



Gear Expo: Changing with the Times

"Welcome to Gear Expo '87...as you can see by looking around you, the need to create a show exclusively for the gear industry was a real one...we felt that the industry deserved its own marketplace to demonstrate its new technology under one roof."

One of the creators of Gear Expo and Chairman of the AGMA's Product Division in 1987, Joe Arvin (President, Arrow Gear, then and now) wrote this introduction to the show program for the 1987 Gear Expo. This is relevant today because for the first time since that beginning, Gear Expo will return to Cincinnati, Ohio for our 13th biennial trade show.

The test of time clearly shows that Arvin and the other planners were accurate in their assessment of the need for an industry-specific event for our industry.

Sixty-eight exhibitors in the 1987 show used just over 14,000 net square feet and fit comfortably in the North Hall of the convention hall. The only education event was a two-day Fall Technical Meeting, and the exhibits were open only 12 hours.

One of the reasons AGMA has been successful over our 95-year history is that the association's agenda, programs and activities reflect the voice of our members. The board of directors, advisory committees and councils and the staff vigilantly review programs and vet them with members for needed changes, updates or cancellation. The organization today is much changed from what it was in 1987, a decade ago, even a year ago.

In the 2005 show, we introduced the very popular Solutions Center which allows exhibitors to give focused presentations on new technology and products; then, invite interested listeners back to their booths for more discussion. The Solutions Center is on the exhibit floor for the convenience of participants.

We have added more education and training courses during Gear Expo and keynote presentations in the Solutions Center. We have encouraged other engineering and technology-oriented associations and groups to build more valuable education programs for attendees.

To offer more value for attendees and more attendees for the exhibitors, Gear Expo 2011 will be co-located again with the Heat Treat Show owned by the American Society of Materials.

AGMA is a focused trade show, the only event of its kind for the gear industry. The show brings together the equipment builders, gear manufacturers and an interested and quality audience. For many exhibitors, Gear Expo is their marketing program.

For attendees it is a very efficient way to see the industry innovations and the best in technology. Attendees can see a

variety of suppliers in a day or two. Equally, those who need to buy gears and related products find high-quality suppliers at the show. Gear Expo is a major networking event for the gearing industry.

Attendees in 2009 came from 38 states and 30 countries; truly, Gear Expo is the place to be for anyone in this industry. Four of every five attendees, 82 percent, make the final decision or directly influence the final decision on purchases.

Finally, the schedule of education events at Gear Expo adds value for many attendees. In addition to the heat-treating programs from ASM, AGMA will offer:

- **AGMA's Fall Technical Meeting**—This year's Fall Technical Meeting will feature more than 25 presentations from leading experts in the industry during an expanded schedule for 2011.

- **How to Organize and Manage a Failure Investigation**—Robert Errichello will present proven techniques for organizing and managing a failure investigation that will maximize your chances of identifying the failure mode and the root cause of the failure, and help you recommend repairs or improvements to prevent future failures.

- **Training School for Gear Manufacturing**—Dramatically improve your knowledge and productivity through this classroom-only version of AGMA's popular "Basic Course" of the Training School for Gear Manufacturing. This course, in three, half-day sessions, will give in-depth training in standard nomenclature, gear involute geometry, inspection procedures and much more.

- **Why Bearings Fail**—Understanding the causes around bearing failures is critical to avoiding down time and improving performance. This course will be a basic primer for addressing the most common causes of bearing failures in gearboxes and related equipment.

- **The Solutions Center is back**—offering free, short presentations on the show floor from exhibitors plus keynote presentations from leaders in the industry.

In 1987, we took one small hall of the Cincinnati Convention Center; this year, we are taking the entire Convention Center with an expected 200 exhibitors in over 40,000 net square feet of exhibit space. We will be back in Cincinnati from October 30 (for the Fall Technical Meeting) and November 1–3 for the Gear Expo.

I'll see you there! 

Joe T. Franklin, Jr., President
American Gear Manufacturers Association