

GEAR EXPO 2007
The Worldwide Gear Industry Event

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2007



BIGGER AND BETTER THAN EVER!

BY KURT MEDERT,
Show Manager





On behalf of AGMA, I thank all of the people who took part in making GEAR EXPO 2007 a success. I'm talking about the exhibitors, the visitors who attended the Show and everyone involved in the production of it. As I said at the Exhibitors' Breakfast on the last morning of the Show, the reason GEAR EXPO 2007 was so successful can be explained in one word - "teamwork."

With the assistance of so many, starting with the other AGMA staff members involved in the production and management of the Show, plus the Cobo Center staff, the trade unions, the people who helped so much from the Detroit

Metro Convention & Visitors Bureau and the terrific Freeman staff, it should be no surprise that the Show turned out to be the best GEAR EXPO yet. This was teamwork at its finest!

Other members of the team that deserve special thanks are the other associations that took part in making the Show a success. The American Bearing

Manufacturers Association, the American Wind Energy Association and the Society of Manufacturing Engineers all contributed educational programming in the form of seminars and presentations in the Solutions Center.

By whatever unit of measure one chooses to use, GEAR EXPO 2007 was a complete success. Attendance was up 20 percent over the 2005 Show, exhibitors brought 33 percent more equipment to display (589,100 lbs. of equipment was on the floor in 2007 compared to 441,500 lbs. in 2005). The enhanced educational activities, including the "Solutions Center," made a significant difference in the outcome of the Show. In the Solutions Center, a total of 866 people attended the 30 sessions conducted there - an average of 30 people per session compared to 14.5 people per session in 2005. Most of the 180 exhibitors were happy with the numbers of leads they received, and the visitors who attended were definitely decision-makers.

Visitors came to the Show from 43 of the 50 states, 28 countries and six continents. Among the visitors, there was a first - one visitor came all the way from Swaziland. There were 180 exhibiting companies that rented 42,300 square feet of exhibit space - an increase of six percent over the 2005 square footage rented by the same number of exhibitors. There was also a first among the exhibitors - one company from Russia was there.

In looking at the post-Show exhibitor survey and in talking with a number of exhibitors during the Show, it was noticeable that more visitors came to the Show for more than just one day. This is why the exposition hall seemed to be busy most of the time with a noticeable "buzz" in the air. This is supported by the higher-than-normal number of sleeping room nights used at the three GEAR EXPO hotels during the days of the Show.

The purpose of the Show is to provide an environment in which companies can conduct business with each other. I believe that we accomplished this and then some. We had happy exhibitors, more visitors staying longer, as always the high quality of the visitors, more educational content, a first-time reception on Monday evening for everyone, and also, the core of excellent and loyal exhibitors that have supported



GEAR EXPO over the years, even through the rough economic times of several years ago.

On a personal note, I want the gear industry to know that, because I have played a small part in the success of this unique event for the past 16 years - eight GEAR EXPOs - it pleases me to say that I am proud to have been part of the growth and development of a trade show that has lasted and remained intact during some difficult times. I have seen it grow and mature and include more segments of the gear manufacturing process. As a result, I have watched it evolve into the "Worldwide Gear Industry Event." It has been a challenge all the way, but just as rewarding as well. I am retiring from AGMA at the end of the year and will miss managing the Show that has been under my watch since 1992. I hope it continues to grow and continues to be THE trade show for the worldwide gear industry.

In looking ahead, mark your calendars for GEAR EXPO 2009. It will take place September 14 - 17, 2009 at the Indiana Convention Center in Indianapolis, Indiana. AGMA held GEAR EXPO 95 there, and it was an excellent Show. ■

Kurt Medert is the Vice President of the AGMA Business Management Division and the Show Manager for GEAR EXPO.



GEAR EXPO 2007 Solutions Center