

Editorial

KUDOS TO AGMA FOR PITTSBURGH SHOW

AGMA's Gear Expo '89 was, by all accounts, a great success, proving again the wisdom of having a trade show devoted exclusively to gearing and gear-related products. Over 1500 people attended the show, and 86 different companies exhibited their goods and services.

Pittsburgh proved to be a truly beautiful town, surprising those of us who had visions of a grim "Steel City". Its modern, attractive downtown area, the spectacular vistas offered by the confluence of the three rivers, its restaurants and hotels, and the Lawrence Convention Center itself all provided good memories of this show.

Attendance at the '89 show was just about equal to that of two years ago. This may have been because of Pittsburgh's location, which required many more people to fly in and stay overnight to attend. Two years ago, because of the Sunday hours and the Cincinnati location, many people were able to come for an afternoon and return the same day. Keeping in mind the need to keep the show as accessible as possible to the majority of people from the gear engineering and manufacturing fields, AGMA plans to rotate future expos between Detroit, Indianapolis, and Cincinnati, cities a little closer to the heart of the gear industry.

But quantity of attendees is not the only criterion for success to consider. It was my impression that this year's show attracted more key decision makers — the kind of people who were able to influence buying choices or, in many cases, to make commitments to purchase right on the show floor. So I think the steady attendance and the increased sales can be counted as a trade-off.

Given the good reports from our own people who attended and from others, it seems unfair to suggest that anything at the show was less than 100%. I do, however, have a couple of "I-wish-they-had's" and some suggestions for future shows.

I wish more of the major manufacturers had committed to showing their machinery instead of merely bringing pictures and literature. I sympathize with concerns about cost and location, but at this point, the AGMA show has more than proven itself in terms of its capability to draw interested buyers. Detroit in 1991 is the time to take advantage of this audience in the context of a show devoted exclusively to gearing.

I wish manufacturers exhibiting at the show would do a better job of telling the marketplace what equipment they plan to show. This information would be a good drawing card. For example, this year Klingelberg and M & M both



Rick Norment, (left) Executive Director, Michael Goldstein, and James Partridge, AGMA President, at the Gear Technology booth.

had good crowds around their gear checkers. How many more people would have been drawn to the show and to these booths had they known that there was an opportunity to do serious, hands-on comparison shopping for this type of machine?

I wish exhibitors were given a stronger voice in practical, basic matters like show length, days of the week, daily hours for the show, amount of time needed for setup, overlap with the Technical Conference, etc. While none of these matters were a serious hindrance to the show's success this year, I think improvement could be made in some areas. It's important to consult all exhibitors — both large and small — about these details. Concern for their convenience is important. They, after all, are the people paying the bills. Without the exhibitors, there is no show.

But these are all minor quibbles. Overall, Gear Expo '89 was a rousing success, and congratulations are in order to everyone at AGMA and at the exhibitors' companies who worked hard to make it that way.

I, for one, consider this year's success a good beginning for an even better show in 1991.

A handwritten signature in cursive script that reads "Michael Goldstein".

Michael Goldstein,
Publisher

Editors' Note: We have received a great number of favorable comments about our editorial in the Nov/Dec issue and requests for additional copies. Reprints of this editorial are available on request from the editorial office.