

IMTS 2014: THIS IS BIG



Jack McGuinn, Senior Editor

Well, if it's 2014 it must be IMTS time. And what a time it should be, with manufacturing continuing to lead the economy — what new? — out of the morass that was the Great Recession. The 2012 show was a rousing success — even if not everyone saw it coming — and this year's edition should prove to be even better — the element of surprise notwithstanding. Social media will continue to play a big role, with many exhibitors promising to participate. Also top of mind this show are 3-D printing, additive manufacturing and automation — technologies much talked about but little understood by most. Hey — that's what IMTS is for!

Add on top of all this the co-located **Industrial Automation North America** and the **Motion, Drive & Automation North America** shows and — *whew!* — this is *really* big doings.

What follows is a bare-bones overview of the show, but it will get you where you need to go — and when. It includes some basic information of the gear you'll find spotlighted in each Hall (Pavilion). (*And don't miss our Q&A with show manager Peter Eelman on Page 22.*)

WHAT TO KNOW IF YOU GO

(*Editors' Note: The following information was correct and current as we went to press. But — things change — so you may wish to call ahead to confirm certain dates and times.*)

The Event

IMTS 2014 is the 30th Edition of the one-and-only, can't-be-missed manufacturing technology show in North America. At least 1,900 exhibiting companies will occupy 1,240,863 net-square-feet of the Lakefront exhibit space at the McCormick Place complex immediately south of Downtown Chicago. IMTS is held every even-numbered year in Chicago and attracts more than 100,000 buyers and sellers from over 112 countries.

IMTS PAVILIONS

To save time and laser in on what you're *really* at the show for, the Pavilions within each Hall serve that purpose perfectly. The Pavilions are where the klieg lights shine brightest, as the booths of the leaders — big and small — of each Hall's designated discipline(s) — are concentrated for easy access. Think of the Pavilions as a trade show version of a Lean peg board writ large, i.e. — Every (Exhibitor) in his proper place.

BUILDING

North: Abrasive Machining/
Sawing/Finishing;
Gear Generation;
Fabricating/Laser/
Additive

East: Controls and Cad-Cam;
Machine Components/Cleaning/
Environmental; EDM

South: Metal Cutting

East: Quality Assurance

West: Tooling and Workholding

Industrial Automation North America at IMTS

Industrial Automation North America brings the international flare and dynamic excitement of Hannover Messe's Process, Factory and Building Automation sector to IMTS, the most comprehensive manufacturing technology trade show in the Western Hemisphere.



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IMTS

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Fact Sheet

Name of Show: IMTS 2014 – International Manufacturing Technology Show

Sponsor: AMT—Association for Manufacturing Technology

Venue: McCormick Place, Chicago, IL U.S.

Show Dates: September 8 (Mon.) – 13 (Sat.), 2014

Attendee Hours

East & West Buildings:
9:00 a.m. – 5:00 p.m.

North & South Buildings:
10:00 a.m. – 6:00 p.m.

Registration. On-site registration only is available **Monday, Sept. 8** through **Saturday, Sept. 13**, **8:00 a.m. – 5:00 p.m.**, in all four buildings of McCormick Place.

Motion, Drive & Automation North America at IMTS

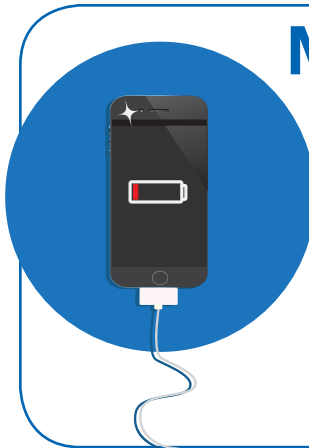
In 2014, Motion Drive, & Automation North America (MDA NA) will be launched at IMTS. This event will feature technologies and solutions for the power transmission, motion control and fluid technology sectors together.

Logistics:

Hotel Shuttle. Complimentary shuttle bus service will be provided during show days to and from the official show hotels and McCormick South, West and East Buildings.

Coat and Bag Check. At the following locations from 9:00 am - 6:00 pm: S100bc, E256, and West - by Gate 40 near info counter. \$3 per coat; \$4 per bag; the service will not accept laptops.

Renting Scooters/Wheelchairs. On-site location in the Baggage/Coat Check area, near Gate 4 of the Grand Concourse, on the Main Level, you can rent mobility scooters, wheelchairs and oxygen equipment during IMTS. You are encouraged to reserve in advance. To reserve your equipment call toll free 1-888-441-7575, or go to www.scootaround.com/rentals/i/imts.


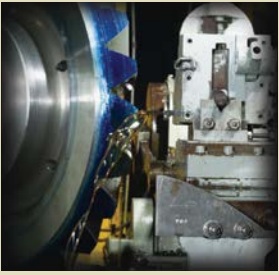
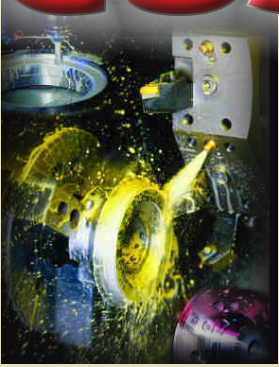


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Pre-Show Q&A with Peter Eelman, Vice President – Exhibitions and Communications – Association for Manufacturing Technology

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Gear Technology (GT): It appeared that the robust attendance at 2012's show almost took some people by surprise; indeed, the 2012 registration reached 100,200 – the highest show-to-show IMTS increase ever recorded. Can you comment a bit on the reason for the big numbers of 2012, as well as on what kind of attendance you expect this year?

Peter Eelman (PE): At IMTS 2012 we saw a number of factors converge, resulting in extremely strong attendance. Coming out of the recession, manufacturers were very cautious about equipment investments. By IMTS 2012 we saw pent up demand for new technology and a u t o m a t i o n to stay competitive. There was a rebound from restricted travel and buying teams were larger. In addition, we changed our marketing strategy, targeting higher-level executives who make the decision to send staff and told them they needed to "Be There" to stay competitive.

Based on early indicators, for 2014 we expect equally strong attendance. As visitors walk in the doors of IMTS 2014, they will know for certain that manufacturing isn't just back – it's growing and thriving.

Our industry is bringing forth innovation at a pace never seen before. We expect automation and additive manufacturing to be areas of major interest to our visitors this year. Automation and additive manufacturing are two technologies making a big impact in manufacturing.



Manufacturers large and small are investing in factory automation, while the possibilities of additive manufacturing, such as 3-D printing, has piqued the imagination of the maker movement and sparked a new wave of innovation and entrepreneurship.

Additionally, automation technology is seeing a huge demand surge from manufacturers of all varieties. Automation has become more reliable and affordable than ever before and is allowing for more flexible and adaptive operations. Worldwide sales of industrial robots reached an all-time high in 2013, according to the International Federation of Robotics. Robots are becoming more collaborative, able to work side by side with human workers. While those robots can focus on the more mundane and repetitive shop floor tasks, the skilled human workers are able to focus on more critical setup, programming, data analysis, and quality improvement tasks.

GT: I'm sure it gets bigger every two years, but how pervasive do you believe social media will be in this year's IMTS — for both exhibitors and attendees?

PE: The IMTS community is very connected through social media. We are active everywhere and based on what we know now, we expect more than half of IMTS exhibitors are using social media to reach the community. During the show Social Media Central will have a presence in each hall. Our Twitter feed will be displayed throughout the halls.

As part of our social media outreach, we are holding the "IMTS: Everywhere You Look" Photo Contest. We're inviting visitors and exhibitors to join in the challenge and spell out I-M-T-S using manufacturing technology, like a 3-D printer, or use their staff, their product, even their lunch if they want! Share the photo on Twitter, Facebook or Instagram and use the #IMTS hashtag to be considered. This contest is open to visitors and exhibitors. The visitor winner will receive a \$100 gift card and be featured on the IMTS social media channels. The contest will run until Sept. 7 and the winner will be announced at IMTS 2014 in Chicago.

The exhibiting company with the most creative design will be featured on the

homepage of *IMTS.com* and receive a \$100 gift card. The contest will run until Sept. 2, and the winner will be announced on Sept. 4. The photograph and company information will be displayed on the homepage on *IMTS.com* from Sept. 4-15.

GT: Taken together — in one central location — you will have the International Manufacturing Technology Show (IMTS) co-located with the Industrial Automation North America show and the Motion, Drive

& Automation North America show. Is there anything bigger that takes place in the States?

PE: IMTS is the largest industrial trade show, not only in the U.S., but in the Western Hemisphere. We fill more than 1.2 million net square feet of exhibit space and host more than 1,900 exhibiting companies. Only the Consumer Electronics Show is larger.

GT: How excited should we be about 3-D printing and additive manufacturing?

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Additive manufacturing and 3-D printing began creating major buzz at IMTS 2012 and continues to be on the tips of everyone's tongue—and for good reason! The technologies continue to gain popular interest, but that is not the most exciting part. The increases in industrial acceptance and continued improvements in the industrial base providing additive parts and services are now the real story line. America Makes is providing a bridge from applied research to the paths for industrial tran-

sition, ultimately developing additive manufacturing capabilities into business opportunities.

In fact, additive manufacturing promised to be number one on the “wow” factor list in AMT's Emerging Technology Center. We will see the complete construction of an electric car by IMTS partner Local Motors. Local Motors will build and deliver the first direct-digital-manufactured vehicle at IMTS 2014.

Designed by Local Motors and the IMTS global community, and built



using the material science and advanced manufacturing techniques available at the Manufacturing Demonstration Facility (MDF) at Oak Ridge National Laboratory (ORNL), Local Motors will produce an electric vehicle purpose-built for the urban transportation needs of Chicago.

The team starts from scratch employing direct digital manufacturing techniques and technology integration to make the parts and assemble the vehicle. This is a real-world demonstration of achieving sustainable manufacturing by using emerging technologies—such as additive manufacturing—all integrated in a digital environment.

Local Motors recently announced the winners of the first 3-D-Printed Car Design Challenge that was launched in April to uncover concepts that will inform and influence the vehicle. More than 200 entries, representing submissions from 30-plus countries around the globe, were submitted during the six-week challenge. After a weeklong voting period and review of all entries by an independent panel of expert judges, a total of seven designs were selected as winning concepts.

The winning concept—Strati, created by Michele Anò of Italy—will highly inspire the full-size 3-D printed prototype.

As Lonnie Love, group leader, robotics and manufacturing systems research at Oak Ridge National Laboratory, said, “Michele's design offers an excellent balance between innovation, complexity and practicality. It has good 3-D lines and the retractable roof is really cool.”

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