

OCTOBER 7-8, 2026 • ORLANDO, FL.

# METALCON 35



## THE GLOBAL EVENT FOR METAL CONSTRUCTION

Hosted in Florida—where metal construction demand is booming.

METALCON—the only global event dedicated exclusively to the application of metal in design and construction—heads to Florida, one of North America's most active metal construction markets.

METALCON connects exhibitors with contractors, architects, engineers, owners, developers and specifiers actively sourcing metal solutions across roofing, wall systems, framing, fabrication, coatings, and the full building envelope.

**Put your products in front of a purchase-ready buying audience.**

METALCON is where buying decisions are made, products are specified, and long-term partnerships are forged.

**ACT NOW — 75% OF PRIME EXHIBIT SPACE IS SOLD  
RESERVE YOUR SPACE TODAY.**



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

FOLLOW US



# WHY EXHIBIT

## METALCON IS WHERE BUSINESS GETS DONE

METALCON brings together the people who specify, purchase, fabricate, install, and distribute metal construction solutions—creating a highly concentrated environment for meaningful business conversations.

**82%** of 2025 attendees either purchased at METALCON or plan to purchase as a direct result of attending.



**Reach Buyers, Specifiers, Installers, & Influencers Across the Entire Metal Construction Industry – at METALCON!**

## A QUALIFIED, BUYING AUDIENCE

Exhibiting at METALCON places your brand in front of a curated, qualified audience of professionals who are actively evaluating products, comparing solutions, and forming partnerships across the metal construction ecosystem.

**2025 exhibitors reported strong outcomes:**

- 77%** of 2025 exhibitors expect a positive ROI
- 82%** rated their exhibiting experience 4 or 5 out of 5
- 82%** were satisfied with the quality of attendees
- 70%+** plan to return in 2026

*"We had really good foot traffic at our booth! Good contacts made and quotes are being sent."*

-TOMMY SOMOLSKI / ZIMMERMAN METALS

## WHO SHOULD EXHIBIT

If your company designs, manufactures, fabricates, installs, distributes, or supports metal construction systems and components, METALCON is your marketplace.

### Exhibitors include companies offering:



#### Metal Systems & Product Manufacturers

Companies producing metal panels, roofing & wall systems, insulated metal panels, architectural components, and prefabricated metal assemblies.



#### Structural Framing & Building Systems

Structural steel and cold-formed steel framing, pre-engineered metal buildings (PEMBs), modular, panelized, and off-site metal building systems.



#### Fabrication, Materials & Manufacturing

Custom fabricators; coil, sheet, and plate suppliers; steel service centers; roll-forming and manufacturing machinery; tooling, automation, material handling, and software supporting efficient metal production and installation.



#### Fasteners, Attachment & Accessories Systems

Fasteners, clips, anchors, brackets, mounting systems, roofing attachments, and accessories essential to structural integrity, weather performance, constructability, and long-term durability.



#### Coatings, Finishes & Performance Materials

Paints, coatings, finishes, sealants, air and vapor barriers, and other performance-enhancing materials critical to corrosion resistance, energy efficiency, and code compliance.



#### Technology & Construction Solutions

BIM/VDC platforms, digital modeling and estimating tools, construction management software, and technologies supporting design, fabrication, and field execution.



#### Service Providers Supporting Metal Construction

Testing and certification organizations, engineering and consulting services, logistics and transportation providers, workforce development, training, and industry associations



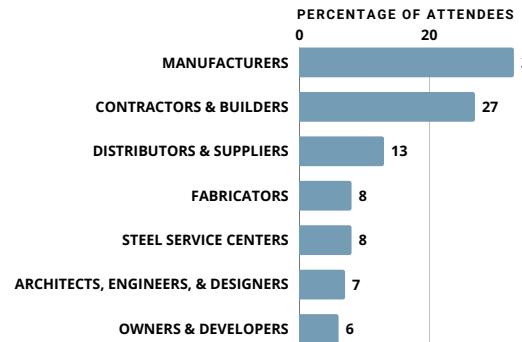
#### Tools, Safety & Jobsite Support Products

Installation tools, safety systems and equipment, material handling solutions, jobsite support products, and apparel.

For a full list of categories, visit [metalcon.com/exhibit](http://metalcon.com/exhibit)

# WHO ATTENDS

A Full-Market Audience Across the Metal Construction Industry



## ATTENDEES DON'T JUST ATTEND – THEY MAKE DECISIONS

METALCON attracts professionals with direct purchasing authority and influence across the metal construction market.

- 53% of attendees make purchasing decisions
- An additional 37% directly influence purchasing decisions



## WHY ATTENDEES CHOOSE METALCON

METALCON attracts attendees who come to **discover new products, evaluate solutions, connect with distributors, and make informed purchasing decisions.**

At METALCON, you engage buyers at every stage of the decision cycle—from specification and approval to purchasing and installation.

Over 70% hold leadership roles that influence or authorize purchasing decisions, including:

**~29%**

OWNERS & EXECUTIVE LEADERSHIP (C-SUITE + OWNERS / GMs):

**16%**

VICE PRESIDENTS & DIRECTORS

**~26%**

OPERATIONS & PROJECT LEADERSHIP

This depth of leadership supports faster sales cycles, stronger specifications, and long-term supplier relationships.

## A PURCHASE-READY AUDIENCE ACROSS METAL CONSTRUCTION

**Manufacturers and Fabricators** producing metal building systems, panels, components, and assemblies

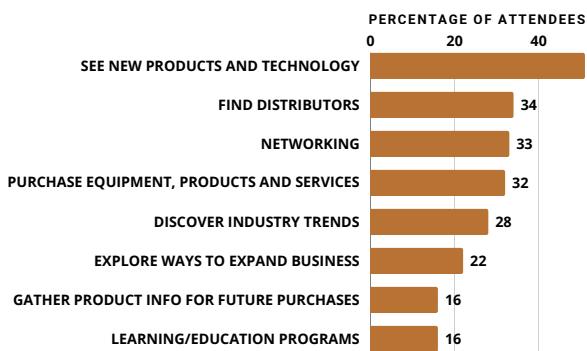
**Contractors and Builders**, including roofing contractors, installers, metal building erectors, and specialty trades

**Distributors, Suppliers, and Steel Service Centers** supporting downstream sales and installation

**Architects, Engineers, and Designers** involved in specification and system selection

**Owners and Developers** influencing budgets, performance requirements, and project scope

This balanced audience enables connections with the people who **specify, purchase, install, and distribute** metal solutions—supporting both **immediate sales opportunities and long-term market influence.**



METALCON earned an 8.7/10 attendee recommendation rating in 2025.

SOURCE: 2025 POST SHOW ATTENDEE SURVEY

## A GLOBAL REPRESENTATION FROM KEY INTERNATIONAL MARKETS

Attendees come from all 50 U.S. states and more than 45 countries, including Canada, Taiwan, Australia, the United Kingdom, the UAE, Viet Nam, and key markets across Europe and Latin America.



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

# BEYOND YOUR BOOTH – MARKETING THAT DELIVERS

METALCON's integrated marketing is automatically included with your exhibit package, ensuring your brand is seen by the right audience—long before the doors open.

You focus on selling. We focus on delivering the audience.

## PRE-SHOW: BUILD AWARENESS AND DRIVE TRAFFIC

- Long before the show, METALCON activates a comprehensive outreach campaign to generate awareness, excitement, and intent among qualified attendees
- Targeted paid media campaign (3M+ impressions in 2025)
- Segmented, role-based email campaigns
- METALCON's 2026 social media campaign will build on proven, multi-platform engagement from 2025
- Integrated promotion through social media, trade media, and association partnerships
- Personalized, highly targeted lead list with detailed company information before you arrive on-site

**Result:** Buyers arrive knowing who you are—and why your solutions matter.

*"We had a great show with quality buyers not just a bunch of window-shoppers."*

— JULES DEKOVICS,  
EXCEPTIONAL METALS

*"We value METALCON for our ability to strengthen industry relationships but also see it as an opportunity to connect with brand ambassadors and customers."*

— HENGKY PRASETIA,  
TATALOGAM LESTARI, PT

# ON-SITE: MAXIMIZE VISIBILITY AND ENGAGEMENT

During the show, METALCON amplifies your presence across multiple touchpoints to increase booth traffic and meaningful engagement.

- Inclusion in on-site guides, digital tools, and attendee resources
- Integrated networking and education environments that keep buyers on the floor
- High-energy programming that attracts decision-makers throughout the event
- Result: More conversations with qualified prospects, not just pass-by traffic

**Result:** Buyers arrive knowing who you are—and why your solutions matter.



# ONE MARKETPLACE. EVERY APPLICATION OF METAL.



**READY TO GROW YOUR BUSINESS AT METALCON 2026?**  
SECURE YOUR EXHIBIT SPACE TODAY.

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