

# 25<sup>th</sup> **METALCON**

THE ONE EVENT FOR METAL CONSTRUCTION PRODUCTS, TECHNOLOGIES & SOLUTIONS.

**October 14-16, 2015**

**Tampa Convention Center**

**METALCON** is the one event that helps you pioneer new frontiers in the metals industry. Focusing on innovation, its message is the application of metal in roofing, residential, commercial, industrial, institutional and municipal construction.

**METALCON** showcases the best of everything this industry has to offer from the latest products and ideas to a highly rated education program and a variety of live demonstrations of field techniques.

Sponsored by:



Produced by: **PSMJ** | Resources, Inc. ®

The wide selection of products and ideas at **METALCON**, many of which help improve a building's performance and energy efficiency, helps you keep current with rapidly evolving advancements and offers you a glimpse into the industry's future.

## WHO EXHIBITS?

Think of every product required for construction. In the same context, think about how **metal** can fit into the building envelope - new structures, renovations, retrofit. Exhibits are showcased in over 800 booths with a broad range of metal construction products & peripherals including services, equipment and technology. All are used in commercial, industrial, residential & institutional construction projects around the globe.

## WHAT YOUR INVESTMENT INCLUDES

- Discounted one stop travel, hotel, air and car rental
- Your listing on **METALCON.com**, Exhibitor List & Floor Plan pages
- Online Promotion throughout the year with your e-booth profile
- Your company logo linked back to your website
- 50 word company descriptions in the August & September issues of Metal Construction News
- 50 word company description in the **METALCON** Official Show Guide
- Daily listing in DesignandBuildwithMetal.com's E-Show Daily
- Inclusion in Metal Roofing Magazine's **METALCON** Special Edition

## WHEN&WHERE ?

Join industry giants and rub elbows with the most influential minds in metal design and construction.

**October 14-16, 2015 at the  
Tampa Convention Center in Tampa,FL.**

## WHY EXHIBIT?

It's all about presence. You've got to be here to participate in the vision, innovation & the inspiration that move this evolving industry forward.

**To reserve your booth:**

E-mail [paulo@metalcon.com](mailto:paulo@metalcon.com)

or go to: [goo.gl/Z8cEKX](http://goo.gl/Z8cEKX)

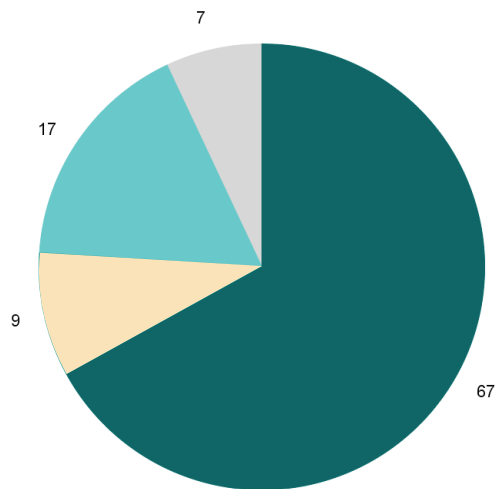
Metal building, residential and roofing contractors, architects, engineers, developers, facility managers, fabricators & building owners from the United States & over 52 countries attend METALCON.

They attend because it's the only all metal show in the world.

## ATTENDEE PROFILES:

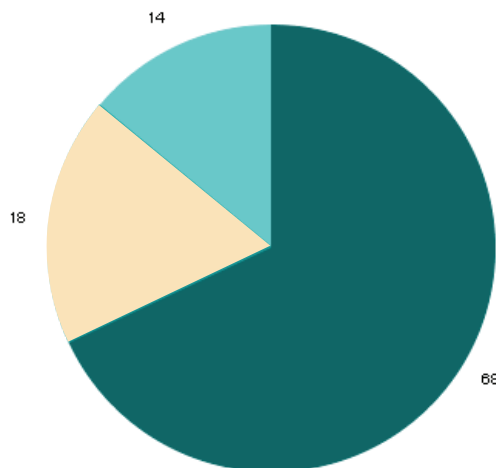
### Strategic Alliances

**METALCON** maintains strategic alliances with international associations and publications to deliver a wide cross section of professionals.



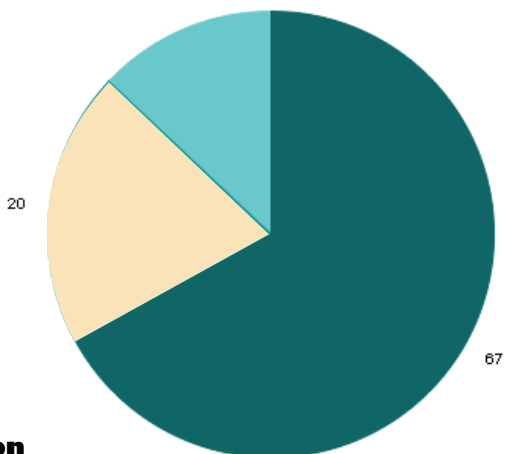
#### company level

■ CEO, Executive Management ■ General Manager ■ Sales & Marketing ■ Other



#### business area

■ Commercial, Industrial & Institutional ■ Residential ■ Other



#### buying decision

■ Yes ■ No ■ No Response

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or go to: [goo.gl/Z8cEKX](https://goo.gl/Z8cEKX)

# EXHIBITOR QUOTES FROM METALCON 2014:

"The emphasis on electronics may work well for marketing, but when it comes to our products, the contactors have to see them and understand how they can use them. It has to be face-to-face, and that's why we're at METALCON – to meet and talk with contractors." - *Dale Nelson, Roof Hugger*

"People judge trade shows by different factors. Some qualify a show by numbers of visitors or leads. But the real judge of quality in a show is how it helps you build relationships. By rotating location every year, MEALCON keeps drawing a fresh audience and that expands our opportunities to establish new relationships each year." - *Ed Karper, Akzo Nobel*

*To attract people to its booth, the company used a clever electronic marketing tool – an interactive touch screen display similar to a game board. Visitors could push symbols, and draw lines between points to learn about the company, its products and their applications. Trilogy provides metal fabricating equipment for in-house, factory applications. "This is kind of electronic eye candy for visitors and it's working. Traffic to our booth has been really good. We've had lots of great leads and one sale. So we're very pleased" - Matt Weeks, Trilogy Machinery, Inc.*

"We've been at METALCON before, but this is the first show where we've been exhibitors. We had quite a number of visitors and have been very busy throughout the show. We designed the Variobend equipment with the help of a gentleman who repaired most European machines. He heard all of the customer complaints about other equipment so we designed ours to eliminate those issues. Ours are all variable speed machines. Each is a totally new servo driven machine, which makes it 75% faster than the industry standard. Plus, the opening at the top is very wide to make it easier to turn pieces around. The company is family owned and operated." - *Nelson Hershberger, Hershey's Metal Meister, LLC, Variobend USA*

"METALCON is our 'coming out' event as a brand. The response was overwhelming from customers and potential customers. We've walked METALCON before and this is our first time exhibiting. We had a lot of customers and were able to partner with the metal building industry, which is what we wanted. We manufacture and laminate fiberglass insulation for metal buildings. Kudos to METALCON team. They do a great job and are all very friendly and responsive." - *Jane Van Bergen, Marketing Manager, Silvercote Lamination*

"We come here for relationship building. It may not result in a sale at the show, but it's a time to meet and discuss what we have to offer and how we can help architects and contractors." - *Rob Heselbarth, Director of Communications, Petersen Aluminum Corporation*

"We had lots of positive feedback at our open house and lots of visitors at our booth. Traffic was excellent. It was a great show for us and the leads we received were high quality. It was also a chance to show more people our products up close and personal. METALCON is the best way to see and sell." - *Kristin Peregoy, New Tech Machinery*