

ASM

BRINGING THE HEAT TO GEAR EXPO



The Heat Treating Society Conference and Expo is expected to add 3,000 attendees and 100 exhibitors to Gear Expo.

Gear making and heat treating pair together like a fine cabernet and filet mignon. Now for the first time, the two industries are embracing this symbiotic relationship by co-locating their industry events this fall in Indianapolis. ASM International's 2009 Heat Treating Society Conference and Exposition and Gear Technology's favorite trade show, Gear Expo, are teaming up September 14–17 at the Indiana Convention Center in Indianapolis.

"We expect our combined attendance to provide unprecedented learning opportunities for leaders, innovators, suppliers and customers of both communities," says Rick Sisson, president of the ASM Heat Treating Society.

As North America's largest heat treating event, the 2009 Heat Treating Society Conference and Exposition typically takes place every two years; this is the 25th edition of the event.

In the past, the ASM show has partnered with other events of interest to its members, such as the Materials

Science and Technology Conference and Exhibition, and shows organized by the Minerals, Metals and Materials Society, Association for Iron and Steel Technology and American Ceramic Society. "We look to partner with societies like AGMA whose members use heat treating as part of their larger technical focus," says Rego Giovanetti, communications officer for ASM International. "At the same time, a dynamic exposition like Gear Expo is going to be of great interest to the heat treating community, creating a win-win for both sponsoring societies."

In 2006, ASM Heat Treating Society executive director Thom Passek initiated discussions to bring the shows together with AGMA President Joe Franklin and Kurt Medert, former AGMA vice president, business management. "We are always looking for ways to provide a more valuable experience for our members—and in talking with them and our exhibitors and participants we found a very high level of interest in Gear Expo," Passek says. "We approached

the AGMA about bringing our two shows together since the connection between gear manufacturing and heat treating is so strong. We both agreed that this was an opportunity to achieve a great deal of synergy, where someone attending one show could simply cross the aisle to learn about the other industry as well."

In addition to manufacturers demonstrating new furnaces and related equipment on the show floor, technical sessions and educational short courses will address topics that include applied energy, atmosphere technology, brazing, emerging heat treating technologies, quenching and cooling, vacuum technology, equipment innovations, global environmental issues, processes and applications.

"The short courses are optional (requiring an additional fee) and provide intensive instruction in a particular area of heat treating," Giovanetti says. "Call it a great way to strengthen your heat treating fundamentals and gain day-to-day knowledge that will benefit your heat treating operations. The conference sessions are more about new research, processes, applications or furnaces and equipment for higher quality, lower energy usage and emissions and improved productivity and profitability."

And, of course, gears will be a hot topic (pun intended). "Because of their importance in manufactured systems, the heat treatment of gears is always a major focus of our ASM technical sessions," Giovanetti says. "This year's co-location with Gear Expo has brought even greater focus on gears to our program. In fact, there are so many presentations involving heat treatment of gears, particularly for wind power generation applications, that we've themed our event 'Gear Up for the Winds of Change.'"

For more information, visit www.asminternational.org/heatreat