

BEGINNING, RENEWING, SHARING

There's an IMTS Journey for Everyone

IMTS is about beginnings.

This year's show takes place September 8-13 at McCormick Place in Chicago. With more than 1,900 exhibitors expected to occupy more than 1.2 million square feet of exhibit space, there will be plenty of technology on display—much of which may have potential for you or your company. Your chance to begin exploring that technology only lasts a week, and it only comes every two years.

More importantly, IMTS gives you the opportunity to begin relationships with suppliers you may not have worked with before. Expanding your network of contacts gives you access to experience, knowledge and expertise that you wouldn't otherwise have. Perhaps there's an expert at Gleason, Liebherr, Klingelnberg or Star-SU who's already helped solve some of the gear manufacturing problems you're currently working on. But you may never know unless you go to IMTS and begin those relationships.

Maybe you're beginning to think more about your company's marketing, but you don't know where to start. We can help with that, because we'll be at IMTS, too. Stop by our booth, N-7214, and we'll be happy to discuss with you—in a friendly, no-pressure way—all the tools that are available to help you communicate your message to the gear industry, to buyers of gears and geared products and related markets.

IMTS is also about renewals.

Just as important as beginning new relationships is continuing old ones. There's nothing quite like a trade show for building camaraderie and rapport among members of an industry. Over my career I've been to many events like IMTS, and I always see old friends catching up. In fact, I've noticed that most gear manufacturers get as much value out of meeting with their competitors—who sometimes also happen to be friends—as they do out of meeting potential customers or suppliers.

Perhaps it's time for you to renew your commitment to upgrading your facility, to lean manufacturing, to increased automation, or to whatever other manufacturing initiatives you know you're supposed to be working on but haven't had the time. IMTS can help with that.

Of course, it's my duty to remind you that we also need you to renew your subscriptions to *Gear Technology* and *Power Transmission Engineering*. Both magazines will be at booth N-7214, and we'll have quick and easy forms on hand that will allow you to continue receiving the finest technical information available for the gear industry for the next two years.



Publisher & Editor-in-Chief
Michael Goldstein

Finally, IMTS is about sharing.

While it's one thing to recognize that IMTS has a lot to offer you, and that you could potentially have a lot to gain from the people you meet there, it's also important to know that *you* have a lot to offer *IMTS*. Many of *you* are the experts who have the experience, knowledge and expertise. Many of *you* have the contacts and stories to share with others.

We hope you'll come to Booth N-7214 and share them with us as well. Our editors will be at the show every day, and they'll be looking for people like you to share their experiences about gear manufacturing. We want to know what technology is working for you, what new trends you're seeing, what gear manufacturing problems need solving. And if you have some interesting gear-related stories to tell, we'd love to hear them. After all, *Gear Technology* has been part of the gear industry for 30 years, and we're all about sharing. We're here to help spread information to the industry.

So no matter what phase of the IMTS journey most interests you, come to Booth N-7214. We look forward to seeing you.

