

*Gear Expo '95*

# BIGGER AND BETTER

**Who:**

*Anyone Who's Anyone in  
the Gear Industry*

**What:**

*Gear Expo '95*

**Where:**

*Indiana Convention Center,  
Indianapolis, IN*

**When:**

*November 12-15, 1995*

**Why:**

*To See Cool Gear Stuff*

**How:**

*For more information, call  
AGMA at (703) 684-0211*

*Gear Expo '95*, scheduled for November 12-15 at the Indiana Convention center in Indianapolis, IN, will attract more exhibitors from a wider array of industries than any previous show, according to the show's sponsor, the American Gear Manufacturers Association.

With more than 100 exhibitors booked and 95% of available floor space sold by mid-July, show officials are optimistic. AGMA expects exhibitor space to break all previous records with around 34,000-35,000 square feet by the time the show opens. By comparison, Gear Expo '93 in Detroit had 30,700 square feet of exhibitor space.

Of more significance to AGMA is the fact that a greater diversity of products and services will be on display. "We're trying to attract exhibits to make the industry more aware of changing technology," says Gear Expo show chairman Marty Woodhouse of Starcut Sales, Inc. Visitors at the show will see heat treaters, steel providers, abrasives manufacturers, lubricant companies, job shops and other product and service providers.

For example, companies will demonstrate the latest in plastics, powder metal and other alternative gear materials, says AGMA executive director Joe Franklin. "We've made a very conscious and significant effort to go beyond machine tool manufacturers to include other products and services that a manufacturer or user of a gear or gearbox would need."

Burgess-Norton Mfg. Co. of Muskegon, MI, a manufacturer of powder metal gears, will be exhibiting at Gear Expo for the first time this year. "We feel it's an opportunity for people who traditionally buy cut gears to get an idea of what our gears are capable of," says Tom L. Stockwell, Jr., sales manager for Burgess Norton's P/M parts and assemblies division. Stockwell points to significant advances in the last several years that have made powder metal gears cost-advantageous for many industries.

Another company trying Gear Expo for the first time is Welduction Corp., a manufacturer of heat treating equipment from Farmington Hills, MI. Welduction, which traditionally has gone only to heat treating industry shows, wants to focus on gear manufacturers, says sales engineer Marty Frania. "We've had many gear customers before, but we don't know them all," Frania says. "We're trying to broaden our customer base." The Welduction booth will have sample heat treated parts, machines and a video on the basics of induction heat treating.

AGMA officials hope that the variety of products and services on display will help attract more buying customers to the show. The association is expecting approximately 4,000 people to attend, compared with about 3,000 who came to Detroit in 1993, Franklin says. In addition, show sponsors expect the central location of the show to draw increased numbers of visitors from the U.S. manufacturing belt.

Gear Expo traditionally has been scheduled in conjunction with AGMA's Fall Technical Meeting so that the trade show could benefit from the meeting's usual strong attendance. As another sign of the show's expansion, the two events will be held separately. This year the Fall Technical Meeting is being held at a different time, in a different city (October 16-18 in Charleston, S.C.). "Gear Expo no longer needs a strong sister to support it, and we really don't want to take away from the technical program," says Franklin. AGMA officials feel that each event is now strong enough to stand on its own. In addition, people who go to those events will be able to focus on either buying at Gear Expo or the latest research and development at the Fall Technical Meeting, Franklin says.

With all the work that's gone into making Gear Expo '95 a better show, AGMA officials expect this year's event to be the premier event in the world for the gear industry. Says show chairman Marty Woodhouse, "Times are good. The economy is good. We're expecting a really good show." ☉



**Tell Us What You Think...**If you found this article of interest and/or useful, please circle Reader Service Number A-102.