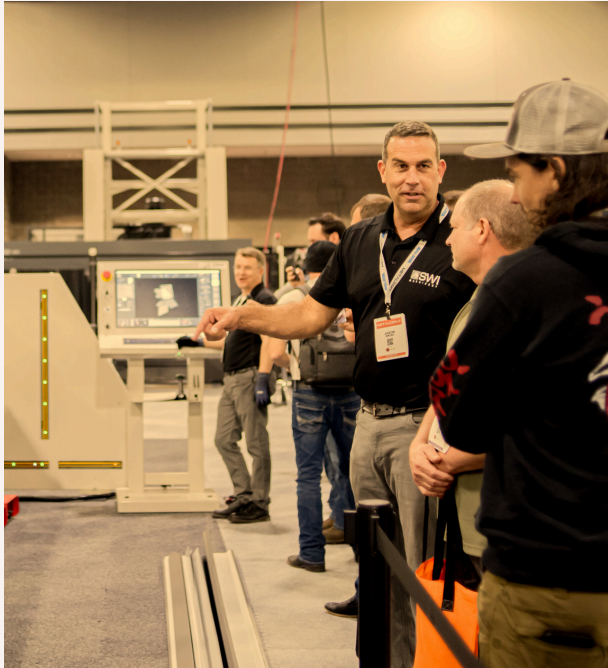


# METALCON

OCTOBER 21 - 23, 2025  
LAS VEGAS, NEVADA, USA



## SHOWCASE YOUR PRODUCTS AND TAKE YOUR BUSINESS TO NEW HEIGHTS

Shine a spotlight on your company where it matters most—at METALCON 2025, the premier event for the metal construction and design industry. This is your opportunity to connect with a global community of metal-focused buyers, from seasoned professionals to ambitious newcomers ready to grow their businesses.



Discover unparalleled access to decision-makers shopping for groundbreaking innovations, transformative solutions, and partnerships that last.

**ACT NOW—OVER 80% OF 2025  
EXHIBIT SPACE IS ALREADY SOLD!**

**RESERVE YOUR SPACE TODAY!**

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



FOLLOW US



# 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?

Stand out among hundreds of manufacturers, suppliers, distributors, and solution providers—all in one dynamic venue. Don't miss your chance to be where buyers explore cutting-edge products, forge new connections, and make critical purchasing decisions.

**Put your brand directly in the path of qualified buyers and stand out as an industry leader.**

## BUSINESS GETS DONE AT METALCON!

**10%** of surveyed 2024 attendees made a purchase at METALCON

**55%** of surveyed 2024 attendees plan to make a purchase in the next 12 months

## WHO SHOULD EXHIBIT?

**If metal construction is your business, METALCON is your show! METALCON is the premier event for companies offering products and services including:**

Accessories & Specialty Products // Architectural and Decorative Metal (including Ornamental Metalwork)  
Building Systems, Self-Storage Systems, and Modular Construction (including Retrofit Solutions)  
Coatings and Finishes // Construction Technology and Advanced Manufacturing (including 3D Printing and IT Solutions)  
Contractor Tools and Equipment // Custom Fabrication and Metalworking Services // Doors and Fenestration  
Energy-Efficient Products // Fasteners and Sealants // Framing Systems (including Rebar and Structural Reinforcement)  
Insulated Metal Panels Interior Metal Products // Manufacturing Equipment // Metal Scrap Recycling  
Retrofit Solutions // Roofs and Rooftop Products (including Retrofit Systems) // Safety and Compliance Products  
Solar and Energy Solutions Substrate Materials // Wall Systems (including Retrofit Panels)  
Water and Weatherproofing Products // Workforce Development and Training

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



## 2024 EXHIBITOR SATISFACTION SPEAKS VOLUMES\*

- 83% expect a positive ROI from METALCON
- 82% are likely to recommend METALCON to an industry colleague
- 84% were satisfied with the quality of attendees

**“We had a great show with quality buyers, not just a bunch of window shoppers.”**

**“What I learned from other exhibitors was very positive, a great deal of business was done and deals signed during the show. The attendees were all highly engaged.”**

\*Source: 2024 post-show exhibitor survey

# WHO ATTENDS?

## High-Level Decision Makers

Nearly 74% of attendees hold influential leadership roles, including:

- C-LEVEL EXECUTIVES, VP-LEVEL EXECUTIVES, OWNERS, AND GENERAL MANAGERS: **33%**
- MANAGERS: **25.09%**
- DIRECTORS: **8.40%**

### What this means for you:

While decision-makers and influencers dominate, the audience also includes architects, engineers, specifiers, contractors, installers, frontline professionals, and emerging leaders, ranging from seasoned experts to those just starting or exploring opportunities in metal construction, ensuring a comprehensive mix of industry stakeholders.

## METALCON'S GLOBAL REACH

METALCON attracts attendees from every U.S. state and 48+ countries, including Brazil, Canada, China, Greece, Mexico, Turkey, New Zealand and the U.K.



**42%**

ARE DIRECTOR LEVEL OR HIGHER

**49%**

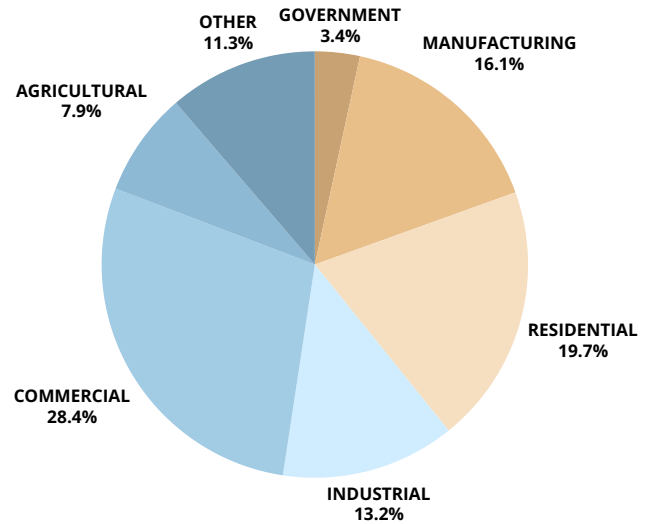
MADE PURCHASING DECISIONS

**36%**

REVENUE GREATER THAN \$20 MILLION

## PRIMARY MARKETS SERVED

Data Source: 2024 Attendee Registration Demographics

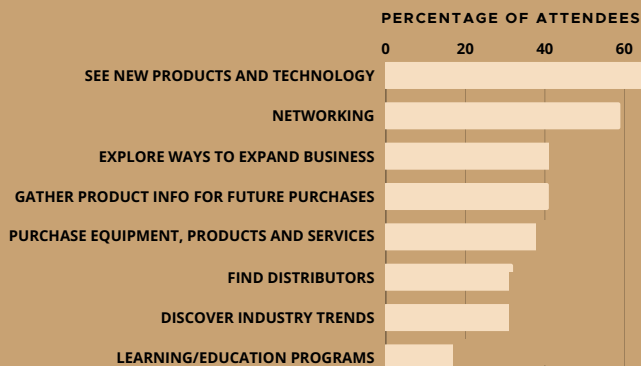


IN ADDITION TO THE PRIMARY AUDIENCE SEGMENTS SHOWN, METALCON ATTRACTS INFLUENTIAL ATTENDEES FROM ENGINEERING (CIVIL/STRUCTURAL/MEP), DESIGN-BUILD FIRMS, CONSULTANTS, AND EMERGING SECTORS SUCH AS RENEWABLE ENERGY AND CONSTRUCTION TECHNOLOGY. THESE GROUPS PLAY A CRUCIAL ROLE IN SPECIFYING MATERIALS, SHAPING PROJECTS, AND DRIVING INNOVATION IN THE METAL CONSTRUCTION INDUSTRY.



## WHY ATTENDEES CHOOSE METALCON

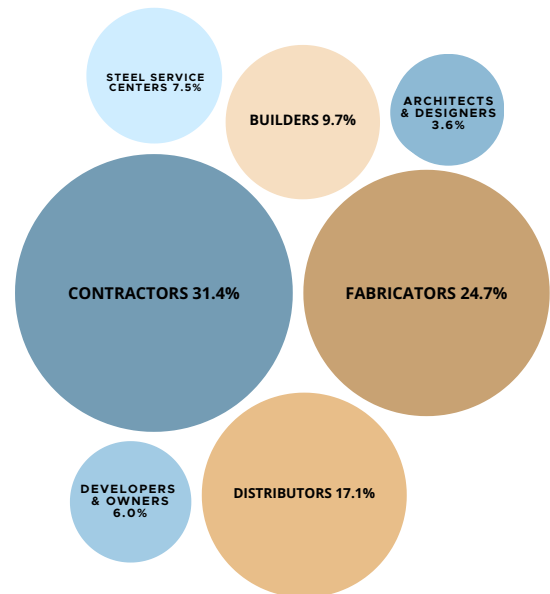
METALCON offers unparalleled access to innovative products, hands-on training, premier networking opportunities, and world-class educational programming. It's the must-attend event for professionals serious about advancing their business in metal construction and design.



METALCON earned an 8.9 / 10 average recommendation rating from 2024 attendees!

SOURCE: 2024 POST SHOW ATTENDEE SURVEY

## CONNECT WITH STAKEHOLDERS DRIVING THE INDUSTRY\*



REPRESENTS THE TOTAL NUMBER OF ATTENDEES FROM METALCON'S TOP AUDIENCE SEGMENTS. TOTAL SHOW ATTENDANCE EXCEEDS THIS NUMBER, REFLECTING A BROADER AND DIVERSE AUDIENCE.

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

# BEYOND YOUR BOOTH – MARKETING THAT DELIVERS QUALIFIED BUYERS

At METALCON, we invest in a comprehensive and aggressive marketing strategy to ensure your prospects are reached and delivered, maximizing your exposure and opportunities for success.



- Targeted digital advertising seen by a vast audience with over 1.9 million digital ad impressions.
- Social media engagement with 10,000+ followers
- Collaborative partnerships with 40+ leading industry publications and associations
- E-newsletters, articles and blog content promoting METALCON year round
- Pre-show and on-site buzz via the Show Preview and On-Site Show Guide
- METALCON Online education featuring year-round education presented by the industry's best.



These benefits are automatically included with your booth purchase, ensuring your marketing starts long before the show and continues after it ends.

## MORE WAYS TO MAXIMIZE YOUR IMPACT

In addition to your included marketing package, you'll have access to exclusive opportunities to further amplify your reach and connect with your target audience:



- **Sponsorships:** Supercharge your ROI with sponsorships tailored to your goals.
- **Custom Invitations & VIP Access:** Use personalized discount codes to invite key clients and prospects to your booth.
- **Direct Media Access:** Share your company's story through our press relations program.
- **Interactive Mobile App:** Highlight your presence with features on the app's schedule, floor plan, and tools for attendee engagement.
- **Targeted Digital Campaigns:** Feature your brand in exclusive email blasts and social media posts.
- **Pre-Show Webinars:** Host product spotlights or educational sessions to generate buzz.
- **VIP Networking Events:** Meet top buyers and decision-makers in intimate, invite-only settings.
- **Post-Event Visibility:** Extend your reach with inclusion in post-show recaps and attendee communications.



## READY TO GROW YOUR BUSINESS?

METALCON ISN'T JUST A TRADE SHOW – IT'S A GATEWAY TO NEW BUSINESS OPPORTUNITIES AND A GLOBAL STAGE FOR INNOVATION. SECURE YOUR SPACE TODAY AND START BUILDING CONNECTIONS THAT TAKE YOUR BUSINESS TO THE NEXT LEVEL.

RESERVE YOUR EXHIBIT SPACE NOW!

CONTACT MARK SWAGERTY

EMAIL [MARK@METALCON.COM](mailto:MARK@METALCON.COM) OR CALL 857-255-3340

← First place winner of the 2024 MCA Design Awards for Creative Use of Metal | Image Source: [Design and Build with Metal](#)

## FOR INTERNATIONAL EXHIBITOR INQUIRIES CONTACT:

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