



# FABTECH INTERNATIONAL & AWS WELDING SHOW

Including **METALFORM**

## 2009 POST SHOW REPORT

### INSIDE:

- Exhibitor Feedback
- Audience Profile
- Buyer Behavior

*Cosponsored by*



*Industry Partners*



**North America's Largest Metal Forming, Fabricating & Welding Event**  
November 15-18, 2009 | McCormick Place | Chicago, IL USA | [www.fabtechexpo.com](http://www.fabtechexpo.com)



## AUDIENCE PROFILE

The FABTECH International & AWS Welding Show, including METALFORM, gives you access to buyers you won't find anywhere else.

**45%** were first time visitors in 2009.

### TOP THREE REASONS AN ATTENDEE VISITS THE SHOW:

1. See/evaluate new products and technology
2. See equipment in action
3. Find new suppliers

**94%** of attendees said reviewing equipment and technology at FABTECH is important in their purchase decision making process.

### JOB FUNCTIONS

President, CEO, Top-Level Management, Job Shop Owner .....	25%
Manufacturing Production .....	13%
Manufacturing Engineering, Product Design/R&D .....	20%
Welder, Welding Operator .....	4%
Welding Distributor .....	3%
Purchasing .....	2%
Sales & Marketing .....	16%
Other Job Functions .....	17%

### COMPANY SIZE

Attendees came from a variety of manufacturing and construction facility sizes – connecting you with the largest OEM's to the hard-to-reach job shops.

#### NUMBER OF EMPLOYEES

Less than 20 .....	34%
20 – 49 .....	18%
50 – 99 .....	14%
100 – 249 .....	15%
250 – 499 .....	8%
500 – 999 .....	4%
1,000 – 2,499 .....	3%
2,500 and Over .....	4%



### COMPANY TYPE

Job Shop/	
Contract Manufacturer .....	37%
OEM .....	19%
Supplier .....	13%
Distributor .....	9%
Other .....	22%

### FINAL VERIFIED STATISTICS:

**Attendance:** 26,207  
**Exhibitors:** 1,085  
**Square Feet:** 398,935

### EXHIBITOR SURVEY RESULTS

**88%** of exhibitors were satisfied or very satisfied with the **QUALITY** of attendees at the show.

**76%** of exhibitors were satisfied or very satisfied with the **QUANTITY** of attendees at the show.

**89%** of exhibitors were satisfied or very satisfied with the **VALUE** the show offered.

Source: Exhibitor Survey

### NET TOTAL OF LEADS COLLECTED

**96,603**

### AVERAGE LEADS PER EXHIBITOR

**108**

Source for all Audience Statistics: 2009 FABTECH International & AWS Welding Show, including METALFORM, Audience Survey and Registration Data.



## TOP 10 INDUSTRIES ATTENDEES REPRESENT

Construction

Job Shop/Contract Manufacturing

Automotive

Aerospace

Agriculture

Energy

Heavy Equipment

Mining/Utilities/Power Generation

Other Transportation

Military/Defense



## TOP ATTENDING COMPANIES

AGCO

Bandw Trailer Hitches

Bechtel

Boeing

Bucyrus International

Bunn O Matic Corporation

Caterpillar

Crown Equipment Corp.

Dana Corp.

Demmer Corp.

Eaton

Emerson

ExxonMobil

Federal Mogul

Ford Motor Company

Freedman Seating Co.

General Dynamics

General Electric

General Motors

Grainger

Greenheck Fan Corp.

Harley Davidson

Hendrickson International

Henny Penny Corp.

Honda of America

Honeywell

Jan-Air Inc.

John Deere

Johnson Controls

Kohler Co.

Life Fitness

Lockheed Martin

Marathon Oil

NASA

Northrup Grumman

Panduit Corp.

Parker Hannifin Corp.

Pearl Harbor

Naval Shipyard

Portsmouth Naval Shipyard

Pratt & Whitney

Proctor & Gamble

Rolls-Royce

Ryerson

Shape Corp.

Siemens

Spacesaver Corp.

Steelcase

Tenneco

Vermeer Corp.

## FUTURE SHOW DATES

**November 2-4, 2010**

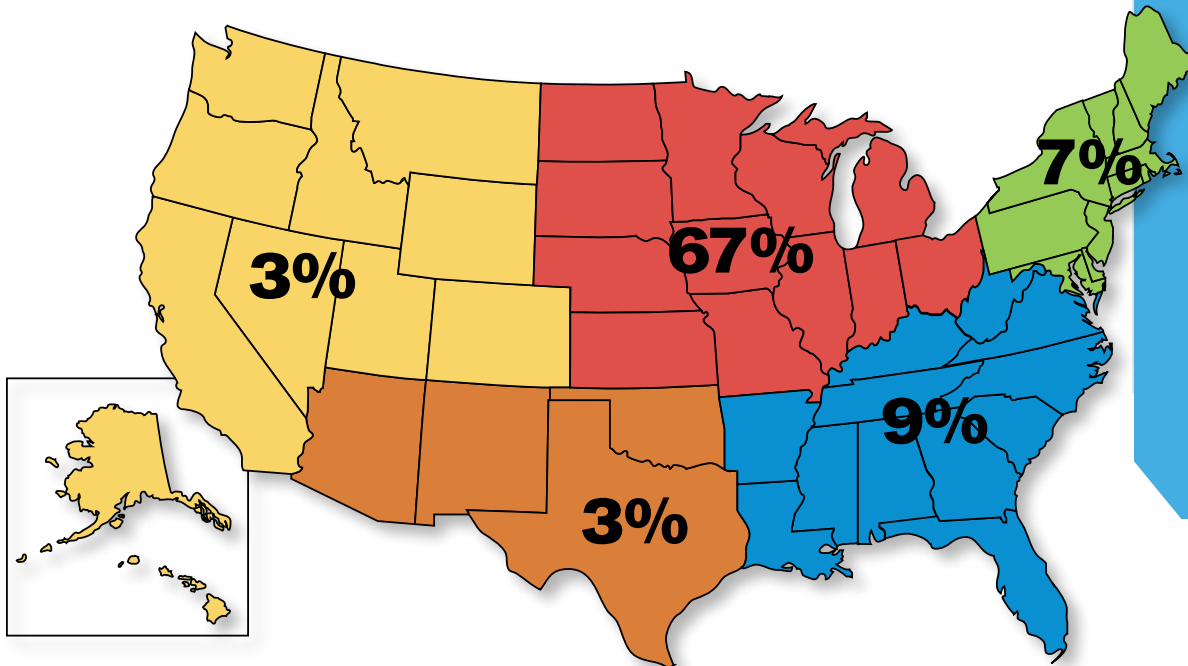
**Atlanta, Georgia**

**November 13-16, 2011**

**Chicago, Illinois**

## GEOGRAPHIC REPRESENTATION

The 2009 show attracted attendees from across the U.S. – connecting exhibitors with serious buyers.



11% of attendees came from countries outside the U.S., including

- Brazil
- Canada
- China
- France
- Germany
- India
- Italy
- Japan
- Mexico
- ...and others

## BUYER BEHAVIOR

Attendees came to the show to view and purchase the complete spectrum of forming, fabricating, tube & pipe, and welding equipment. From a few thousand dollars worth of tooling, consumables, software, etc., to complete multi-million dollar flexible manufacturing systems, visitors had serious buying intentions.

**49%** of attendees visited the show floor 2 or more days.

### ROLE IN BUYING

**79%** of visitors to the show are involved in some way in their company's purchasing plans.

Final Decision . . . . .	29%
Specify Supplier . . . . .	9%
Recommend . . . . .	41%
No Role/Not Applicable . . . . .	21%

**39%**

*of attendees expect equipment expenditures to increase in the next year.*

### BUDGET

**41%** of attendees had equipment budgets of \$200,000 or more.

Up to \$20,000 . . . . .	26%
\$20,001 - \$50,000 . . . . .	13%
\$50,001 - \$200,000 . . . . .	20%
\$200,001 - \$500,000 . . . . .	13%
\$500,001 - \$1,000,000 . . . . .	12%
\$1,000,001 - \$5,000,000 . . . . .	9%
Over \$5,000,000 . . . . .	7%

**ATTENDEES** indicated they came to the show to evaluate the following technologies (multiple responses):

Arc Welding . . . . .	45%
Assembly . . . . .	17%
Bending & Forming . . . . .	42%
Cutting . . . . .	43%
Fastening & Joining . . . . .	21%
Finishing . . . . .	19%
Gases & Gas Equipment . . . . .	19%
Inspection & Testing . . . . .	26%
Lasers . . . . .	41%
Material Handling . . . . .	30%
Press Brakes . . . . .	32%
Punching . . . . .	28%
Robotics . . . . .	40%
Safety & Environmental . . . . .	27%
Saws . . . . .	29%
Plate & Structural Fabricating . . . . .	26%
Stamping/Forming Presses . . . . .	24%
Tool & Die . . . . .	22%
Tooling . . . . .	31%
Tube & Pipe Fabricating . . . . .	37%
Welding Consumables . . . . .	45%
Welding Machines . . . . .	54%



Including **METALFORM**

**For questions regarding this report, please contact:**

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

**Mark Hoper**  
**FMA Show Manager**  
 markh@mfafabtech.com  
 (800) 432-2832, ext. 210

**John Catalano**  
**SME Show Manager**  
 jcatalano@sme.org  
 (800) 733-3976, ext. 3163

**Pam Pirogowicz**  
**PMA Show Manager**  
 ppirogowicz@pma.org  
 (216) 901-8800, ext. 102

*Cosponsored by*



**American Welding Society**  
 550 N.W. LeJeune Road  
 Miami, Florida 33126  
 Ph: 800.443.9353  
 Fax: 305.442.7451



**Fabricators & Manufacturers Association, Intl**  
 833 Featherstone Road  
 Rockford, Illinois 61107-6302  
 Ph: 800.432.2832  
 Fax: 815.484.7746



**Society of Manufacturing Engineers**  
 One SME Drive, P.O. Box 930  
 Dearborn, Michigan 48121-0930  
 Ph: 800.733.3976  
 Fax: 313.425.3407



**Precision Metalforming Association**  
 6363 Oak Tree Blvd  
 Independence, OH 44131-2500  
 Ph: 800.541.5336  
 Fax: 216.901.9190

**www.fabtechexpo.com**