

MPT EXPO 2021: Moving Industry Forward in Tough Times



Steve Janke, Chair, AGMA Trade Show Advisory Committee
President, Brelie Gear Company Inc.

On behalf of the AGMA Board of Directors, Show Committee and our 123 exhibiting companies—thank you for supporting Motion + Power Technology Expo 2021 (MPT Expo).

We all know this event was not the show we expected, in terms of attendance. There will not be any glowing press release about crowded aisles, overly busy booths, and long days and nights spent with customers. Combined, Heat Treat and MPT Expo drew over 2,000 total attendees — down from our normal 6,500. Those are the facts.



On the other hand—what has always made our show stand apart from other larger shows is attendee quality. One major benefit of MPT Expo is that no one comes to this show by accident. If you aren't focused on gear technology—you don't show up and roam the hall, kicking tires or looking for free food and giveaways.

Even with the decrease in attendance, it was important to hold MPT Expo this year to begin to get back to normal even in the face of the ongoing pandemic, supply chain challenges and other factors making 2021 an abnormal year. I am proud to see the resiliency of our industry and I know that it really only takes one or two QUALITY leads to make MPT Expo a success for most of our exhibitors — and even this year, MPT Expo was able to provide that connection between buyers and sellers.

As a long-time supporter of Gear Expo, and as the Chair of AGMA's Show Committee, I can live with that fact — furthermore, that's the way I like it! Small, 100% focused on power transmission innovation, and affordable for both the big multinationals, and small family-owned open gear shops, like mine — Brelie Gear.

I know many companies managed their expectations, rationalized their spend — and of course, many cancelled due to COVID. But for the leaders that showed up, spent their money

wisely, and focused their time on delivering value to their customers — I am confident the show will have a strong return on investment.

That is AGMA's goal — always has been, and always will be.

- For MPT EXPO 2023 – we have already started to deliver on that goal through the following ways:
- For MPT Expo 2021 Exhibitors – we offered a \$21 for 2021 special per square foot rate if you signed up during the show. I am pleased to report that we had a 99% renewal rate for the show and are already larger than the 2021 event.
- For MPT Expo 2021 Exhibitors – who signed up, then cancelled due to COVID, we will be offering a special early bird registration through November 30.

We are expanding our Solutions Center offerings in 2023, and will work with speakers who sign up to ensure their onsite presence also includes a digital presence on geartechnology.com, powertransmission.com or both websites.

AGMA and the Trade Show Committee are also spending the next six months considering how MPT Expo supports the industry. We will be focusing on all aspects of the show — what's working and what isn't along with location, exhibitor make up, partnerships, and what changes to marketing have occurred post-COVID — such that MPT Expo needs to adjust.

AGMA will also spend time discussing how to bring the next generation of buyers to MPT Expo.

None of these challenges is easy to solve, nor will there be a silver bullet to “fix” anything that needs fixing. I am certain not every direction we take will be supported by 100% of our industry. That is also why it is so important to be involved at the committee level. AGMA makes a difference in bringing the industry together, and if you want a say in the direction the show is headed, I encourage you to support the efforts and join in and grab a seat at the table. Share your opinion, your expert knowledge and join your peers to mold the future of MPT Expo.

My message to the entire industry — our machine tool innovators, our materials suppliers, our open and closed gear system providers — EVERYONE — is this: AGMA and its members drive power transmission innovation — and we want MPT Expo to be the platform of choice for both buyers and sellers.

Again — thank you for your support of MPT Expo — I look forward to seeing you in Detroit in 2023. 

