



Top 10 Reasons You Should Go to Gear Expo

Let's face it. It's been a bummer of a summer economically speaking. Orders have been cancelled, and many in our industry have been forced to cut back, slow down or shut down, either temporarily or permanently.

It doesn't seem like the ideal time for a trade show, does it? But Gear Expo is coming to Indianapolis September 15–17, and there are plenty of good reasons to go:

1. You Can Never Stop Learning. I've said this before, and I'll say it again. At Gear Expo, you will find the greatest collection of gear knowledge assembled under one roof. If you attend the show, you'll have the opportunity not only to see the latest technology, but to talk to the people who design, manufacture, sell, install, service and repair gear manufacturing equipment. You'll also have access to the experts in cutting tools, heat treating, inspection and every aspect of gear manufacturing and processing.

2. New Technology for Invigorating Your Business. We've heard from a number of exhibitors who will be demonstrating new technology at the show. You can get a sneak peek at some of this technology by reading our pre-show coverage starting on page 30 and by reading next issue, but to get the full benefit, you have to go to the show, kick the tires, talk to those experts and find out how the changing technology can benefit you. I promise you this: There are solutions at Gear Expo that can help your company improve its gear manufacturing operations.

3. Time Is on Your Side. I don't want to insinuate that you have nothing better to do, but when business is slow, there probably isn't a line of customers waiting for their orders to be filled

or phone calls to be returned. I know some of you are probably doing twice the work in order to save your company money, but when business is really good, you're probably tempted to say you can't afford to get away. Turn this lull into an opportunity—make the most of what Gear Expo has to offer.

4. Bonus Learning at the Fall Technical Meeting. AGMA's Fall Technical Meeting takes place September 13–15, with the last day overlapping the first day of Gear Expo. Almost 20 papers are scheduled to be presented on gear design, manufacturing, inspection, heat treating, materials and applications. For a full description of the Fall Technical Meeting, see page 34.

5. The Heat Treating Show. Gear Expo 2009 is co-located with the Heat Treating Society Conference and Exhibition. If heat treating processes are part of your operations, or if you send parts out for heat treating, more than 180 additional exhibitors will be available at the show next door.

6. Did I Mention Learning? In addition to AGMA's Fall Technical Meeting, there will be a number of additional seminars held at the same time. Presented by AGMA, SME and ABMA, these events require a separate admission but provide plenty of extra learning opportunities. AGMA will present a seminar on the wind turbine supply chain, as well as the classroom portion of the "Basic Course" of its Training School for Gear Manufacturing. ABMA will present "Why Bearings Fail," and SME will hold a two-day Gear Manufacturing Conference, featuring 14 presentations from industry experts. Gear Expo presents a unique opportunity to spread knowledge throughout your organiza-

tion. Owners, managers, engineers and productions workers—everybody in your gear-related operation can become a more valuable employee by taking advantage of the learning opportunities at Gear Expo.

7. Networking. Everybody who's anybody in the gear industry is going to be at Gear Expo. You'll have the chance to meet your peers, discuss common problems and explore new opportunities. Nothing beats face-to-face communication.

8. Indianapolis. Indianapolis has many advantages over other locations where Gear Expo has been held. Indianapolis is within driving distance for much of the American gear manufacturing industry. Chances are, a bunch of you can hop in a car and see what the show has to offer. The last time the show was held in Indianapolis was 1995, and it was one of the best shows ever, both for attendance and for the overall amenities the city provided.

9. There are Deals to Be Had. All of the exhibitors are eager for your business. It's been a slow year for them too. If you have the ability to invest in new equipment and your business could benefit from the latest technology—and you want a great deal—this is the right time.

10. Free Espresso and Coffee. Once again, *Gear Technology* will have its coffee bar. Along with Goldstein Gear Machinery, we will be serving free espresso and cappuccino. Stop by and see us at booth #1241.

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