



## Exploring Gear Expo

I'm sure you've noticed that this issue of *Gear Technology* is one of our biggest ever. Like many of you in the gear industry, we've been working at a feverish pace—both because business is good, and because we're getting ready for the gear industry's main event: Gear Expo, taking place November 1–3 in Cincinnati, Ohio.

While putting the finishing touches on this issue, we're also packing up and getting ready for the show. We'll be there, in booth #1337. As we've done the past several shows, we'll be transforming our booth space into the Cafe de Gears, serving free cappuccino, espresso or latte to attendees and exhibitors. Whether you are a current subscriber or want to become one, whether you've advertised for years or just want to enquire about getting started, we welcome you to our booth and hope you'll take the opportunity to come relax and have a nice chat.

At the show, we'd also like to tell you about our new publication, *Gear Technology India*, which will be launched officially in January 2012 and distributed at the IPTEX 2012 show in Mumbai (February 9–12). A description of the new magazine and its focus, along with our editorial calendar and advertising rates, are all available in the media kit located at [www.gear-technologyindia.com](http://www.gear-technologyindia.com). We and our partner—Virgo Publications—are extremely excited about this new publication, designed specifically to serve the Indian market. We're looking for contributors and advertisers, so if you're interested, please stop by our booth or the Virgo



booth (#1204) to learn more.

In order to help prepare you for the show, we've put together some 56 pages of Gear Expo-related content and advertising, beginning on page 24 of this issue. The map and listings will help you get your bearings at the show. More importantly, our booth previews (beginning on p.43) and the special Showstopper advertising section (beginning on p. 61) should give you a good feel for what to expect at this year's event.

For those who are lucky enough to be attending this year, we've also included an article on what to see and do—and where to eat and drink—in Cincinnati (p. 58).

Once again, Gear Expo has teamed up with the ASM Heat Treating Society Conference and Exhibition, and the ASM show will take place November 1–2 in the same hall, right next to Gear Expo. For those of you with an interest in heat treating, we've also included the ASM map and listings, booth previews

and Showstopper ads. ASM coverage begins on page 68.

You can find even more great Gear Expo information online in the article archives at [geartechnology.com](http://geartechnology.com) and [powertransmission.com](http://powertransmission.com). The September 2011 issue of *Gear Technology* included a show overview, a description of AGMA's Fall Technical Meeting, some additional Showstopper ads, and interviews with exhibitors. The October 2011 issue of *Power Transmission Engineering* explored Gear Expo from a gear buyer's perspective, listing all of the gear manufacturers and suppliers who will be exhibiting, and featuring booth

previews from a number of them.

As always, there is a lot to be learned at Gear Expo. I've often said it's the greatest concentration of gear knowledge, experience and technology all under one roof. If gears are your business, there's much to be gained by going, and much to be missed by staying home.

Come to Gear Expo and see for yourself. We look forward to seeing you there.

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