

Gear Expo and Fall Technical Meeting— Together Again!

Joseph L. Hazelton



GEAR EXPO 2001: THE BASICS

WHO? Anyone involved or interested in gears and gear manufacturing.

WHAT? An international industrial trade show featuring products and services of the gear industry.

WHERE? Oakland Hall, Cobo Conference/Exhibition Center, Detroit, MI.

WHEN? Oct. 7–10.

WHY? To see new and old products and services available to people in the gear industry.

For more information, contact the American Gear Manufacturers Association by telephone at (703) 684-0211, by fax at (703) 684-0242, by e-mail at gearexpo@agma.org, or on the Internet at www.agma.org. For information on expo exhibitors and more, visit www.gearexpo.com or visit *Show Central* at www.geartechnologyexpo.com.

AGMA is looking to boost attendance at Gear Expo 2001 and the 2001 Fall Technical Meeting by “cross-pollinating” the two events.

To boost both audiences, the American Gear Manufacturers Association will hold the expo and fall meeting together for the first time since 1993. The meeting is Oct. 3–5, the expo is Oct. 7–10. Both are in Detroit.

“Detroit has always been a good draw for us,” says Kurt Medert, vice president of AGMA’s administrative division and the Gear Expo show manager. The Detroit area is such a good draw because many gear manufacturing companies are in Michigan, supporting the state’s automotive industry.

Medert himself describes Detroit as the expo’s every-other-show home.

As of May 4, more than 160 companies were scheduled to exhibit at the expo. Medert expects almost 200 companies to exhibit in total.

He adds that America’s slowing economy has affected the gear industry and may affect the expo’s attendance, with companies possibly sending fewer people than they usually would.

Still, Medert expects about 4,000–4,500 people to attend the expo—“I would be happy with a number in there.”

The expo is scheduled to have 24 companies that will be first-time exhibitors and more than 20 foreign companies with no U.S. offices.

Medert describes the first-timers as “both domestic and international, large and small.” They’re from France, Germany, India, Italy, South Korea, Taiwan and other countries.

Also, Medert expects this expo to ultimately occupy 60,000 square feet of useable floor space in downtown Detroit’s Cobo Center.

In 1999, the expo occupied 50,000 square feet in the Nashville Convention Center. “That pretty much sold out the hall,” Medert says. This year, the expo is already scheduled to occupy 53,000 square feet in Cobo Center.

Medert adds that AGMA increased this expo’s advertising budget about 40 percent and has “spread the gospel” about the

expo in China, Europe and Mexico.

In Germany, AGMA distributed a multilanguage flyer about the expo to people in late April, at Hannover Fair, the world's largest international industrial trade show. The expo also is being promoted in Europe with help from EUROTRANS, a group of eight European gear and transmission associations.

"We have taken a broader approach internationally," Medert says.

The expo will feature a mix of old and new products and services. "Most companies save a new product or service to debut at our show," Medert says. Exhibitors will include gear manufacturers, material suppliers, cutting tool manufacturers and machine tool manufacturers. "Anyone related to the gear industry."

In Medert's opinion, the expo keeps growing because many visitors are responsible for their companies' purchases.

The expo will be open Oct. 7, from noon to 5 p.m.; Oct. 8 and 9, from 9 a.m. to 5 p.m.; and Oct. 10, from 9 a.m. to 1 p.m.

The expo will offer educational programs, too. AGMA will hold a three-day version of its basic course on gear manufacturing from Oct. 8-10. Also, the Society of Manufacturing Engineers will hold four gear-related seminars Oct. 8-10.

People with questions about the expo can contact AGMA for answers. They can call (703) 684-0211 and ask for Medert or Susan Fentress, can e-mail messages to gearexpo@agma.org can fax messages to (703) 684-0242, or can visit www.agma.org.

Also, AGMA has a new expoWebsite at www.gearexpo.com, separate from the association's site.

"We feel the show needs to have its own identity," Medert says.

The new Website will provide information on Gear Expo 2001 exhibitors for a year, then will be available for companies exhibiting at Gear Expo 2003. Medert says exhibitors' exposure on the Website will complement their presence at the expo. He adds that AGMA thinks the site will be the best way to promote the current expo and the next one.

For more information on Gear Expo 2001, visit *Show Central* at www.geartechnologyexpo.com.

Joseph L. Hazelton is Gear Technology's associate editor.

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