



IMTS IS COMING TO CHICAGO



September 8–16, 2004
McCormick Place
2301 S. Lake Shore Dr.
Chicago, IL 60616

Registration fees: Free for international visitors!

Before August 6, 2004—\$20 After August 6, 2004—\$50
*After September 1, 2004, you can only register at the show.

Show Hours: Lakeside Center: 9 a.m.–5 p.m.
South Building and North Building Hall B: 10 a.m.–6 p.m.
Sunday, September 12: All buildings: 10 a.m.–4 p.m.

To register, contact The Association for Manufacturing Technology at:
Telephone: (888) 346-8925 • Fax: (301) 694-2124 • Internet: www.imtsnet.com

Pavilions:

Abrasive Machining/Sawing/Finishing—North Building, Hall B
Controls & CAD/CAM—East Building, Hall D
EDM—East Building, Hall D
Emerging Technology—South Building, Ballroom S100
Fluid Power—Lakeside Center Building, Hall D
Gear Generation—North Building, Hall B
Machine Components/Cleaning/Environmental—East Building, Hall D
Metal Cutting—South Building, Hall A
Metal Forming & Fabricating/Laser—North Building, Hall B
Quality Assurance—East Building, Hall D
Tooling & Workholding Systems—East Building, Hall E

IMTS '2004 MAKEOVER

Like many businesses in this economic cycle, the IMTS marketing team is forced to look for clever ways to make a profit.

In its heyday, the show attracted 117,000 visitors. The numbers have dropped off in the last few shows, but organizers are optimistic that they can bring attendance up to the pre-recession level.

“Realistically, we’ll never go back to 117,000 or 115,000 (attendees) again,” says John Krisko, director of exhibitions for IMTS. “We’re shooting for 100,000, which would bring us to where we were in 2000.”

The declining number of industry personnel has forced the show’s organizers, the Association for Manufacturing Technology, to find new ways to make their show more appealing.

GUEST LIST

Having previously worked in the machine tool industry, Krisko understands the importance of quality leads.

To help IMTS attendees get those two substantial sales that can justify the show’s expense and time, the AMT has implemented the “Most Wanted” program.

Early this summer, exhibitors will be able to submit a list of 10 ideal people they would like to appear at their booth. AMT will send out free MVP passes to everyone on the wish list and tell them which company has requested their presence. They’ll then go back to the

IMTS COVERAGE

exhibitor and report on the status of the MVP invite.

"It's our way of going more personal and getting away from using the alumni list for the lead count," he explains.

REALITY TV

Even if you're not a VIP invite, you'll still have the chance to take a break from

the show by visiting TLC's "Junkyard Wars" display.

For the first time ever, IMTS will feature an on-site, interactive display of the popular cable show. While the network has not promised to make reality TV stars out of IMTS groupies, there is a chance that portions of the taped versions will appear on TLC.

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The IMTS 2004 manufacturing conference will focus on lean manufacturing, machining and tooling, manufacturing strategies and new technologies through speeches and networking events.

This event will be held concurrently with IMTS 2004. Each conference series contains several focused technical sessions.

Speeches are broken down into 40-minute presentations. In addition, half-day workshops will be held to discuss technology advancements, quality standards and strategies for improving manufacturing operations.

Exhibitors are eligible for a \$100 discount on the conference registration fees. For more detailed pricing information, contact SME Customer Service by telephone at (800) 772-4404 or on the Internet at www.sme.org/imts.

Participants will be divided into three four-person teams to build a gravity-powered vehicle from an assortment of spare parts. After 10 minutes, building time is up and attendees can race their creations against each other along a crash course that's complete with a 16-foot hill, a smoking tunnel, wall of fire, speed bumps and death drops.

Flanked by plasma TVs facing all directions that broadcast the competition to the rest of the show, the "Junkyard Wars" display is located in Hall D in the Lakeside Building.

LEARNING CENTER

More mainstream than the road races, but also new for IMTS 2004 is the Emerging Technology Center, a compa-

ny showcase of developing manufacturing technologies that's located in the Grand Ballroom of the South Building.

This idea was a result of the survey from IMTS 2002, in which attendees reported that their top reason for traveling to the show was to see new technologies.

"In that respect, the show management has not done as good a job of educating attendees as the companies," says Krisko. "With the new center, we'd like to see IMTS move back toward where it was in 1927—an educational experience, rather than sales-focused."

Hopefully, the ETC will achieve that by continually presenting a high-tech documentary that runs for 10–12 minutes. Subjects featured include the newest conceptual technologies, status of industry research and an overview of opportunities in manufacturing. Featured topics include ultra-small-scale manufacturing, new automation techniques, cryogenics and dry machining, smart machines and alternative processes.

NEW PAVILION

The Fluid Power Pavilion will be introduced this year, jointly sponsored by IMTS and the National Fluid Power Association.

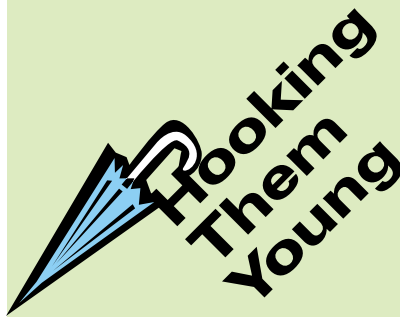
Focusing on motion control solutions for machines, these exhibits will feature hydraulic and pneumatic components, systems and controls. It will be located in the Lakeside Center Building, Hall D.

HOLDING RATES STEADY

A variety of hotels are offering rates that are the same as or less than what they were in '02. Complete travel information, including airlines and hotels, is available at www.IMTS.com.

Organizers have also renegotiated labor rates to remain consistent with those in 2002.

Krisko summarizes, "IMTS is a major event and we want to keep it that way. Everyone knows that there aren't as many of us to call on as in the past, so we've made some changes and look forward to a successful IMTS 2004." ⚙️



A tradition at IMTS since 1998, the Student Summit aims to introduce grade school, high school and college students to career opportunities in manufacturing.

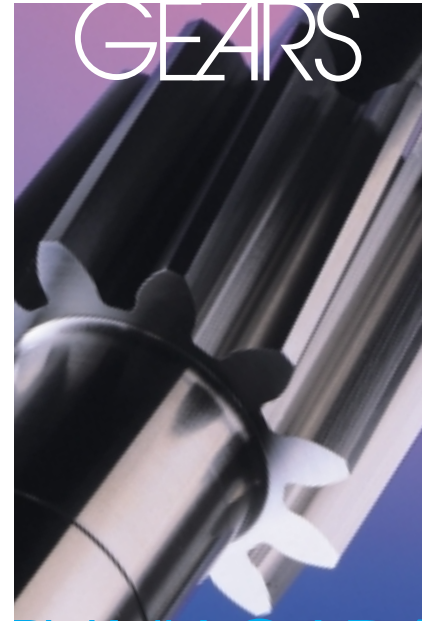
Student Summit mentors and IMTS student-friendly exhibitors can provide information on recruiting new talent to the industry.

AMT recommends that exhibitors with student-friendly booths designate a human resources manager or company president to interface with students.

Educator and Student Summit registration is free and good through the duration of IMTS. Total attendance from the 2002 Student Summit reached 4,331.

For more company participation information, complete the Student Summit Mentorship application online at www.imtsnet.org or contact Tracy Hirsch by telephone at (703) 827-5222 or by e-mail at thirsch@amtonline.com.

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