

FABTECH INTERNATIONAL & AWS WELDING SHOW

Including **METALFORM**

North America's Largest Metal Forming,
Fabricating & Welding Event

November 15 – 18, 2009

McCormick Place South & North Halls
Chicago, Illinois



Bringing the Industry Together.

COSPONSORED BY



American Welding
Society



Fabricators & Manufacturers
Association, Intl



Society of Manufacturing
Engineers



Precision Metalforming
Association

INDUSTRY PARTNER



"We are very excited about the new mega-show for the metalforming and fabricating industry. As a long-time exhibitor at both shows, we think the combination of the METALFORM and FABTECH International & AWS Welding Show Exhibitions under one roof will enable attendees to view all the latest forming, fabricating and welding technology that previously required attendance at two separate shows."

– Ed Tremblay, Norwalk Innovation, Inc.



"The 2007 FABTECH International & AWS Welding Show was a great investment for our company. We received an impressive number of quality leads from potential new customers. This show is a cost-effective way for us to reach leading companies in the industry."

– Bev Zierhut, SICK, Inc.



One Show. Countless Opportunities.

The FABTECH® International & AWS Welding Show and METALFORM have come together to better serve the entire metal forming, fabricating and welding industry. These shows have merged to become ONE mega event—delivering more value, more buyers and more selling opportunities than ever before. Four days exhibiting here is the best way to generate qualified leads, close deals, expand your market share, and maximize profits all year long. Don't miss the potential a show of this magnitude offers. **Reserve your booth space today!**

Here's What You Can Expect:

- 600,000 sq. feet of high-traffic selling space
- Approximately 1,300 exhibiting companies
- Unparalleled exposure to over 36,000 motivated buyers representing companies ranging from small job shops to large OEM's
- The most 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
- The same quality and service you have come to expect from these industry-leading trade shows

The Best Value You Can Find

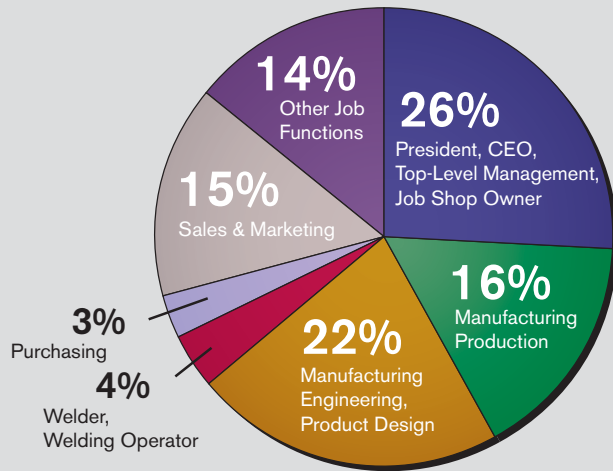
With only one industry event to exhibit at in 2009, this is the most efficient, cost-effective platform for conducting business. Enjoy the convenience, affordability and excitement of reaching thousands of potential customers from every part of the world – many who are ready to buy and will come to the U.S. to take advantage of favorable exchange rates. They'll be here to evaluate new technology and find suppliers that offer solutions to improve their operations. Make sure they find you!

Buyers will be here looking for products or services in these categories:

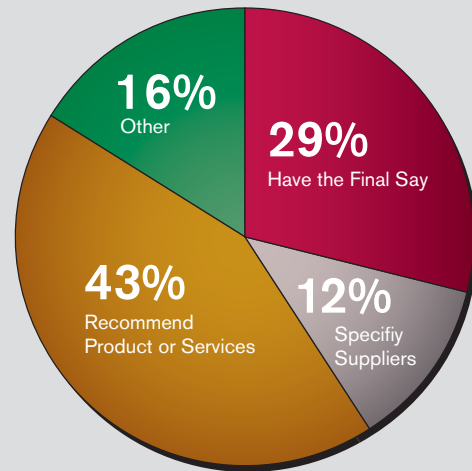
- Arc Welding
- Assembly
- Bending & Forming
- Brazing & Soldering
- Business Services
- Coil Processing
- Cutting
- Fastening & Joining
- Finishing
- Gases & Gas Equipment
- Hydroforming
- Inspection & Testing
- Job Shop/Contract Mfg.
- Lasers
- Lubrication
- Maintenance & Repair
- Material Handling
- Metal Suppliers
- Press Brakes
- Punching
- Resistance Welding
- Robotics
- Roll Forming
- Safety & Environmental
- Saws
- Sheet Metal & Plate Fabricating
- Software, Machine Controls
- Stamping Presses
- Thermal Spraying
- Tooling
- Tool & Die
- Tube & Pipe Fabricating
- Tube & Pipe Producing
- Welding Consumables
- Welding Machines

Get Direct Access to Decision-Makers With Buying Power

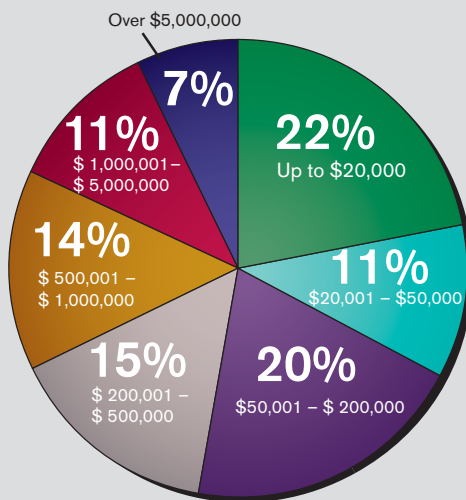
Primary Job Function



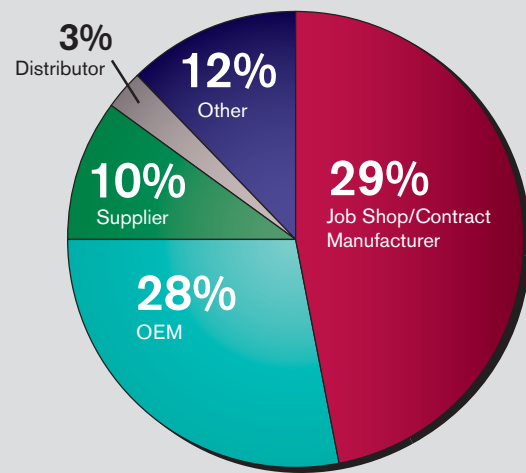
Role in Buying



Budget



Company Type



Primary Markets Attendees Represent

- Aerospace
- Agriculture
- Appliance
- Automotive/Truck
- Construction
- Consumer Products
- Electronics
- Furniture
- Heavy Equipment
- Military/Defense

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



Get More For Your Marketing Dollar

2009 PRICING INFORMATION

Booth Size	Rate/square foot
100 – 1,999 sq. ft.	\$27.00
2,000 – 4,999 sq. ft.	\$26.50
5,000 – 9,999 sq. ft.	\$25.50
10,000 sq. ft & more	\$24.50

FOLLOW THESE EASY STEPS TO RESERVE YOUR BOOTH SPACE:

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.



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 monthly to you 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.

Plus, capitalize on these marketing support tools available to maximize your show investment and bring buyers to your booth.

- Complimentary listing on the official show Web site, viewed and searched by thousands of visitors per month.
- A listing in the official Show Directory and in selected show promotional mailings.
- Free Expo Passes to target key customers and prospects with these personalized invitations that 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.
- Eligibility to make a presentation in the New Product Theater.
- Opportunity to stand out by taking advantage of high-visibility sponsorship items.

THE 2009 EVENT WILL SELL OUT.

Act now to reserve your booth space!

For assistance reserving your exhibit space, contact a sales representative below:

Fabricating/Tube & Pipe Exhibitors (A-L)

Michael Scott, FMA
(800) 432-2832 ext.271
michaels@mfafabtech.com

Fabricating/Tube & Pipe Exhibitors (M-Z)

Cara Collins, SME
(800) 733-3976 ext. 3126
ccollins@sme.org

Tool/Die, Stamping & Forming Exhibitors

Roger Judson, PMA
(800) 541-5336
rjudson@pma.org

Welding Exhibitors

Joe Krall, AWS
(800) 443-9353 ext. 297
joekrall@aol.com

Exhibit Space Contract

Fax Back to 216-901-9190

Booth No. _____

Size _____

Sq. Ft. _____

Rental (U.S. \$) _____

Invoice No. _____



(please type or print):

Exposition Name **FABTECH INT'L & AWS WELDING SHOW Including METALFORM November 15-18, 2009**

Preferred Location FABRICATING TUBE & PIPE WELDING METALFORM THERMAL SPRAY

Event Location **McCormick Center - North and South Halls** City **Chicago, IL**

Company Name _____

Company Contact _____

Division (if any) _____

Street Address/P.O. Box or Suite _____

City _____ State _____ Zip _____

Phone _____ Ext. _____ Fax _____

E-mail _____ Internet Address _____

Send Show Bulletins & Manuals To:

Company Name _____

Company Contact _____

Division (if any) _____

Street Address _____

City _____

State _____ Zip _____

Phone () _____ Ext. _____

Fax () _____

E-mail _____

Send Invoices To:

Company Name _____

Company Contact _____

Division (if any) _____

Street Address/ P.O. Box _____

City _____

State _____ Zip _____

Phone () _____ Ext. _____

Fax () _____

E-mail _____

Briefly describe the products your company will be displaying at the above mentioned exposition.

It is understood that the Exposition Terms and Conditions stated on both pages of this form, the Exposition Rules and Regulations (contained in the Exhibitor Service Manual) and the payment terms stated on the initial invoice are part of this Contract. Having read this Contract, we, the undersigned, hereby agree to the referenced terms and conditions. Expositions of "SME", "FMA", "AWS" and "PMA" (collectively referred to as "Show Management") are designed as marketing and educational events, facilitating buyer-seller interaction. These expositions are considered an integral part of the sales process and may culminate in on-site orders. To assure that the exposition will further this purpose, admission is limited to qualified engineers and persons with similar interests (16 years or older), unless otherwise permitted in writing by Show Management. Each exhibit shall be pertinent to the technical area of the Exposition. Exhibits having only lay interest, or not a specific educational or technical interest as determined by Show Management, may not be permitted.

Authorized Signature _____ Date _____

Sign and return to: **FABTECH International & AWS Welding Show and METALFORM Show Management
c/o SME**

One SME Drive, P.O. Box 930, Dearborn, Michigan 48121-0930 USA

Make Checks payable in US. Currency to: "FABTECH International"

SIGNED CONTRACT MUST BE RETURNED TO RECEIVE SPACE

Space availability, size and location will be determined at the sole discretion of Show Management. Please contact Show Management at (800) 733-EXPO with any questions regarding this agreement.

EXHIBITION TERMS AND CONDITIONS

- APPROVED EXHIBITORS** – Only Exhibitors that have contracted with "SME", "FMA", "AWS" and "PMA" (collectively "Show Management") for the specific Show identified on side one of this document will be permitted to display or to demonstrate its products, processes, or services at the Show.
- DEFINITIONS** – As used herein:
 - The "Contract" means the Exhibitor Space Contract including the exhibit space application form, the terms and conditions contained herein, the Exhibition Rules and Regulations and the provisions incorporated in the initial payment invoice.
 - "Exhibitor" means any person or company exhibiting in the Show, its representatives, agents, employees and contractors at the Show.
 - The "Rules" means any and all provisions contained herein, the Exhibition Rules and Regulations and the payment terms stated on the initial invoice.
 - The "Show" means the event described on side one of this document.
 - The "Venue" means the facility where the Show will be held.
- RESTRICTIONS** - Show Management may, at its sole discretion, prohibit, restrict and/or evict exhibits which are, in the opinion of Show Management, objectionable for any reason including, but not limited to, danger, noise, vibration, glaring or flashing lights, safety and method of operation, objects on display and/or method of display. Show Management may also prohibit, restrict, and/or evict any exhibit which may detract from the general character of the show or which violates any term of this Contract. Show Management may further restrict, prohibit and/or evict any exhibit with objectionable persons, things, conduct, printed matter or anything else Show Management judges to be objectionable including, but not limited to: balloons, peanuts, popcorn, coffee, or anything taken beyond the confines of Exhibitor's assigned space. In the event of such prohibition, restriction, or eviction, Show Management shall not be liable for any refunds of rental or other expenses. If Exhibitor fails to comply in any respect with the terms and conditions of this Contract, including the Exhibition Rules and Regulations, Show Management shall have the right, without notice to Exhibitor, to rent or offer for rent Exhibitor's space, or to use such space in any other manner. Exhibitor shall remain liable for the full amount specified by this Contract.
- ASSIGNMENT OF SPACE** – Show Management reserves the right to assign space, to rearrange the floor plan and/or to relocate any exhibit to further the best interest of the Show. Show Management will assign space guided by Exhibitors' priorities, by the exhibit's requirements and by the choice of locations. If Show Management should relocate Exhibitor, any lower space rate difference shall be refunded but higher rate differences shall not be imposed. Within seven (7) days of official notice of space reassignment and/or relocation by Show Management, it is the duty of the Exhibitor to notify Show Management in writing if the reassigned/relocated space is not acceptable for any reason.
- RENTAL OF SPACE** – Rented space includes an 8' high drape backwall and 36" high drape side rails (excluding island exhibits). Any and all other equipment or materials required by Exhibitor must be provided by Exhibitor at Exhibitor's own expense.
- PAYMENT AND CANCELLATION BY EXHIBITOR** - Make all checks payable in U.S. currency to "FABTECH International." Transfer of funds is available through: LaSalle Bank, 200 West Monroe Street, Chicago, Illinois 60606, USA, ABA: 072000805, Account #: 6810-83728-3. Transfers of funds from foreign companies must include the following Swift code: MICHUS33.
 - Exhibit space payments shall be made according to the schedule set forth in the initial invoice sent by Show Management. Show Management reserves the right, in its sole discretion, to reassign or cancel contracted exhibit space if Exhibitor fails to adhere to the payment schedule set forth in the initial invoice. 100% forfeiture will be assessed on rental fees or deposits that were made prior to the reassignment or cancellation.
 - In order to cover work and service performed and as payment of liquidated damages, Exhibitor agrees that if it cancels or reduces its exhibit space hereunder, it shall pay a percentage of the total invoice as follows:

Cancellation Charge	Date of Cancellation/Reduction
25% of total space rental	from assignment date to 180 days in advance of the Show
50% of total space rental	from 179 days to 121 days in advance of the Show
100% of total space rental	120 days or less in advance of the Show
 - If Exhibitor fails to cancel but does not use its assigned space, Show Management shall have the right to use Exhibitor's space as Show Management determines in its sole discretion, including selling the space to another exhibitor, without any rebate or allowance to Exhibitor. Show Management will not be responsible for having included the name of Exhibitor or descriptions of Exhibitor's products in the Show catalog, brochures, news releases or other materials. If, at any time, an Exhibitor determines not to use some or all of the space for which he has contracted, he shall give prompt written notice to Show Management of his change in plans, so that Show Management may reallocate the unused space pursuant to the Rules. Failure to furnish the notice required by this paragraph shall subject Exhibitor to a surcharge of twenty-five percent (25%) of cost of the space not used, in addition to other Cancellation Charges detailed herein. Transfer of funds between Show Management exhibitions is prohibited.
- USE OF EXHIBIT SPACE** – Exhibitor shall not assign, sublet, or share any part of his space. However, an Exhibitor may use his space to exhibit any eligible products: (i) manufactured or sold in his own name, (ii) manufactured or sold by any company controlled by or under common control with Exhibitor, (iii) manufactured by a joint venture in which he participates, or (iv) produced pursuant to his manufacturing license. Exhibitor shall not exhibit, offer for sale, give as a premium, or furnish literature about any other products or services except where Show Management determines that such activities are required for the proper demonstration or operation of Exhibitor's displays. In any case, identification of such articles or services shall be limited to the regular nameplate, imprint, or other identification, which is standard practice appears normally on the articles or in connection with the services. Exhibitor shall not permit persons other than his own representatives (including those of any corporate affiliate, joint venture partner or licensee), representatives of Show Management, or of officially designated labor or service sources to use its booth for any purpose.
- USE OF COMMON/PUBLIC SPACE** – No demonstration, promotion, or advertising shall be permitted outside of Exhibitor's assigned exhibit space. Exhibitor shall not distribute any materials, including but not limited to, samples, souvenirs, or advertising materials outside of the Exhibitor's contracted-for exhibit space. No Exhibitor shall, in any other way, occupy or use the facilities for any purpose inconsistent with this Contract.
- LOSS, THEFT OR DAMAGE** – Show Management provides limited perimeter guard security but shall not be liable or responsible for any loss, theft or damage to the property of Exhibitor, its employees or representatives. Further, Show Management will not be liable for damage or injury to persons or property during the term of this Contract, from any cause whatsoever, by reason of the use or occupancy of the exhibit space by Exhibitor, its employees, representatives or assigns. Exhibitor acknowledges that certain activities at the Show, especially during set-up and tear-down of the show, can be dangerous, and Exhibitor, on behalf of itself and each member of its exhibit staff, assumes such risk and waives any liability on the part of Show Management and assumes all liability for such risk. If Exhibitor's materials fail to arrive, or if for causes beyond its control, Exhibitor is prevented from using its space, Exhibitor is nevertheless responsible for its space rental. Exhibitor shall carry special insurance to protect all exhibit materials against damage, theft or other loss, and liability insurance against injury to persons and the property of others, including, but not limited to, Show Management.
- COMPLIANCE WITH LAWS** - Exhibitor assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies including, but not limited to, fire, safety, environmental and health laws, regulations, ordinances or codes, together with the rules and regulations of Show Management and the operators and/or owners of the property wherein the Show is held.
- THE AMERICANS WITH DISABILITIES ACT (ADA)** - Exhibitor is required to comply with all provisions of the ADA, including, without limitation, arranging Exhibitor's exhibit so as to be accessible to all persons covered by the ADA.
- UNIONS AND CONTRACTORS** – Exhibitor shall employ labor only from sources officially designated by Show Management for the installation, maintenance and dismantling of its exhibit, and shall use only the service organizations officially designated by Show Management for all services in connection with the installation, maintenance, cleaning and dismantling of exhibits and in connection with the operation of projection devices. Exhibitor agrees to abide by and comply with all rules and regulations imposed by local unions having arrangements with the Venue or with authorized contractors engaged by Show Management. Exhibitor must request Show Management's authorization to use an Exhibitor-appointed contractor no later than forty-five (45) days prior to the first scheduled installation date for the Show. Show Management shall have the right, but not the obligation, to resolve disputes or disagreements between Exhibitor(s), or between Exhibitor(s) and official contractors or labor organizations. In the event of such dispute, any action or decision by Show Management intended to resolve the dispute shall be binding on the Exhibitor(s).
- COPYRIGHTS, LICENSED AND PATENTED MATERIAL** – Exhibitor assumes all responsibility for the use of any and all copyrighted, licensed, or patented materials including, but not limited to, music, video, or printed matter which may be protected under the laws of the United States of America. Exhibitor is solely responsible for securing any and all appropriate rights to use such materials and for the payment of any and all royalties, license fees or other amounts associated with the use of such materials.
- ADVERTISING AND PROMOTION** – Show Management reserves the right to use Exhibitor's name in any advertising, promotion or marketing associated with the exhibition. Show Management does not, however, guarantee Exhibitor inclusion in such materials.
- RIGHT TO CHANGE LOCATION, DATES, AND/OR RULES** – Show Management retains the right to change the Exhibition location, dates, and/or rules upon notice to Exhibitor. Any such change shall be incorporated and made part of this Contract.
- CANCELLATION BY MANAGEMENT** - Show Management retains the rights to cancel the Show and/or the Exhibit with no liability to Exhibitor other than a refund of any paid space rental fees, for any reason beyond its control including, but not limited to, civil unrest, labor disputes, acts of government or acts of God.
- INDEMNIFICATION** - Exhibitor agrees to indemnify and hold and save Show Management whole and harmless from and against any and all claims, charges, complaints, liability, losses, demands, actions, damages, expenses, judgments, settlements and/or costs of any nature whatsoever which shall result, directly or indirectly, wholly or in part, by any act, omission, negligence, or conduct of Exhibitor or Exhibitor's employees, representatives, agents, servants, contractors, patrons, guests, licensees, invitees, or assigns, at or related to the Show, including, but not limited to, any such costs in connection with a violation of any laws or regulations, any off-site activities, any dangerous or hazardous materials, any damage, injury, or loss to persons and/or property and any costs, including attorneys' fees, incurred by Show Management in connection with the enforcement of this Contract. Exhibitor covenants and agrees that if Show Management is made a party to any litigation commenced by or against Exhibitor or relating to this Contract or the exhibit space rented hereunder, then Exhibitor shall pay all costs and expenses, including attorneys' fees and court costs, incurred by or imposed upon Show Management.
- GOVERNING LAW** - This Contract shall be construed in accordance with and governed by the internal laws of the State of Michigan, not including the laws applied to conflicts of laws.
- SEVERABILITY** - The invalidity or unenforceability of any of the covenants, phrases or clauses in this Contract shall not affect the remaining portions hereof, but this Contract shall be construed as if such invalid covenant, phrase or clause had not been contained herein.
- ENTIRE AGREEMENT** - This Contract, specifically incorporating the initial invoice and Exhibition Rules and Regulations referenced herein, embodies the entire agreement and understanding of the parties hereto in respect of the subject matter contained herein. Exhibitor agrees to comply with all provisions incorporated in this Contract including the Exhibition Rules and Regulations and provisions of the initial invoice. This Contract supersedes all prior agreements and understandings between the parties with respect to the subject matter. **Please contact Show Management at (800) 733-EXPO with any questions regarding this agreement. DET_B\323283.1**



NOVEMBER 15 – 18,
2009
McCormick Place
South and North Halls
Chicago, IL

Exhibit Space Request Form

Fax Back to 216-901-9190

YES, we would like to reserve one of the following locations for the combined FABTECH International & AWS Welding Show and METALFORM event. My contract is included with this fax back reservation.

Please indicate the technology area or areas in which you wish to display your products:

___ Fabricating ___ METALFORM ___ Welding ___ Tube & Pipe ___ Laser ___ Thermal Spray

Space Number	Dimensions	Square Feet	Comment
1. _____	___ X ___	_____	_____
2. _____	___ X ___	_____	_____
3. _____	___ X ___	_____	_____
4. _____	___ X ___	_____	_____

Company Name _____

Contact Name _____

Telephone _____ **E-mail** _____

Show management will assign space based on your company's priority/seniority status with FABTECH International, the AWS Welding Show or METALFORM. We will make every effort to accommodate one of your choices and contact you if none of your selections are available. Show management also reserves the right to make changes to the floor plan in the best interest of the show.

FABTECH International & AWS Welding Show and METALFORM Management
PO Box 930
Dearborn, MI 48121-0930
(800) 733-3976

Questions?	Please contact your sales representative with questions.
Fabricating/ Tube & Pipe: Cara Collins at (800) 733-3976, ext. 3126 Michael Scott at (800) 432-2832, ext. 271	
Welding: Joe Krall at (800) 443-9353, ext. 297	
Stamping/ Tool & Die: Roger Judson at (216) 901-8800, ext. 155 Pam Pirogowicz at (216) 901-8800, ext. 150	