

The Value of the GEAR EXPO 2007 Experience

By Kurt Medert, Vice President & Show Manager

A GMA's mission to rebuild GEAR EXPO has continued beyond 2005 and is now in full force for the Show in 2007. The history of GEAR EXPO 2005—the successes far outweighed the failures—has given Show Management even more insight into helping make GEAR EXPO 2007 better than any of its previous versions. GEAR EXPO 2007 will take place October 7-10, 2007 at Cobo Center in Detroit, Michigan.

In fact, as we continue to refine our Marketing Plan and hone our promotional skills, we are finding that the “value” of the Show as perceived by the people who populate the industry as very positive—for exhibitors, visitors, distributors, OEMs, etc. The Show has taken on a reputation for “quality”—and not just in the visitor or exhibitor category. It is known worldwide as the only trade show devoted exclusively to the entire gear manufacturing process. It also contributes products and services to the power transmission industry.

The Show is international in scope and provides a biennial forum for the exchange of information on the broad range of machinery, supplies and services available for the gear manufacturing process. From software to hardware, from initial design through testing, exhibitors will be available to discuss solutions to problems associated with gear manufacturing. The show attracts quality buyers and exhibitors from all facets of the gear industry, from the US and around the world.

The Show is as diverse as it is focused. It is a mirror image of the membership of AGMA, and therefore, is closely tied to the international power transmission sector. “We are committed to making the ‘value’ of the GEAR EXPO experience the reason people participate in the event—not just the vast array of equipment on display or the high quality of buyers on the show floor—but the value of the time they took to spend a day or two at the Show because they found that it benefited them,” as AGMA vice president and the manager of GEAR EXPO, Kurt Medert, said.

The Marketing Plan for the Show has specific sections with objectives, such as the promotion of individual exhibitors and their products and services on the Show's Website and in mailings and e-mailings to the data bases of allied trade associations and publications. Also, we are working diligently to encourage the exhibitors to promote their own presence in the Show. Most exhibitors who properly promote themselves before the event find that they do better than those who do not; most trade shows that are successful have partnership relationships with their exhibitors in promoting the events to their customers.

The “Solutions Center” made its debut at GEAR EXPO 2005 on the show floor. A great success for a first time undertaking, the “Solutions Center” will return in 2007 to enable industry leaders and exhibitors to give presentations, all designed to help you improve your business manufacturing capabilities.

The AGMA Fall Technical Meeting will also be held in conjunction with the Show, bringing the best and brightest in gear industry research from around the world to Detroit. In addition, AGMA is partnering with a number of related associations to offer educational programs of relevance to the gear manufacturing process. These in-depth seminars and workshops will cover a range of knowledge levels, from the novice production employee to the seasoned engineering manager.

Whether your company is exhibiting in or attending GEAR EXPO 2007, rest assured that you will be in the best of company. Chief executive officers, chief financial officers, chief marketing officers, senior engineers and purchasing agents from around the world will be at the Show to buy and/or sell the equipment, products and services that will help you and you refine your business processes.

To apply for exhibit space, register to attend, or get more information about GEAR EXPO 2007, visit www.gearexpo.com, contact gearexpo@agma.org or call AGMA at (703) 684-0211.