

# EVERY REASON IN THE WORLD TO GO

**IMTS 94**, the Association for Manufacturing Technology's biennial machine tool extravaganza opens September 7 at McCormick Place in Chicago. As always, the size of this show is astonishing. Over 100,000 visitors, enough to populate a medium-sized town, will converge on Chicago's lakefront to visit more than 1,200 exhibits spread over the entire McCormick Place complex.

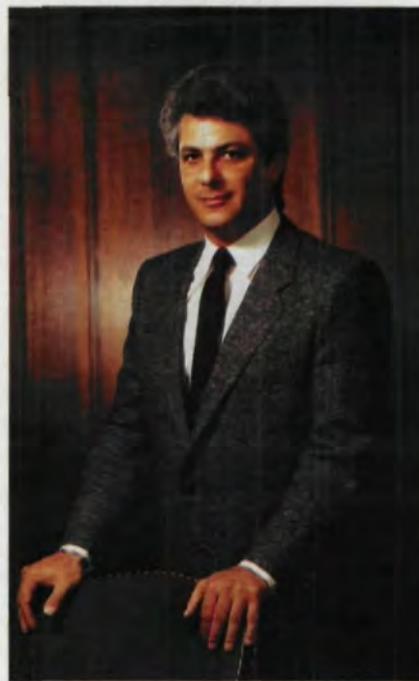
IMTS is a major marketplace. On-site sales at the 1992 show reached \$407 million, and the majority of visitors at IMTS 94 are expected to be decision-makers ready and able to buy. Exhibitors have come prepared to do business, and the show, with the latest equipment on display, is a good place to research your next purchase and, perhaps, close a deal.

Business in many areas of the manufacturing sector seems to be picking up. You may wish to consider making the upgrades in your equipment that you put off during leaner times. There are few places besides IMTS where you will find more of the latest equipment and information all gathered in one place. In this issue we have included some suggestions to help you maximize your returns from visiting the show. A carefully planned fact-finding trip can save both time and money.

*Gear Technology* will be at IMTS for the first time this year. We are looking forward to meeting and talking with you, about your interests and concerns regarding our industry. Drop by at Booth N2-7193 (on the same floor with most of the gear manufacturing equipment exhibitors) and say "hello."

Information has never been more important to success in manufacturing than it is today. The people who know the most about what's happening in their industry are in the best position to prosper. IMTS is a great place to gather some of that information.

See you at the show . . .



## PUBLISHER'S PAGE

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