

# BIGGER AND BETTER

## THAN EVER

*Still trying to decide whether to go to Gear Expo this year?  
Here's what you need to know so you won't end up singing the blues*

**Charles M. Cooper**

**G**ear Expo 99, AGMA's biennial showcase for the gear industry, has left the Rust Belt this year and landed in Music City U.S.A., Nashville, Tennessee. The event, with exhibitors from around the globe showing off the latest in gear manufacturing as well as metalworking processes, will be held at the Nashville Convention Center, October 24-27, 1999. According to Kurt Medert, AGMA vice president and Gear Expo show manager, "In choosing Nashville, AGMA's Trade Show Advisory Council found a city that is an excellent trade show site. It has the right mix of convention center, nearby hotels, and a clean downtown area with entertainment readily available for the exhibitors and visitors alike. Nashville is in the heart of southern industry, which we see as a focus of growth for the gear industry and its customers."

This year's Gear Expo promises to be the biggest ever. "Gear Expo has grown dramatically since its inception in 1986 as a small tabletop exhibition," says Medert. "The diversity of products and services presented has now made this a must-see

show for anyone in the gearing industry. We increase the space available for each show, but we can barely keep up with demand. This year we have the entire Nashville Convention Center and we're running out of room." With 45,000 square feet of exhibit space already earmarked for 145 exhibitors, Gear Expo 99 has already surpassed Gear Expo 97 in terms of exhibition space and is well on its way to becoming the largest Gear Expo ever. With several months to go and only 5,000 square feet of exhibit hall floor space available, show management is confident that

### GEAR EXPO 99 SHOW BASICS

**Who?** Everyone involved or interested in gears and gear manufacturing.

**What?** AGMA's Gear Expo 99—Their biggest show yet.

**Where?** The Nashville Convention Center, Nashville, Tennessee.

**When?** October 24-27, 1999.

**Why?** To view the latest that the gear industry has to offer at the only international trade show dedicated to buying, specifying and manufacturing gears.

**How?** Contact AGMA at (703) 684-0211.

For more information about the show, visit *The Gear Industry Home Page™* at [www.geartechnology.com](http://www.geartechnology.com). While you are there, come and take a look at *Show Central*, the world's first online 3D virtual metalworking show and *Gear Technology's* electronic look at Gear Expo 99.



Inside the Nashville Convention Center. Courtesy of the Nashville Convention and Visitor's Bureau.

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## PRE-SHOW COVERAGE

### PLACES TO STAY

AGMA has blocked rooms at three hotels near the Nashville Convention Center for the convenience of Gear Expo registrants and exhibitors. When making your reservations, please use the phone and fax numbers listed here and mention the American Gear Manufacturers Association to receive the special AGMA rates. Please note that these rates do not include taxes. These hotels will be holding blocks of rooms and suites until September 19, 1999. After that, the AGMA room blocks and the special AGMA reduced rates in these hotels will no longer be available.

#### Renaissance Nashville Hotel

611 Commerce Street  
Nashville, TN 37203  
Telephone: (615) 255-8400 or (800) 327-6618  
Fax: (615) 255-8163

**Rates:** Single = \$139.00/Double = \$149.00

*The Renaissance Nashville Hotel is considered the headquarters hotel for the show and is structurally connected to the Nashville Convention Center, the site of Gear Expo 99 and all related seminars and official AGMA meetings. It has upscale amenities and is especially suited for exhibitors because of its proximity to the exposition hall. It has a total of 673 rooms, including 24 suites.*

#### Doubletree Hotel Nashville

315 4<sup>th</sup> Avenue North  
Nashville, TN 37219  
Telephone: (615) 244-8200  
Fax: (615) 747-4894

**Rates:** Single/Double = \$119.00

*The Doubletree Hotel Nashville is located three blocks from the Nashville Convention Center and two blocks from the popular and historic 2nd Avenue "Entertainment District." Recently renovated, the hotel features well-appointed guest rooms and amenities that include an indoor pool, business center, restaurant and lounge. It has a total of 337 rooms, including 10 suites.*

#### Clubhouse Inn and Conference Center

920 Broadway  
Nashville, TN 37203  
Telephone: (615) 244-0150  
Fax: (615) 244-0445

**Rates:** Single = \$86.00/Double = \$96.00

*The Clubhouse Inn is located four blocks from the Nashville Convention Center. The hotel's restaurant offers a complimentary buffet breakfast to all guests, as well as full service lunch and dinner menus. It has a generous package of amenities that includes free parking and daily complimentary cocktails during the evening's Manager's Reception. It has 285 rooms, including 12 suites.*

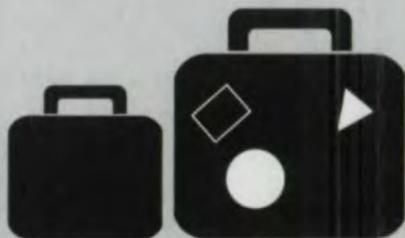


exhibit space will be sold out well in advance.

Helping to generate this growth is the expanded Gear Expo 99 promotion and advertising program, which is being conducted under the guidance of the AGMA Trade Show Advisory Council. The program specifically targets the customers of gear manufacturers, a very important segment of the total audience AGMA is hoping to draw, through direct mail and advertising in a mix of customer magazines. This special promotional activity, done in concert with the traditional direct mail and advertising placed in major industry periodicals, is designed to ensure reaching the largest audience possible for both exhibitors and visitors alike.

Increased attendance, corresponding with the increase in both exhibitors and promotional activity, is also expected for the 1999 show. Each Gear Expo has seen a steady rise in the number of visitors from all over the world. Gear Expo 97 saw 4,148 registered attendees, guests and exhibitors. This year that number is expected to top 4,500 and could possibly reach 4,800.

Don't imagine that product and service exhibits are all that Gear Expo 99 will offer. The show also boasts new educational opportunities for attendees. AGMA has joined forces with the Society of Manufacturing Engineers (SME) to hold three seminars dedicated to unique issues within the gear manufacturing and processing industry. The scheduled topics include "Heat Treat and Hardening of Gears," "Gear Metrology," and "Gear Processing and

Manufacturing." The gear seminars will take place on October 25, 26 and 27 respectively and are expected to enhance the overall appeal of the show and attract a larger audience in light of the dual promotional efforts of AGMA and SME.

Continuing education for engineers isn't the only opportunity for learning taking place at Gear Expo 99. This year, AGMA's Education Council has developed a program for students that not only includes a video tape promoting careers in the gear industry for use in high schools and technical schools, but also involves Gear Expo 99. AGMA will invite local trade schools and high schools within a 50-mile radius of Nashville to bring groups of students to the show. They will be given group tours of the show hall led by the Education Council members—starting with cutting processes and ending with finishing processes—using the exhibitors' booths as demonstration modules. The tours will end at the AGMA Foundation booth where the students will view the 14-minute video on careers in the gear industry.

Exhibits of the latest and greatest the gear industry has to offer, continuing education seminars and a look at the gear industry for the next generation are all ready to go this October in Nashville. Are you? If not, contact AGMA at (703) 684-0211 for more information. ⚙

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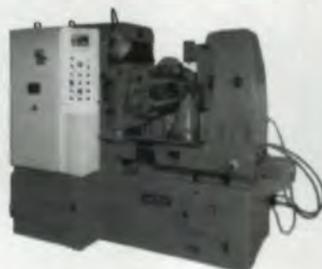
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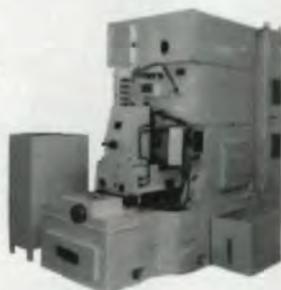
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