



2025 Advertising and Sponsorship Information

September 8-11, 2025

McCormick Place | Chicago, IL

[FABTECHEXPO.COM](https://www.fabtechexpo.com)



FMA™



PMA





2025 Advertising Packages

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 opportunities perfect for marketing your products and services before, during, and after the event.

Advertising Packages

Select from eight print and web products to create an advertising package that best fits your promotional needs.

- **Platinum Package** - Purchase five (5) advertising products and receive 10% off net rates.*
- **Gold Package** - Purchase four (4) advertising products and receive 8% off net rates.*
- **Silver Package** - Purchase three (3) advertising products and receive 5% off net rates.*
- **Bronze Package** - Purchase two (2) advertising products and receive 2.5% off net rates.*

** Net cost must total a minimum of \$1,000 to receive package discounts. Package discount is applied to final cost.*



Show Directory Ads

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

Directory Material Deadline: JULY 18, 2025

Ad Sizes	Ad Rates	Width" x Height"
Full Page	\$5,000	Trim: 8.25 x 10.75 Live Area: 7.75 x 10.375 Bleed: 8.5 x 11
2/3	\$4,500	4.625 x 10
1/2 Horizontal.....	\$3,500	7 x 4.875
1/2 Vertical	\$3,500	4.625 x 7.25
1/3 Horizontal	\$3,000	4.625 x 4.875
1/3 Vertical	\$3,000	2.1875 x 10
1/4	\$1,900	3.375 x 4.875

Premium Positions: \$6,100

(add .125" bleed to all sizes)

- **Front Right Gatefold Cover** - 7.25" x 10.75"
- **Pages 2, 4, or 6** (Full Page)
- **Inside Back Cover** (Full Page)
- **Back Cover** (Full Page)
- **Map Back Cover** - 7.25" x 10.25"
- **Tab Dividers** - 8.0625" x 10.75"

Gatefold Cover

(add .125" bleed to all sizes)

- **Front Right Gatefold Panel** - \$6,100
7.5" x 10.75"
- **Inside Cover Spread** - \$12,400
Left Side Panel - 7.5" x 10.75"
Right Side Panel - 8" x 10.75"
or Spread Size - 15.5" x 10.75"



Enhanced Listings

Enhance your company's listing in the printed Show Directory, online Exhibitor search pages, and the online floor plan. The combination of print and electronic advertising provides exceptional company branding at an economical price. *Please upload your company logo to our website in any of the following formats .ai, .eps, jpeg (300 dpi), or tiff. **Logo Deadline: JULY 18, 2025***

Enhanced Listing Package Features	BASIC Included	CLASSIC \$600	PREMIUM \$1,100	ULTRA \$2,200
Product Categories - Select product subcategories that prospects are likely to search in order to find you.	5 Categories	10 Categories	15 Categories	20 Categories
Profile Description - Add a company description to your online listing.	No	Max 1,000 Characters	Max 1,500 Characters	Max 2,000 Characters
Profile Logo and Cover Photo - Add your company logo and cover photo to your online listing.	No	YES	YES	YES
Press Releases - Highlight what's happening at your company.	3 Releases	5 Releases	7 Releases	10 Releases
Show Specials - Promote your deals - discounts, giveaways, drawings, etc. - to keep your booth buzzing throughout the event.	0	1 Special	2 Specials	3 Specials
Company Logo - Add your company logo to your directory print listing.	No	YES	YES	YES
New Products - Feature new products that will be introduced at FABTECH in your online listing. Include descriptions and photos.	1 Product	3 Products	6 Products	10 Products
Enhanced Exhibitor Icons - Stand out in the online exhibitor search with a featured icon indicating your company has an enhanced listing.	No	YES	YES	YES
Video - Let potential buyers see and hear your story. Feature company and/or product videos.	No	No	No	3 Videos
Floor Plan Logo - Make your company stand out with your company logo on the electronic floor plan. <i>Booth must be 400 nsf or larger.</i>	No	No	YES	YES

Promotional Mailers

- Event Preview:** This postcard will be mailed to 230,000+ attendee prospects several months prior to the expo. It will highlight event details, specifically special events and the conference lineup.
Material Deadline: MAY 16, 2025
- New Product Mailer:** This postcard will be mailed to 230,000+ attendee prospects several months prior to the expo. It will focus on the new products that will be featured at FABTECH 2025.
Material Deadline: JUNE 23, 2025
- Pre-Show Planner:** This invaluable planning guide will be mailed to all pre-registered attendees before the show and features special events, show highlights, and a local map highlighting points of interest.
Pre-Show Mailer Material Deadline: JULY 18, 2025

Mailers	Ad Rate	Width" x Height"
Event Preview.....	\$3,000	10.5 x 6 plus .125 bleed
New Product Mailer	\$3,000	9 x 6 plus .125 bleed
Pre-Show Business Card Size*	\$1,700	3.5 x 2
Pre-Show Exclusive Back Cover	\$2,800.....	8.5 x 5.5 plus .125 bleed

*Includes business card ad on map in Show Directory



2025 Advertising Packages

Web Banner Ads

Over 500,000 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 web pages that historically draw the highest traffic in the months leading up to the show. **Note: All banner ads will link to the Exhibitor Showroom online listing.**

Web Banner Order Material Deadline: ASAP FOR BEST EXPOSURE

New Product Pages: \$2,600

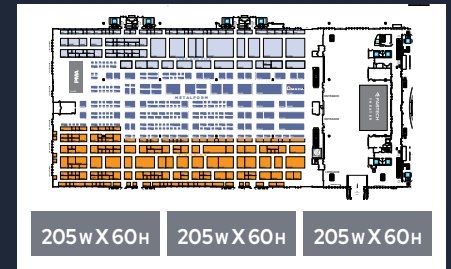
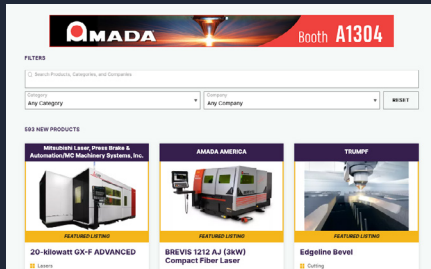
Sizes in pixels-Width x Height: 728 x 90 and 320 x 50 (mobile). Includes one featured product and may rotate with three other ads. Three positions available.

Conference Schedule Pages: \$2,600

Sizes in pixels-Width x Height: 728 x 90 and 320 x 50 (mobile). May rotate with three other ads. Three positions available.

Floor Plan Page: \$2,600

Size in pixels-Width x Height: 205 x 60
Does not rotate with other ads. Three positions available.

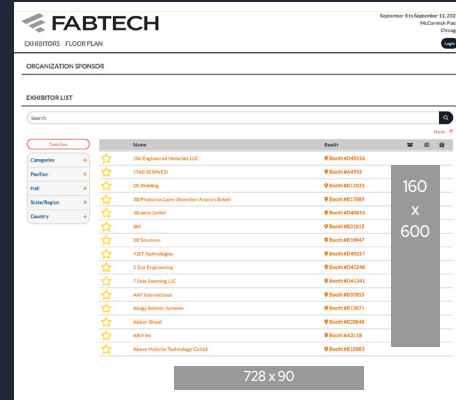


Registration Pages: \$2,600

Size in pixels-Width x Height: 355 x 90
Does not rotate with other ads. Two positions available.

Exhibitor List Index Pages: \$2,600

Size in pixels-Width x Height: 728 x 90 and 160 x 600. May rotate with other ads. Four positions available.



Floor Ads

Create a large format ad 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 decal placement to be determined by Show Management.**



Ad Sizes Ad Rates Width' x Height'

Two (2) Full Color Decals.....\$3,000.....6 x 3 Ft. + .25" bleed

Floor Ads Material Deadline:
JULY 18, 2025



2025 Sponsorship Offerings

Whether your goal is to increase exposure, differentiate yourself from competitors or simply attract more prospects to your booth and increase sales, FABTECH offers a wide range of sponsorship offerings that will maximize your return on investment. Sponsors will gain premium exposure to a targeted group of manufacturing professionals and companies ready to evaluate the products and services you offer.

+ **BRANDING**
Highlight the presence of your company at the event by showcasing your brand in a high-traffic area or making your brand a destination with a sponsored lounge or co-created custom area.

📱 **OUTREACH**
Connect with an audience before, during or after the event by utilizing a variety of options.

👥 **LEAD GENERATION**
Receive measurable and meaningful ROI by obtaining qualified leads from attendees.

🤝 **SPONSORED ALIGNMENT**
Reach a captive targeted audience and align your brand with industry experts or celebrities by sponsoring a headline event such as a keynote or panel discussion.

🍴 **HOSPITALITY**
Enhance your company’s brand recognition and image while fostering relationships with key and prospective customers by sponsoring a networking event or co-created custom area.

🗣️ **CUSTOM SPEAKING**
Integrate your message into the event and reach a highly targeted audience within a featured area.

Sponsorship Products

SOLUTIONS	Keynotes	Networking Events	Panel Discussions	Lounges and Food Areas	Conference Tracks	Remarketing	Branding	Banners and Graphics	Video Wall	Custom Sponsorship
Branding	■	■	■	■	■	■	■	■	■	■
Outreach	■	■	■	■	■	■	■	■	■	■
Lead Generation	■	■	■	■	■	■	■	■	■	■
Sponsored Alignment	■	■	■	■	■	■	■	■	■	■
Hospitality	■	■	■	■	■	■	■	■	■	■
Custom Speaking	■	■	■	■	■	■	■	■	■	■





2025 Sponsorship Offerings



Banners and Graphics

Escalate your exposure at the event with strategic placement of your brand in high traffic areas. Indoor banners, carpet runners, window clings and escalator runners are powerful tools you can use to differentiate your company and be recognized as a featured exhibitor at the event.

For information on locations, sizes and pricing, visit envision.freeman.com/show/fabtech-2025/home

Branding

Brand recognition is crucial to positive brand association. Strategic logo placement allows your company to be on the forefront of the minds of decision-making attendees while they are actively searching for solutions.



- Mobile App
- FABTECH Theater
- Official Show Bags
- Official Show Lanyards
- Registration Confirmation Page and Email
- Conference Proceedings
- Countdown to the Show Email



Conference Tracks

Reach some of the most captive, qualified, and targeted audiences at the event by exclusively sponsoring a conference track. Each of the tracks contain several presentations that are aligned by technology or industry and hosted by highly qualified industry experts.

Available Tracks:

- Automation /Robotics
- Cutting /Laser Technology
- Forming & Fabricating
- Management
- Job Shop Operations
- Job Shop Production
- Sales & Marketing
- Smart Fabrication
- Stamping
- Workforce & Talent Development



Video Wall

Get your marketing message out in front of FABTECH attendees with a 20 second spot on one of the video walls at McCormick Place. You can choose to have your video played on the video wall in the Grand Concourse between halls A and B or in the Lakeside Lobby in front of hall D.



2025 Sponsorship Offerings



Keynotes

Align your company with a targeted audience in a captive environment by sponsoring a keynote presentation at FABTECH. Our keynotes are highly recognized in the manufacturing industry and can provide great recognition for your company.

Lounges and Food Areas

Transform your brand into a featured destination at the event by creating a branded area. This sponsorship opportunity allows you to showcase your brand (and message) in an unavoidable way by theming a customized seating area or sponsoring an established area at the event.

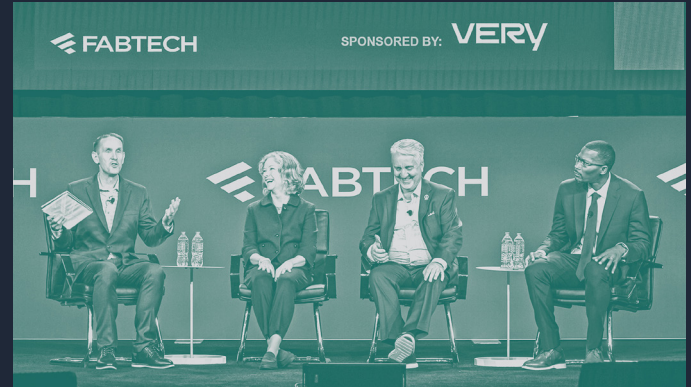
- VIP Lounge
- FABTECH Biergarten
- FABTECH Bistro
- Hall A Food Pods



Networking Events

Networking doesn't have to only happen on the show floor! Get your brand in front of attendees and exhibitors with a customized opportunity at one of our networking events. Be the exclusive sponsor to host and interact with guests in a special experience-driven activity.

- Emerging Leaders Program
- Women of FABTECH
- Industry Night



Panel Discussions

Align your company with industry leaders speaking on relevant and requested topics during FABTECH's expert panel discussions. Topics may include:

- State of the Industry
- Workforce Development
- Advanced Manufacturing

Retargeting

Target event prospects and attendees while they search the internet and interact on social media. Use this opportunity to get up to 100,000 impressions to increase brand exposure before, during and after the event. You provide the ad creative, we take care of the rest!



Custom Sponsorship

Are you looking for something beyond our normal offerings? When you choose a sponsorship, the opportunities are truly unlimited because we customize our services to meet your specific objectives.



FABTECH

Advertising Sales Contacts

FMA™ Forming & Fabricating,
Automation,
Tube & Pipe Exhibitors
(A-L)
Andy Flando, FMA
(815) 209-8396
aflando@fmamfg.org

sme Forming & Fabricating,
Automation,
Tube & Pipe Exhibitors
(M-Z)
Cara Collins, SME
(313) 597-1817
ccollins@sme.org

Ashley Lee, SME
(313) 425-3177
alee@sme.org



Welding Exhibitors
Lea Owen, AWS
(305) 443-9353 x220
lea@aws.org



**Stamping/Press
Automation Exhibitors**
Doug Trout, PMA
(216) 503-5728
dtrout@pma.org



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

Sponsorship Sales Contacts

For more information and pricing, visit fabtechexpo.com/sponsorship, contact your exhibit sales rep or:

RIKI ADAMS
Senior Project Manager, SME | radams@sme.org | (313) 425-3441

