

# Going to Gear Expo



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Michael Goldstein

Like many of you in the gear industry, we've been working extremely hard over the past few months getting ready for Gear Expo 2013, which takes place September 17-19 in Indianapolis.

As we put the finishing touches on this issue of the magazine, we're also packing up and getting ready for our exhibit at the show. This year, we'll be in Booth #1123, and we're looking forward to meeting as many of you as possible. Our booth is your rest stop at the show—a place to sit down and relax among friends as you take a break from visiting hundreds of exhibits.

At our booth, we're officially beginning our celebration of 30 years of *Gear Technology*, with some special presentations you won't want to miss. Also, we'll be serving complimentary espresso, cappuccino and latte drinks. We invite you to come and spend a few moments with us, whether you need a boost of caffeine in the morning or you just need a break later in the day and want to take advantage of our comfy couch. Either way, we'll be happy to see you.

We're also putting together an exclusive special event – just for manufacturers of gears and gear drives – the morning of Wednesday, September 18. This unique opportunity, which includes breakfast, will focus on marketing in the gear industry. We'll be talking about the how and why of building your brand and the ways you can make your gears and gear drives stand out from the competition. We'll also make sure you're aware of all the tools we have available to help you with your marketing efforts, including our magazine *Power Transmission Engineering*, which is designed specifically to reach your customers: the buyers of gears, gear drives and mechanical power transmission components. So if your company sells gears or gear drives and you're going to be in Indianapolis during the show, contact Dave Friedman ([dave@geartechnology.com](mailto:dave@geartechnology.com)) for more information (please note: because this event takes place before show hours, an entrance ticket will be required for admittance to the show floor).

In order to help prepare you for your visit to Indianapolis, we've put together some 48 pages of Gear Expo related information, beginning on page 28. The map and listings will help you get your bearings at the show and identify the booths you want to see. More importantly, our booth previews and Showstopper

advertising section will give you a good feel for what you can expect this year.

Once again, our coverage also includes information on the ASM Heat Treating Society Conference and Exhibition, which is co-located with Gear Expo. If you are interested in heat treating services and technology, the coverage begins on page 70.

You can find even more Gear Expo information online in our article archives at [geartechnology.com](http://geartechnology.com) and [powertransmission.com](http://powertransmission.com). For example, the August 2013 issue of *Gear Technology* included an overview of the show, interviews with exhibitors about their expectations and coverage of the AGMA Fall Technical Meeting. The August 2013 issue of *Power Transmission Engineering* explored Gear Expo from a gear buyer's perspective, including listings of the gear and gear drive manufacturers who are exhibiting, as well as booth preview for many of them. Both issues also included Showstoppers advertising sections.

As always, Gear Expo will provide great opportunities for everyone in the gear industry, whether you are a supplier of machine tools, a gear manufacturer or a gear buyer. There is no other event that offers the same concentration of gear manufacturing industry knowledge, expertise and technology all in one place. So if gears are any significant part of your business, your company will benefit by your attendance at the show.

We look forward to seeing you in Indianapolis.

P.S. While you're there, please remember to stop by booth #1123 and renew your FREE subscription. You'll be covered for two years, so you won't have to renew again until Gear Expo 2015!