.aws.org
- **The Precision Metalforming Association** www.metalforming.com

OPPORTUNITIES AWAIT

The opportunities that await CCAI companies who join us as exhibitors in the CCAI Finishing Technologies Pavilion will reach far beyond the traditional attendees of past vertical finishing shows. As time and money becomes increasingly tighter, manufacturers appreciate the opportunity to visit one show where they can see it all. Finishing is such an important part of FABTECH attendees' manufacturing process that we are confident that the new CCAI Finishing Technologies Pavilion and Conference will be a tremendous benefit to both attendees and finishing exhibitors alike.

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IMPORTANT FABTECH STATS

- When recent attendees were asked on a post-show survey what additional manufacturing technologies or services they would be interested in seeing at an upcoming FABTECH, of the technologies listed, **37.6%** answered Finishing/Painting/Coating. That represents more than 10,000 attendees wanting to see finishing/painting and coating technologies on the show floor!
- More than **23%** of recent attendees when registering for FABTECH said they planned to evaluate finishing products while at the show.
- **79%** of visitors to the show are involved some way in their company's purchasing plans. Their job is to investigate – and purchase – new equipment, materials and services.
- **93%** of attendees come to FABTECH to evaluate new products and **65%** are looking for new applications or techniques they can use to be more competitive.
- **48%** of buyers look to this show to find new suppliers and resources. Half of those who attended the show in Chicago in 2007 had attended no other industry-related show in the previous two years.

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

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

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



Exhibit Details

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WHAT CAN EXHIBITORS EXPECT?

- A single marketplace to showcase your finishing products and services in front of the industry's largest, most targeted buying audience.
- More than 500,000 square feet of high-traffic selling space.
- Unparalleled exposure to an anticipated 22,000 motivated buyers representing companies ranging from small job shops to large OEM's
- Approximately 1,000 exhibiting companies.
- The most finishing, 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.
- Key decision-makers and buying teams who attend to meet suppliers and discover solutions to sustain & strengthen their operations.

EXHIBITOR SPACE RENTAL RATES

Booth sizes	100 to 1,999 Net Square Feet	\$27.00/NSF
Booth sizes	2,000 to 4,999 Net Square Feet	\$26.50/NSF
Booth sizes	5,000 to 9,999 Net Square Feet	\$25.50/NSF
Booth sizes	10,000 and above	\$24.50/NSF

Booth Payment Deposit Schedule

25% due Jan. 16, 2010
25% due May 2, 2010
50% due July 7, 2010

Deposit is not required until January 2010. You will receive a deposit invoice.

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 to you monthly 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.
- CCAI Corporate & Custom Coater Member added benefits listed below.
- **BONUS:** Exhibitors contracting for more than 1,500 net square feet of exhibit space receive **FREE drayage!!!!**
- Priority space selection in the Finishing Technologies Pavilion.

ADDED CCAI CORPORATE MEMBER BENEFITS

- Two complimentary conference session passes (a \$400 value).
- Preferential consideration to participate in the Finishing Technologies Conference.
- Notation as a Finishing Technologies Pavilion exhibitor next to your member listing on the CCAI website.
- Promotion of your participation in all CCAI publications.
- Bonus space selection points for future CCAI Finishing Technologies Pavilion FABTECH show space selection
(**PLATINUM** - 20 bonus points, **GOLD** - 15 bonus points; **STANDARD** - 10 bonus points; **CUSTOM COATERS** - 5 bonus points).

NOT A CCAI CORPORATE MEMBER? JOIN TODAY FOR THESE ADDED BENEFITS: www.ccaiweb.com



CHEMICAL COATERS
ASSOCIATION INTERNATIONAL

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MARKETING ASSISTANCE?

Exhibitors will be able to capitalize on these marketing support tools available to maximize your show investment and bring buyers to your booth.

- Complimentary interactive listing on the official show website, viewed and searched by thousands of visitors per month.
- A listing in the official Show Directory and in selected show promotional mailings.
- Free Customized 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.

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.

QUESTIONS?

Call Andy Goyer at 941-373-1830

Email: fabtech@ccaiweb.com



CHEMICAL COATERS
ASSOCIATION INTERNATIONAL