

# What's in a Name?

[Overheard]

*"You going to Gear Expo this year?"*

*"Um, well, I'm going, but it's not Gear Expo anymore. It's called Motion+Power Technology Expo now."*

*"What? There's no more Gear Expo?"*

*"Don't Panic. It's the same show, but now with an expanded focus."*

As most of you know by now, the trade show formerly known as Gear Expo is now the Motion+Power Technology Expo. If you're a gear-industry veteran, you might be confused by this change. If you've been coming to the show for years — or exhibiting at it — you might even feel a little betrayed.

But I'm here to tell you it's going to be alright. In fact, if AGMA is able to see its vision through, it's probably going to be a whole lot better for the show's visitors and exhibitors alike.

The show has always included a wide variety of exhibitors. On one end of the supply chain, you have suppliers of machine tools, cutting tools, forgings and services — everything you need to make gears yourself. On the other end, you have a wide variety of gear job shops, capable of manufacturing gears in any size, type or volume. Lately we've also seen a number of manufacturers of gear drives — complete systems engineered for a particular end use.

All of these suppliers are interrelated. In many cases, the exhibitors buy from each other. In many other cases, they compete against each other. Even the machine tool manufacturers and the gear manufacturers are competitors, in a way. One wants to sell you gears, and the other wants to sell you the ability to make them yourself. The engineer walking down the aisles of the show might consider one or the other — or both, depending on what makes most sense. Likewise, he might consider buying loose gears and assembling them himself, or he might be looking for a more complete system.

The point is, the gear industry supply chain has always been complex. What benefits exhibitors the most is getting more potential customers in the building. And what gets more potential customers in the building is options.

"The technical reality is that our joint end user customers are looking for power transmission solutions, including gears/mechanical solutions, fluid power and electric drives," says AGMA President Matthew Croson.

That's why the AGMA has partnered with the National Fluid Power Association, and the NFPA is hosting a fluid power pavilion at the new Motion+Power Technology Expo. It's also why the AGMA continues to look for other ways to expand the show.



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"The overlying concept the AGMA board approved is to evolve...and position AGMA's trade show at the center of all aspects of power transmission, as the industry has evolved."

In addition, the show continues to be co-located with the ASM Heat Treating Show, providing even more reason for buyers to come.

Finally, Gear Expo has always included a wide variety of educational opportunities. This, too, is expanding now that the show has become the Motion+Power Technology Expo. In addition to the AGMA's Fall Technical Meeting, whose dates overlap with MPT Expo, there are a wide variety of seminars on gear-related subjects, as well as educational opportunities focusing on bearings, lubrication, fluid power and electric drives. This year, AGMA has added the MPT Conference, with one track focusing on emerging technologies like 3-D Printing, IoT and robotics, and another track focusing on business intelligence, with topics like cybersecurity, blockchain and skilled workforce issues.

MPT Expo takes place October 15–17 at the Cobo Center in Detroit, and there are more reasons than ever for you to attend. Solve all your gear and mechanical power transmission needs, in one place, at the same time.

P.S. As we've done at previous shows, we'll once again be recording sessions of our "Ask the Expert Live!" show for Gear Technology TV. Do you have a gear and/or power transmission design or manufacturing problem that's been difficult to solve? Send it to [publisher@geartechnology.com](mailto:publisher@geartechnology.com) with the subject line "Ask the Expert Live!" to have it considered for answering by our panel of experts.