

# METALCON

OCTOBER 30 - NOVEMBER 1, 2024  
*Georgia World Congress Center in Atlanta, Georgia*



## SHOWCASE YOUR PRODUCTS AND SELL YOUR SOLUTIONS TO A MOTIVATED AUDIENCE OF HIGH-LEVEL DECISION MAKERS

Don't miss this unrivaled opportunity to showcase your products and sell your solutions to a global community of metal-focused buyers you won't find anywhere else. From seasoned buyers to newcomers looking to grow their businesses, METALCON is where the metal construction industry gathers to launch new products, sell solutions and secure lucrative partnerships.

**OVER 70% OF 2024 EXHIBIT  
SPACE IS ALREADY SOLD!  
RESERVE YOUR SPACE TODAY!**

RECIPIENT OF THE TSE GOLD 100 AWARD  
RECOGNIZING THE TOP U.S. TRADESHOWS



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# 6 REASONS YOUR COMPANY NEEDS TO EXHIBIT

## LAUNCH

new products and services

## GATHER

top-tier sales leads

## BOOST

brand recognition

## CONNECT

with decision-makers & influencers

## CULTIVATE

new connections

## CLOSE

deals on the spot

## Why exhibit?

Exhibiting at METALCON offers a unique opportunity to join hundreds of metal manufacturers, suppliers, and distributors, all converging in a single venue. This allows buyers to effortlessly explore a vast array of products, discover new suppliers and make well-informed purchasing choices.

**Put yourself in the path of qualified buyers and distinguish your brand among the industry leaders.**

## 2023 EXHIBITORS WERE HIGHLY SATISFIED

- 90%** expect a positive ROI from METALCON
- 87%** were highly satisfied with their experience
- 74%** would recommend METALCON to industry colleagues
- 98%** were satisfied with the quality of attendees

## ★★★★★ Exhibitor Testimonials...

We have been exhibitors for 20+ years and will continue to exhibit in order to stay in front of our customers. No other trade show in our industry brings so many different facets of our industry together under one roof like METALCON does. — **Travis Wendt, Owner/President, Metallic Products**

This year's event was remarkable. The volume of traffic exceeded our expectations, bringing in a diverse and dynamic crowd. The quality of the attendees was outstanding, with many key industry players and potential clients in attendance. — **Brian Partyka, VP, Carlisle Architectural Metals & Chairman, MCA**

We have been coming to METALCON for about 20 years, and we will continue to come because it is beneficial for our company, and we see growth in this market. I've told many people that they need to come and walk it so they can see the variety of equipment and talk to a lot of specialists and get the answers they need. — **Don Fahlquist, Hot Melt Technologies**

Our booth received significant attention, thanks to the high-quality foot traffic and the diverse range of professionals present. — **Michael Vaughn, Marketing Manager, Fabral**

Wow! Metalcon 2023 was a fantastic show for United Steel Supply. There's so much excitement around our industry with continued growth and popularity of light gauge construction steel. — **Conrad Farley, National Sales Manager, United Steel Supply**

**RESERVE YOUR EXHIBIT SPACE TODAY! CONTACT [MARK@METALCON.COM](mailto:MARK@METALCON.COM)**

# Who attends?

METALCON draws a broad range of buyers from all 52 U.S. states and more than 50 countries to explore the vast array of metal products, equipment, and services, all conveniently located under one roof.

**44% OWNER**  
**32% MANAGER**  
**9% VP LEVEL**  
**8% DIRECTOR**  
**7% C-SUITE**

**76%**  
**OF ATTENDEES**  
**ARE SENIOR LEVEL**  
**EXECUTIVES**

You'll engage with highly qualified, senior-level buyers who are actively seeking innovative solutions to make their businesses more productive and profitable.

## BUSINESS GETS DONE!

**10% OF ATTENDEES MADE A PURCHASE ON-SITE AT METALCON**

**52% PLAN TO MAKE A PURCHASE WITHIN THE NEXT 12 MONTHS**

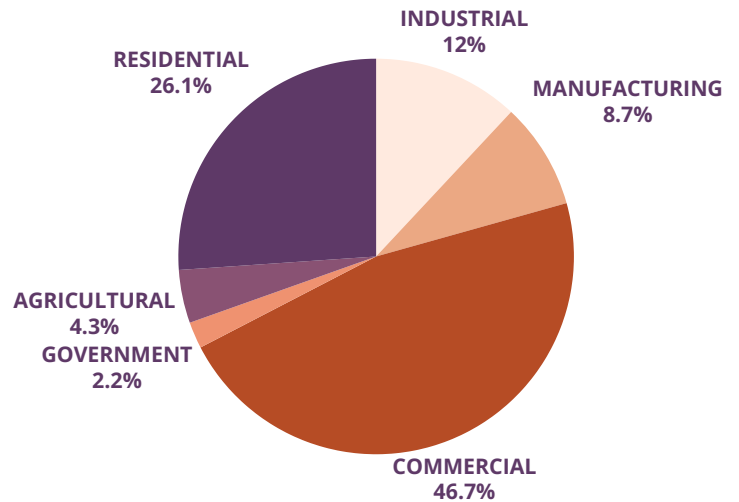
## LAST YEAR ATTENDEES OBJECTIVES INCLUDED...

- See/evaluate new products and technology
- Purchase equipment, products and services
- Gather product information for future purchases
- Network with vendors, peers and experts
- Attend education & hand-on training programs
- Discover industry trends

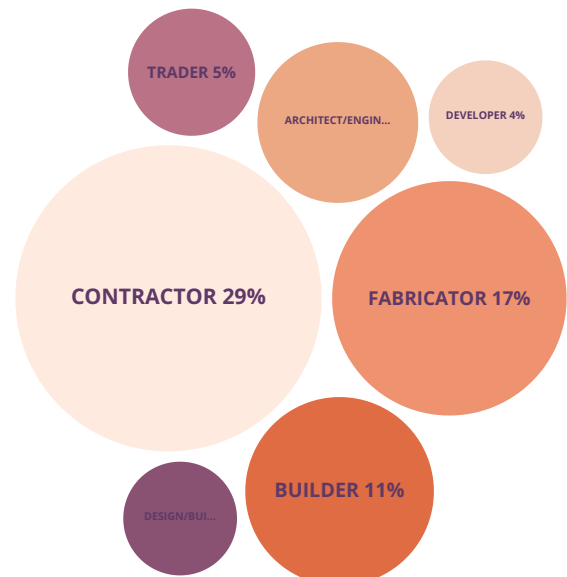
## TYPES OF BUSINESSES ATTENDEES REPRESENTED...

- Architecture studios
- Contractors (commercial, general, metal building, metal roofing and sidewall, roofing, sheet metal, metal building, residential, gutter, ornamental, concrete, and others)
- Builders
- Construction technology providers
- Design-build firms
- Distributors
- Fabricators

## PRIMARY MARKETS ATTENDEES SERVED



## METAL FOCUSED ATTENDEE BUYERS



DATA SOURCES: 2023 ATTENDEE REGISTRATION & POST-SHOW ATTENDEE/EXHIBITOR SURVEYS

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57%

FIRST TIME  
ATTENDEES

36%

REVENUE GREATER  
THAN \$10 MILLION

65%

MADE PURCHASING  
DECISIONS

52%

ARE DIRECTOR  
LEVEL OR HIGHER

## MARKETING OUTREACH THAT DELIVERS QUALIFIED BUYERS

We provide a comprehensive and aggressive outreach strategy to make sure attendance continues to grow year after year.

- Online advertising to 1.9 million+ digital ad impressions
- Social media with 10K followers
- Collaborative partnerships with 40+ publications & associations
- E-newsletters and blogs promoting METALCON year round
- Show Preview and On-site Show Guide
- Education program delivering world-class industry knowledge



Plus, promotional tools to help you reach your target market and make a lasting impression:

- Sponsorships to boost your ROI
- Exclusive discount codes and VIP invitations
- Press relations and media access
- Mobile App with schedule and floor plans



### ENGAGE WITH A COMMUNITY OF METAL-FOCUSED BUYERS

As the only global event for the metal construction and design industry, METALCON attracts a diverse range of attendees, including architects, contractors, engineers, owners, developers, and installers – many of whom will make purchases on the spot.

As an exhibitor, you will engage with a community specifically focused on metal, offering a prime opportunity to foster connections and drive business growth.

### MAXIMIZE YOUR REACH & EXPAND YOUR NETWORK

METALCON isn't just about exhibit space. It's a platform to expand your network and forge valuable connections. You'll connect with industry leaders and potential partners who can take your business to new heights. Discover new business opportunities, exchange ideas, and stay ahead of the competition. With METALCON, you'll gain unparalleled industry exposure and open doors to new possibilities.

Don't wait! Reserve your space at METALCON today and take advantage of this unique platform to connect with your target audience.



METALCON DRAWS ATTENDEES FROM EVERY U.S. STATE AND 40+ COUNTRIES INCLUDING BRAZIL, CANADA, CHILE, CHINA, COLUMBIA, GREECE, MEXICO, NEW ZEALAND, SINGAPORE, TURKEY, UKRAINE & U.K.

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**PUT YOUR COMPANY IN THE PATH OF QUALIFIED BUYERS,  
MANY OF WHOM ARE READY TO PLACE ORDERS ON THE SPOT.**

**FROM ALUMINUM TO ZINC AND EVERYTHING IN BETWEEN,  
METALCON ATTENDEES COME READY TO BUY. IN THE NEXT  
12 MONTHS, THEY PLAN TO PURCHASE:**



- |                           |                                |
|---------------------------|--------------------------------|
| Accessories               | In-Plant Accessories           |
| Building Systems          | Insulation                     |
| Coatings                  | Interior Metal Products        |
| Management Services       | IT Services                    |
| Construction Technology   | Manufacturing Equipment        |
| Contractor Tools          | Ornamental Custom Fabrication  |
| Doors                     | Roofs/Rooftop Products         |
| Energy Efficient Products | Substrate Materials            |
| Fasteners                 | Walls & Panels                 |
| Fenestration              | Water/Weatherproofing Products |

**For a comprehensive list of categories and subcategories visit  
[www.metalcon.com/exhibit](http://www.metalcon.com/exhibit)**



**QUESTIONS OR CONCERNS?  
READY TO RESERVE YOUR BOOTH?**

*Contact Mark Swagerty*

**MARK@METALCON.COM**

**OR 857-255-3340**



**FOR INTERNATIONAL EXHIBITOR INQUIRIES CONTACT:**

**BRAZIL**

Tel: +55.21.999943530  
Email: ligia@lplus.com.br

**CHINA**

Tel: +86 10 87610660, 87680235  
Email: global@heliview.cn

**INDIA**

Tel: +91 9833 171 082  
Email: ak@thinc.asia

**ITALY**

Tel: +39 335 6357575  
Email: azoboli.ies@gmail.com

**TURKEY**

Tel: +90 533 774 02 36  
Email: eren@starexpo.org