

Gear Expo '93 — A Wise Investment

Gear Expo '93 — another trade show, another plea to send people and/or equipment out of town, away from the office or plant. Another bid to spend time, money, and effort. Oh, please! Hasn't anybody heard that these are the "lean and mean" '90s?

But wait. Don't write this show off as just more hype to no good purpose. Part of the key to success in this fiercely competitive time is not so much spending less, but spending wisely; and a trip for you and some of your employees to Gear Expo '93 could be time, money, and effort very well spent indeed.

The organizers have been sensitive to cost. Hence, locations have been chosen in the Midwest, the heart of the gear market. Travel times are reduced. For many in the industry the visit to Detroit can be a day trip.

Making wise use of resources involves more than cutting travel time and expenses. "The World of Gearing" makes the best *use* of time spent as well. Devoted exclusively to the gear industry, the show focuses on what attendees want to see, without forcing them to hike through halls of things they don't.

The Gear Expo is also a kind of information clearinghouse for gear information — another saving of valuable time and effort. Many exhibitors have technical people at their booths as well as sales and marketing staff to share information and answer questions about their products. I am reminded of a visitor from South America to the '91 Gear Expo who told me he had more of his questions answered in 15 minutes with the technical personnel at one of his supplier's booths than he had in six months of extensive correspondence prior to the show. Sometimes there really is nothing like "hands-on" experience.

This kind of information exposure goes beyond the exhibition hall. Running concurrently with and immediately following Gear Expo '93 are The Gear Manufacturing Sym-

posium and The Fall Technical Meeting. These educational seminars contain valuable information for everyone from your newest employee to your most experienced engineer.

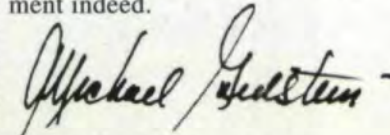
Gear Technology will be at the show too.

We are gratified to know that you, our readers, value the information service we provide. But it is important not just to let us know that we provide a valuable service to you (although we love compliments as much as the next person), but to let our advertisers know as well.

Many of them will also be at the Gear Expo (See page 11 for a list), so please remember to mention your appreciation of their support of *Gear*

Technology when you visit their booths. Please also visit us at Booth #518. We always enjoy hearing from you either by phone or letter and welcome meeting you in person.

In the end, of course, every company has to decide for itself whether attendance at trade shows is worth what it costs. But if value received for dollars spent is one of your criteria for determining a good buy, sending your employees to Gear Expo '93 is a very wise investment indeed.



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PUBLISHER'S PAGE

