

IMTS 2016: Economic Elixir?

Jack McGuinn, Senior Editor



Gear Technology (GT): Can you provide us with a brief history of the successful Hannover Fairs, USA synergy—especially the “Brought to You by” part?

Peter Eelman (PE): IMTS and Hannover Fairs began a partnership six years ago to bring certain elements of the Hannover Fair into IMTS. This effort has been extremely successful as Hannover Fairs now has five product pavilions—including Comvac North America; Industrial Automation North America; Industrial Supply North America; Motion, Drive & Automation North America; and Surface Technology North America. In the years since we began the partnership their participation has grown, from 20,000 SF at IMTS 2012 to 90,000 SF in 2016. What this has done for IMTS is continued to broaden the different types of manufacturing technology that visitors can expect to see. It really is the event to find the solutions you need, all in one place.

GT: Technology-wise, what would you say has been the most significant development in manufacturing since the 2014 show?

PE: The continued growth of digital manufacturing is having a major impact on our industry. This includes connected machines utilizing standards like MTConnect, to improved machine monitoring,

“IMTS could be a good shot in the arm for everyone... overall, our analysts anticipate a good finish to 2016 and an even stronger 2017.”

— **Peter Eelman**, vice president, exhibitions, business development, International Manufacturing Technology Show

Peter Eelman has been involved with the International Manufacturing Technology Show for more than 30 years. First as an exhibitor with Warner & Swasey Co.; later with Toyota USA; later still as a consultant; and currently as vice president for exhibitions and business development, IMTS. He also serves on the board of directors of the exhibitor-appointed Contractor Association and is a former member of the board of directors for the Trade Show Exhibitors Association. Eelman is a speaker with the International Association of Exhibitions and Events and serves on the Metropolitan Chicago Pier & Exposition Authority Labor Council. As the head of IMTS, Eelman is the go-to, make-things-happen guy for the Chicago Convention and Tourism Bureau, the Metropolitan Pier and Exposition Authority, McCormick Place and the various vendors, service providers and trade unions involved in the complex trade show process. In addition to IMTS, Eelman is also prominently involved in shows with an international presence.

Peter Eelman graciously took time to answer some pre-show questions for us.

to fostering things like predictive maintenance and improved utilization, to the ever-expanding world of 3-D printing. There is no doubt that digital manufacturing is reaching through all facets of the plant.

The continued advances in additive manufacturing, going from primarily a means of rapid prototyping to a part of regular production, has been incredible the last over two years. At IMTS 2016, for example, our partners from Oak Ridge National Laboratories will display a 3-D-printed house and car that integrate both renewable energy solutions and innovative manufacturing solutions.

GT: Care to weigh in on the health of U.S./Int'l manufacturing as IMTS 2016 kicks off?

PE: IMTS could be a good shot in the arm for everyone. The U.S. manufacturing technology market has been on a modest decline for about the last 18 months, and even the stronger automotive and aerospace industries have been slowing their orders. We've also seen weakness in the markets in Europe, China, and

Brazil. Brexit is going to be a market disturbance that will have a global impact, though we expect that the markets will eventually adjust.

Overall, our analysts anticipate a good finish to 2016 and an even stronger 2017. There are some market trends that bode well for a turnaround kicked off by IMTS, including some announcements for big automotive projects, and increased activity for the F35 joint strike fighter program. Internationally, India is seeing a lot of growth in its manufacturing sector, and the Chinese and Brazilian aerospace sectors are heating up as well.

GT: Please speak to the importance of the international support for the show.

PE: IMTS has taken its place as one of the most significant international manufacturing technology events worldwide. The show continues to attract visitors from over 100 countries and our partnership with Hannover Fairs has expanded the international exhibitor base.

AMT—the Association for Manufacturing Technology—and

sponsors of IMTS, has a strong international presence in China, India, Brazil, Mexico, and Eastern Euro. We have a number of international experts on our staff with extensive networks and connections in the markets they serve. This has helped to expand the international presence at IMTS, both among exhibitors and attendees. All of this is extremely important from the standpoint of building global collaborations throughout the industry, which are crucial not just from a business standpoint but also for discovering and developing new and innovative technologies. Manufacturing is a global industry, and IMTS is an ideal stage for showing that to the world.

GT: Looking at the big picture, how important are the educational programs being presented at the show? To what extent do exhibitors take part?

PE: With an event as exciting as IMTS, it's really important to leverage its appeal to students. This is an up-close introduction to all the possibilities in manufacturing careers. To that end, we are once again holding the Smartforce Student Summit, an interactive, hands-on event aimed at informing students, parents and teachers about the opportunities in manufacturing. This year's summit is centered on an aerospace theme and will feature several student challenges which will utilize technologies like 3-D printing, CAD/CAM, metrology, and robotics. Students can also take part in challenges for welding and machine building.

In addition to the exhibitors in the Student Summit, we are also introducing the Career Launch Pad, a career fair aimed at recent and soon-to-be graduates looking for employment in advanced manufacturing. Companies can post their positions in advance of the event to be matched with potential candidates. Students can upload their resumes when they register for the summit.

GT: What excites you most about this year's show?

PE: Every IMTS showcases the newest manufacturing technology from around the world. We are beginning to hear from our exhibitors about significant new product introductions that will have a dramatic impact on the way things are manufactured. It's always new and exciting, whether this is your first time attending or your 20th time. You can keep up with all the details on *IMTS.com* — the best place to check out all the features and attractions at the show.

GT: The industry focus within each co-located show — can we assume those are the most rewarding areas in manufacturing today?

PE: IMTS is made up of 10 pavilions in addition to the Hannover Fairs co-located shows. Each of those pavilions represents an important area of manufacturing and indeed IMTS 2016 will feature the debut of the additive manufacturing pavilion, an indication that additive manufacturing has arrived as a main-



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stream industrial technology. Additive joins our other existing pavilions: Abrasive Machining/Sawing/Finishing; Controls & CAD-CAM; EDM; Gear Generation; Machine Components/Cleaning/Environmental; Metal Cutting; Fabrication & Lasers; Quality Assurance; and Tooling & Workholding Systems.


GT: IMTS began with one show, and is now up to five under one roof. Can it get bigger any time soon?

PE: IMTS evolves as technology evolves. As some technologies become more prominent, others become less prominent. IMTS flexes as the industry demands.

GT: Has security or personal safety ever been an issue around McCormick Place?

PE: McCormick Place has undergone a complete security audit with the Department of Homeland Security within the last year. As a result of that, several changes have been made to ensure the safety and security of the venue. Cooperation between show management and McCormick Place has never been better in the area of security. As always, IMTS show management continues to remain vigilant and cooperative with local authorities to ensure a safe and successful IMTS.

GT: Crystal ball time: this year's show – bigger than 2014?

PE: At this time, the show is projected to be larger in square footage, and attendance is tracking above our attendance in 2014. 

IMTS 2016: IF YOU GO

IMTS 2016—International Manufacturing Technology Show (and GUESTS)

Six parallel trade exhibitions showcasing the Western World's largest, latest and greatest array of industrial and manufacturing technology. The bi-annual fair attracts more than 2,000 exhibitors and 110,000 attendees, i.e. — potential sellers and buyers.

The International Manufacturing Technology Show (IMTS)

- Industrial Automation North America
- Industrial Supply North America
- ComVac North America
- Motion, Drive & Automation North America
- Surface Technology North America

September 12th–17th, 2016

Chicago, Illinois McCormick Place

THE SIX CO-LOCATED SHOWS

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Industrial Automation

The best in industrial automation solutions will be featured at Industrial Automation North America, a show that made its North American debut in 2012. Featuring factory, process, and building automation, this event is distinguishing itself as the place to see the automation industry's most innovative solutions and technologies.

Motion, Drive & Automation North America at IMTS

The inaugural Motion Drive & Automation North America became a networking hub of North America's power transmission, motion control and fluid technology sectors. Meet face-to-face with key suppliers from around the world and see firsthand the best new technology available.

Surface Technology North America at IMTS

This event will cover the entire spectrum of industrial surface treatment and finishing—from cleaning and pre-treatment to coatings, paint finishes, and electroplating. Surface Technology will surely provide a powerful platform for business development and expanding professional networks.

ComVac North America at IMTS

Highlighting the latest product developments, technology, and plant & system components for all areas of compressed air and vacuum, ComVac will surely provide a powerful platform for business development and create a strong synergy with the already well-established Industrial Automation North America and Motion, Drive & Automation North America.

Industrial Supply North America at IMTS

Industrial Supply North America will cover the entire spectrum of industrial subcontracting and lightweight construction. This is the event where you will find supply solutions across the entire industrial value chain.

ADDITIONAL EVENTS OF INTEREST

2016 Global Automation and Manufacturing Summit Wednesday, September 14th, 2016 Room W196-C

The fourth industrial revolution is in full swing, bringing about swift changes to the manufacturing environment. The Internet of Things is setting new standards but at the same time creating new problems to solve. Hear from experts on adapting to this new age of industry and participate in panel discussions that will provide insight on topics such as robotics, big data, and cloud-based manufacturing.

- 11:00 am—Registration open
- 12:00 pm–12:30 pm - Lunch - Sponsored by ATS
- 12:30 pm–1:15 pm - Keynote
Jack Nehlig, president and CEO of Phoenix Contact USA, will discuss his company's initiatives on the Industrial Internet of Things—both as industry supplier and manufacturer.

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- 1:30 pm–2:30 pm - Cloud-Based Manufacturing: Who Will Rule the Clouds?
An overview of industry attitudes toward an adoption of IIoT in manufacturing, followed by a panel discussion with Denis Cambruzzi from IHS and Rob McGreevey from Schneider Electric.
- 2:30 pm–3:30 pm - Robotics: Rise of the Machines
An industry overview on the adoption and use of robotics in manufacturing will be provided by representatives from the Control System Integrators Association (CSIA), followed by a panel discussion led by Rick Vanden Boom of Applied Manufacturing Technologies.
- 3:30 pm–3:45 pm - Break
- 3:45 pm–4:30 pm - How Maintenance and Big Data Can Co-Exist
Sal Speda of ARC Advisory Group will provide the framework for the panel discussion on maintenance in the age of IIoT, which will include Franz Gruber, founder and CEO of FORCAM, Aurelio Banda, president and CEO for North America of Beckhoff Automation, and Chris Lebeau, IT Director of Advanced Technology Services (ATS).
- 4:30 pm–6:30 pm - Reception and networking event:
Sponsored by FORCAM

* For conference pricing — go to **IMTS.com**

2016 Integrated Industries Conference Tuesday, September 13th, 2016

This first-time event, the Integrated Industries Conference, will bring together industry experts with the goal of addressing solutions to current manufacturing concerns, sharing new trends and best practices, and ultimately helping companies thrive in today's dynamic manufacturing environment.

This conference will synergize closely with technology on the show floor, and feature topics such as Motion, Drive & Automation, Surface Technology, The Internet of Things, and Industry 4.0.

- Track A: Motion, Drive & Automation — Room W196-A
- Track B: Industry 4.0/Internet of Things — Room W196-C
- Track C: Surface Technology — Room W196-B

TRACK A – MOTION, DRIVE & AUTOMATION

- 8:00 am–8:55 am - Registration
- 9:00 am–9:55 am - “Miniature Low-Vibration High-Pressure Air Compressor” Olly Dmitriev, CEO — Vert Rotors
- 10:00 am–10:55 am - “Total Cost of Ownership: Electric Actuators vs. Pneumatic Cylinders” Aaron Dietrich, Director of Marketing — Tolomatic
- 11:00 am–11:55 am - “Increase Production with Machine Safety” Joaquin Ocampo, Product Manager — Bosch Rexroth
- 12:00pm–1:10pm - Lunch Break
- 1:15 pm–2:10 pm - “Reduction of Common Mode Noise to Almost Zero Using High-Performance All-Pole Sine-Filters” Christoph Wesner, Head of Acc. Testlab/Standards & Approvals — Block Transformatoren-Elektronik
- 2:15 pm–3:10 pm - “Synchronous PM Linear Motor Motion Technology” Jean-Marie Rennetaud — Hiwin
- 3:15 pm–4:10 pm - “What is Beyond Universal? A Journey into Customizing Universal Joints” Maxine Gomez, Application Specialist — Belden Universal


TRACK B – Industry 4.0 / Internet of Things

- 8:00 am–8:55 am - Registration
- 9:00 am–9:55 am - “Taking a Doctor’s Approach to

Automation” Jordan Merhib, Director of Business Development — Applied Manufacturing

- 10:00 am–10:55 am - “Where is Industry 4.0/IIoT Leading Us, and More Importantly, for How Long? Why Should I Care?” Prof. Dr. Juergen Kletti, CEO — MPDV USA, Inc.
- 11:00 am–11:55 am - “How the Industry 4.0 Philosophy Brings Greater Flexibility, Faster Turnaround Times, and Lower Costs to Design and Production” Andrew Pritchard, Sales Director (Central Region) — Rittal
- 12:00 pm–1:10 pm - Lunch Break
- 1:15 pm–2:10 pm - Part 1: “On the Way to Industry 4.0 — Practical Solutions for the Middle Class from the German Technology-Network Intelligent Technical Systems Ost Westfalen Lippe (it’s OWL)” Günter Korder, Managing Director – IT’s OWL Clustermanagement GmbH
- Part 2: “Sustainable Approaches for the Implementation of New Production Technologies, Especially in Respect of Individualization, Virtualization, Hybridization and Self-Optimizing Production.” Denis Özdemir, Managing Director, Cluster of Excellence Integrative Production Technology for High-Wage Countries — RWTH Aachen University
- 2:15 pm–3:10 pm - “The Future of Pneumatics: smart technology from Bimba Manufacturing that maximizes uptime with predictive intelligence and condition-based monitoring” Jeremy King, Product Marketing Manager – Bimba
- 3:15pm–4:10pm - “Innovations in Process Monitoring & Diagnostics” Bob Rice, Vice President of Engineering — Control Station

TRACK C – SURFACE TECHNOLOGY

- 8:00 am–8:55 am - Registration
- 9:00 am–9:55 am - “Powder Coating Spray and Recovery Technology Offers Greater Production Flexibility and Output” Jeffrey Hale, Director of Marketing — Gema USA
- 10:00 am–10:55 am - “Addressing Traditional Failure Modes in Combustion Engine Components” Bryce Anton, R&D Manager — Vapor Technologies, Inc.
- 11:00 am–11:55 am - “New Trends with Laser Texturing” Chad Hase, Laser Project Manager — GF Machining Solutions
- 12:00 pm–1:10 pm - Lunch Break
- 1:15 pm–2:10 pm - “Cleaning with Non-Halogenated Hydrocarbons in Comparison to Water-Based Cleaning” Sandro Siminovich, Product Line Manager (CLI) — Duerr Ecoclean
- 2:15 pm–3:10 pm - “CO2-Based Atmospheric Spray Cleaning and Surface Preparation: Technology, Applications, Equipment Configuration, and Operating Costs” Nelson Sorbo, Vice President of Research and Development — Cool Clean Technologies LLC
- 3:15 pm–4:10 pm - “Successful Implementation of an Aqueous Industrial Parts Cleaning System within a Manufacturing Facility” Ed Tulinski, Vice President & General Manager — Jenfab 

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