

# Gears, Fluid Power and Electric Gear Expo is Now the Motion + Power Transmission Show

Jack McGuinn, Senior Editor

## ***Motion + Power Technology Expo***

Detroit, MI — October 15–17, 2019

The Motion + Power Technology Expo will be held at the Cobo Center. Exhibitors will span the 80,000 sq. ft. of floor space with more than 4,000 attendees visiting their booths. Education classes and the annual AGMA Fall Technical Meeting will be held in conjunction with the Expo. MPT Expo will be co-located with the ASM Heat Treating Society Conference and Exposition. For more information, visit [www.MotionPowerExpo.com](http://www.MotionPowerExpo.com).

The American Gear Manufacturers Association has evolved its trade show. What was formerly Gear Expo is now the Motion + Power Technology Expo (MPT Expo), an event intended to represent the entire motion and power transmission supply chain. As part of the expansion of the show's scope, AGMA has partnered with the NFPA (National Fluid Power Association) to include a fluid power pavilion and additional educational sessions. The goal is to create a tradeshow that connects manufacturers, suppliers, buyers and experts in the mechanical, electrical and fluid power industries, all under one roof. (See page 34 for a Q&A with Croson for further information.)

Motion + Power Technology Expo, which takes place **October 15–17 at the Cobo Center in Detroit, MI**, is expected to attract more than 4,000 professionals looking for technical solutions from across the mechanical power transmission, fluid power and electrical drive industries. The event will include technical educational sessions, networking, and a full exhibit hall featuring industry leading companies.

### **Show Profile**

Exhibitors at the Motion + Power Technology Expo will include 300+ manufacturers, suppliers, and experts in the mechanical, electrical, and fluid power

industries. The NFPA-sponsored Fluid Power Pavilion has 5,000 square feet of space and room for 50 exhibitors. Educational programs will include the AGMA's usual gear-related courses, as well as the AGMA's Fall Technical Meeting and NFPA Seminars.

### **MPT Conference**

In addition, the show will offer a new opportunity for attendees to learn from industry experts in a two-track seminar series called the MPT Conference. Each session has a 30-minute presentation (one speaker) with an additional 15-minute Q&A portion. Presentation topics include:



**Know Your Business (business track)**

- Blockchain
- Cybersecurity
- Supply chain
- Workforce

**Be Prepared for the Future  
(emerging technology track)**

- 3D printed metal
- Electric drive technology
- IoT
- Robotics

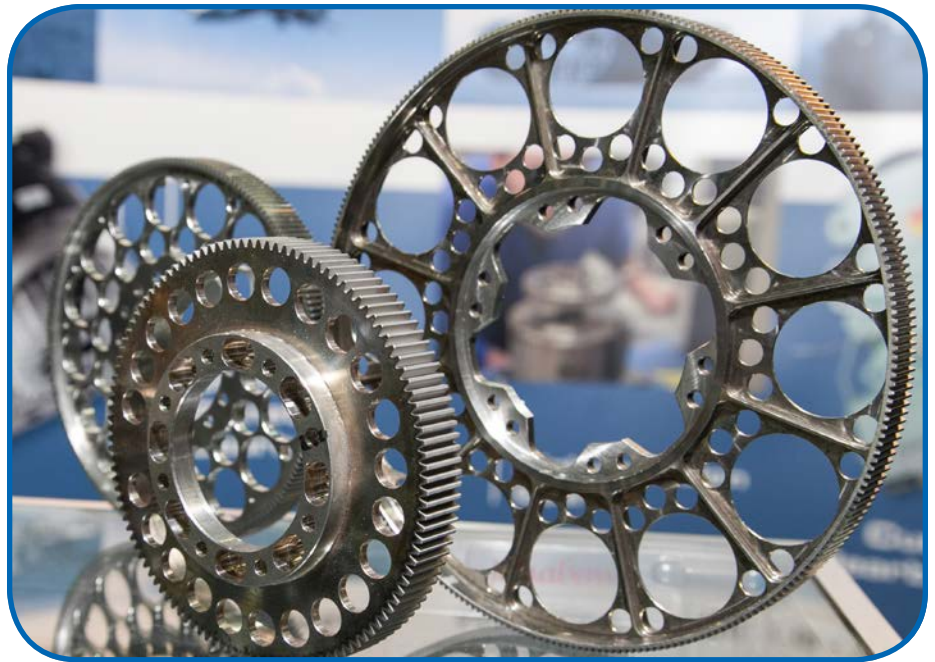
**MECHANICAL POWER**

Find solutions relating to:

- Bearings
- Couplings
- Cutting tools
- Engineering services
- Finishing
- Gear & splines
- Gearboxes/enclosed drives
- Heat treating
- Housings & shafts
- Lubrication
- Machine tools
- Maintenance & repair
- Materials
- Software/IT
- Testing & inspection

**ELECTRIC POWER**

- Find solutions relating to:
- Automation & Motion Control Systems
- Battery Manufacturers
- Component Suppliers
- Connectors/Cables
- Controllers
- eAxe
- Electric & Hybrid Drivetrains
- Electric Motor Manufacturers
- Electrical Power Transmission Products

**FLUID POWER**

- Accumulators
- Actuators
- Control Valves
- Filters
- Hydraulic Fluid
- Hydraulic Pumps
- Industrial Hydraulic Products
- Mobile Hydraulic Products
- Pneumatic Products
- Reservoirs
- Seals, Fittings & Connections
- Tubes, Pipes & Hoses
- Water Hydraulic Products

For more information, visit [motionpowerexpo.com/education](http://motionpowerexpo.com/education). What's more, AGMA is also planning two focused events — one for young professionals and a women's breakfast with industry speakers. Details about the sessions will be available in the coming weeks. Visit [motionpowerexpo.com/request-information-form](http://motionpowerexpo.com/request-information-form) to receive updates and notification when registration opens on April 1, 2019. **PTE**

## AGMA President Matthew Croson Explains How New Show Was Put in Motion

**Is it accurate to say that this show will present A-to-Z supply chain providers for the fluid power, mechanical power transmission, and electric drives industry?**

The goal of the Motion + Power Technology Expo is to give attendees the complete supply chain. For the upstream buyers, the show will feature forging companies, machine tool manufacturers and heat treat companies. For downstream buyers, the show will feature open gear companies, gearboxes, mechanical power transmission components, fluid power systems, electric drives and also hybrid systems involving multiple technologies.

The overlying concept the AGMA board approved is to evolve the show and position AGMA's tradeshow at the center of all aspects of power transmission, as the industry has evolved.

**Was there an ah-hah moment that the NFPA and AGMA decided to partner for this show?**

There was. After several meetings with their leadership, and sharing ideas, they recognized that we are a horizontal power transmission show serving a wide variety of markets—and felt like it was a good opportunity to add value to their membership by partnering in a new way.

The technical reality is that our joint end user customers are looking for power transmission solutions, including gears/mechanical solutions, fluid power and electric drive. They recognized that shift, and are supporting the partnership by engaging in a 5,000-square-foot pavilion.

**What benefits do you expect to derive from the partnership?**

Motion + Power Technology will always focus on growing sales leads for our exhibitors, just like Gear Expo did. In fact, we expect more leads for our long time exhibitors as we draw more customers into the show, where they can have conversations with new customers and showcase their approach to solving power transmission issues.

**Can we expect this to be a permanent partnership going forward?**

Association partnerships are an important aspect of solving industry challenges. We work with the Bearings association (ABMA) on our Annual Meeting, ASM International for the show for more than 10 years now, and having NFPA being a partner feels comfortable and makes sense for the AGMA Board strategically.

What we have right now are three leading organizations working together to add value to the members and exhibitors we have, by creating a comprehensive showcase of power transmission innovation.

We expect to be focused on this value “permanently” and will work with any association that wants to collaborate with AGMA to grow power transmission solutions.

**Have to ask—have any past exhibitors dropped out over this partnership?**

Our exhibit sales are outpacing 2017 by 10% and that doesn't include the additional NFPA pavilion. We have discussed this effort as being a three-show cycle in order to achieve the vision and haven't had any drops due to the evolution. But companies do drop from shows

for other reasons, and we always experience that. From a technical perspective, our show committee and board leadership believe firmly that AGMA needs to be at the center of all aspects of the power transmission world, and forward-looking companies will want to work with us to make the show as strong as possible.

Machine tool companies should be thrilled with the change, because it ensures more gear company attendance; same with forging companies and heat treat suppliers.

Open gear companies and systems companies should be happy because it allows them to have deeper conversations with customers they may not have known or met.

Gear companies, electric drive and fluid power exhibitors will appreciate that everyone coming to this show is focused on one thing: power transmission innovation.

**Is there growth potential for future shows?**

Yes. With a complex supply chain such as ours, there are always opportunities to grow. But our key differentiator is not size—it's technical understanding.

Our exhibitors aren't always looking for volume—this isn't a show with 150,000 tire kickers looking at anything and everything. The 5,000–6,000 attendees we get are focused on one thing: power transmission. And they want to speak to engineers who can “get it done.” If we get the right exhibitor base, more customers come. And when more customers come, more exhibitors want to be a part of it—and growth happens.

This is the virtuous cycle any show wants to create—and again—AGMA's Board has been clear: they want AGMA at the center of power transmission innovation, and this show evolution is one strategy to help secure that position.

**Does NFPA and AGMA have any other partnerships in the works?**

Yes. We are partnering with NFPA on their Industry and Economic Outlook Conference (IEOC). This will give AGMA members an opportunity to hear from more than a dozen of the leading manufacturing economists providing forecasts on their customer's markets, as well as the latest Gear Market Forecast from IHS Markit. The conference is extremely well-regarded by attendees, and several AGMA members had suggested that we partner with NFPA on this effort. Members of AGMA's Market Intelligence Committee attended the conference last year, and recommended that we fold our Marketing & Forecasting conference into NFPA's event—which we will do for the first time this summer.

Change is our only constant—and we think the show evolution, and the new partnerships with NFPA, and others—are keys to making sure we keep up with the changes and ensure AGMA is relevant for the next 100 years. **PTE**

**Want to know more?** Go to [motionpowerexpo.com/access-trade-show-webinar](http://motionpowerexpo.com/access-trade-show-webinar) to view a webinar hosted by NFPA president and CEO Eric Lanke and AGMA president Matthew Croson. This informative presentation talks about, among other things, the genesis of the AGMA-NFPA partnership and about what you can expect to experience at MPT Expo.