

OCTOBER 18-20, 2023

METALCON

LAS VEGAS CONVENTION CENTER

THE ONLY GLOBAL EVENT DEDICATED TO THE APPLICATION OF METAL IN CONSTRUCTION AND DESIGN

A photograph of a busy exhibition hall at the Las Vegas Convention Center. The scene is filled with people walking through aisles lined with various trade show booths. In the foreground, several individuals are seen from behind, looking towards the exhibits. The booths feature large displays, including one for 'S-51' snow retention systems and another for 'Utility Mounting Solutions'. The ceiling is high with numerous square light fixtures. The overall atmosphere is that of a large-scale professional event.

EXHIBITOR MARKETING KIT

LAST UPDATED MARCH 2023

WWW.METALCON.COM

Exhibitor Marketing Resources

Increase your exposure, attract your top prospects, and get the most out of exhibiting at METALCON! Take advantage of the numerous FREE marketing opportunities that are included with your Exhibitor Package and a host of brand-boosting sponsorships to add on.

Pre-Show:

➤ **Update your online profile**

METALCON attendees use the directory to research their must-see exhibitors. Make sure they know about you! Update your company profile, description, logo, and website URL. Also, select your product categories, upload press releases and product videos. *NOTE: This profile will also be used in the official Metal Construction News Preview and On-Site Show Guide!* **Log Into the [Exhibitor Hub](#)**

➤ **Invite customers/prospects with your free and complimentary discount codes**

You will receive one unique code for 10 FREE passes and a second code for unlimited \$30 discount offers! Use the codes in your emails, newsletters, and social media campaigns to invite your customers and prospects. Get your invites out soon!

Bonus! The exhibiting company who uses the most discount codes will win an additional FREE 10 X 10 booth at METALCON 2024 in Atlanta, GA. Find your codes in the [Exhibitor Registration Center](#).

➤ **Social Media, Banners, and Logos**

Promote your METALCON booth on your website, social media, and electronic promotions. Free banner ads and logos can be downloaded to make this easy. Visit [Banner and Logo Downloads](#) to add them to your email signatures, social media posts and your website. The more places you promote, the easier it will be for prospects to find you.

➤ **Schedule Pre-Show and On-Site Meetings**

Matchmaking is a FREE benefit included in the Exhibitor Hub. It provides both exhibitors and attendees with opportunities to make high quality connections BEFORE the show. Get a head start on networking and start connecting prior to METALCON.

➤ **Show Preview and On-Site Show Guide Produced by Metal Construction News**

Make sure your company information and booth number are listed in the 2023 METALCON *Show Preview* (SEPTEMBER Issue) and the official METALCON *Show Guide* (OCTOBER issue) in Metal Construction News! Your company profile must be entered into the Exhibitor Hub *date TBD* to be included in both. **Log Into the [Exhibitor Hub](#)**

Are you interested in advertising in Metal Construction News's official METALCON Preview and/or on-site Show Guide? Contact John-Paul Lawrence at jplawrence@moderntrade.com.

➤ **Connect with Our Partnering Trade Publications**

In addition to ads in the *Preview* and *Show Guide*, METALCON works with a multitude of trade publications. You can find [our publication partners](#) on our website. Reach out to our partners and other publications you may have connections with to advertise to additional audiences via press releases, ads, and more.

➤ **Pre-Show Sponsorship Opportunities**

METALCON sponsorships shine a spotlight on your company BEFORE, DURING and AFTER the show, resulting in more traffic and more leads! We have packages and a la carte options available! Don't see what you want? No problem, contact Adelle Koscinski at adelle@metalcon.com to find the perfect sponsorship. [Download the prospectus today!](#)

➤ **Submit Your Top Product**

METALCON is the perfect place to launch/announce a new product! Nominate your new metal product for a Top Product Award. To be eligible, a product must have been introduced to the market after **January 1st, 2022**, and its manufacturer must be a 2023 METALCON exhibiting company.

On-Site:

➤ **Host a Private Meeting**

Are you interested in hosting a meeting for customers, association members or employees? We have several options available. Contact Kalyn Burke – kalyn@metalcon.com for more information.

➤ **Stand out from the crowd**

Bring the attendees to your booth by providing them with something unique and exciting. Plan a demonstration for attendees to see, have giveaways and raffles to increase engagement, provide catered snacks/drinks and much more! Make an impression on attendees and leave them wanting to know more!

➤ **Sponsorships to Amplify Your Brand During the Show**

METALCON has many fun and creative sponsorships available to drive traffic to your booth and amplify your brand during the show! Find out about Oktoberfest, The Passport to Prizes, the Mobile App, footprints to your booth and more! Contact Adelle Koscinski before the show adelle@metalcon.com to find the perfect sponsorship. [Download the prospectus today!](#)

➤ **Meet The Press**

Do you have a new product, service, or solution? Or a unique insight into trends taking place in the industry today? If so, then editors and reporters from leading industry publications want to meet with you at METALCON for one-on-one, 10-minute meetings on Friday, Oct. 20th between 10.00 a.m. and noon. Watch for the sign-up link in an upcoming Exhibitor Exclusive or contact fmaguireoshea@gmail.com.

POST-SHOW:

➤ **Follow up with lead retrieval contacts**

Don't miss the opportunity to convert leads to customers. Your lead retrieval scanners, if purchased for the show, will capture all the information of each attendee who visited your booth. Access your leads through your lead retrieval portal and follow up with a call or email. Every scanned badge is a lead, and every lead is a potential customer.

➤ **Digital engagement and e-marketing opportunities**

Don't miss your opportunity to stay on attendee radars and market to them after the show. We will send a company-crafted email on your behalf, include your company in our METALCON newsletter and/or promote your products and services on social media. Marketing doesn't stop when the show ends, make sure your company is still in the spotlight.

➤ **Be a host or sponsor a METALCON Live!**

[METALCON Live!](#) webinars are FREE business-boosting resource that can be attended virtually and for AIA credits. As an exhibiting company, you can host and choose a topic for a METALCON Live! session. In turn, you will be given the registered attendee list post-webinar. These leads can help you stay connected and networking even after METALCON.