

Opportunity Knocked

For anyone involved in gear manufacturing, Gear Expo is an absolute treasure. In 2013, it was bigger and more varied than it's been in a decade. With 226 exhibitors covering every conceivable gear-related technology, Gear Expo offered visitors unparalleled opportunities to interview potential new suppliers. More importantly, many exhibitors were showing new technology—in some cases, game-changing technology with the potential to improve your productivity, not just incrementally, but by an order of magnitude. 3M's Cubitron II and Gleason's power skiving were just two examples.

Gear Expo was equally impressive from a gear buyer's perspective. With more than 50 of the world's leading suppliers of gears and gear drives exhibiting, gear buyers had a wide variety of potential suppliers to visit, including manufacturers of plastic, powder metal and cut steel gears for aerospace, industrial, automotive and many other industry sectors.

On top of all that, the exhibition was once again co-located with ASM's Heat Treating Conference and Exposition, as well as AGMA's Fall Technical Meeting, providing even more learning opportunities for visitors.

The folks over at AGMA put on quite a show, and overall attendance was up considerably. The final tally was 3,466, according to Jenny Blackford, AGMA director of marketing communications. This is up nearly 12% compared to the show in Cincinnati two years ago.

Although some exhibitors expressed concern that the foot traffic is still light, many were pleased with the quality and motivation of the attendees who came with projects in hand and intentions to buy. We saw visitors from companies like General Motors, Chrysler, American Axle, Caterpillar, Eaton and so forth—the types of visitors that exhibitors like to see. And although they didn't come in large groups, they came with specific needs.

So overall, Gear Expo 2013 was a very good show. I just wish more of you had been able to take advantage of it. It continues to amaze me that this show doesn't attract far more visitors.

As for us at the *Gear Technology* family, we considered Gear Expo 2013 to be a resounding success. As has become our custom over the last several shows, we transformed our booth into a gourmet coffee bar with freshly made espresso, cappuccino and latte drinks served to visitors and exhibitors alike, many of whom came back for seconds or thirds and told us we had "the best coffee at the show."

We also expanded on an idea we started two years ago hosting a dinner for our technical editors; this year we also broke bread with a number of authors who have been significant contributors to the magazine over the years. In attendance were some of the leading minds in gear technology, whose work con-



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tinues to inform the gear industry through their research and writing (see our news item on pp. 70 for a full list of attendees).

The dinner was a great opportunity for our staff to get to know many of these contributors on a more personal level, and to learn more about the work of these important individuals. In addition, by fostering and developing these relationships, *Gear Technology* will continue to provide the most relevant, accurate and significant technical articles available for your educational benefit.

Our sister publication, *Power Transmission Engineering*, held a marketing seminar and breakfast for gear manufacturers, in which some of the key concepts of branding that help differentiate one gear manufacturer from another were explained. The seminar was extremely well attended, with more than 50 in the audience and the crowd spilling into the aisles around our booth. If you'd like more information about the presentation, contact Associate Publisher/Advertising Sales Manager Dave Friedman via e-mail at dave@powertransmission.com.

Finally, our booth included a wide-screen TV with a display of video recordings "starring" *Gear Technology* readers, who talked not only about what they do and how they're involved in the gear industry, but also about what *Gear Technology* means to them. The video presentation included many of the leading manufacturers in our industry, and we thank them for their participation. The video was so well-received—and our readers so enthusiastic about what we do—that several visitors volunteered to have their own videos recorded right there on the spot.

Thank you to all who came and visited us during the show. We appreciate your support and feedback, and we promise we'll keep working on ways to improve *Gear Technology* to suit your needs even better than we've done so far.

We look forward to seeing even *more* of you at Gear Expo 2015.