



Gear Expo: Changing with the Times

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One of the reasons AGMA has been successful over our 93-year history is that the association's agenda, programs and activities reflect the voices of our members.

The Board of Directors, advisory committees and councils and staff vigilantly review programs and vet them with members for needed changes, updates or cancellations. The organization today is much changed from what it was a quarter-century ago, a decade ago—even a year ago.

Gear Expo is a biennial event. Such a schedule demands careful review and updates to keep it fresh and representing the needs of the exhibitors and attendees.

In 2005, we introduced the very popular Solutions Center, which allows exhibitors to give focused presentations on new technology and products and then invite interested listeners back to their booths for more discussion. The Solutions Center is on the exhibit floor for the convenience of participants.

We have added more education and training courses and keynote presentations in the Solutions Center. We have encouraged other engineering and technology-oriented associations and groups to build more valuable education programs for attendees.

To offer more value for attendees and more attendees for the exhibitors, Gear Expo 2009 is co-located with the ASM Heat Treating Society Conference & Exposition, owned by ASM International—The Materials Information Society. Customers of one



The Solutions Center was an important part of Gear Expo in 2005 and 2007, so AGMA is bringing it back for the third consecutive show.

are almost always customers of the other.

Also new this year, the U.S. Department of Commerce selected Gear Expo for certification as one of its International Buyer Trade Shows. Embassies around the world have encouraged their commercial officers to bring interested delegations to Gear Expo. We will have an international center on-site with representatives of the U.S. Commercial Service to help exhibitors and attendees benefit from increased exports of products represented at the show.

Gear Expo is a smaller trade show, but it is also the only event of its kind for the gearing industry. The show brings together the equipment builders, gear manufacturers and an interested,

the show. Gear Expo is a major networking event for the gearing industry.

A number of exhibitors may see many of their customers during the show. Keeping in-touch with their base is fundamental to successful business. Others see longtime friends and competitors in the relaxed environment of Gear Expo.

Gear Expo is a win-win-win for the attendees, exhibitors and the gearing industry.