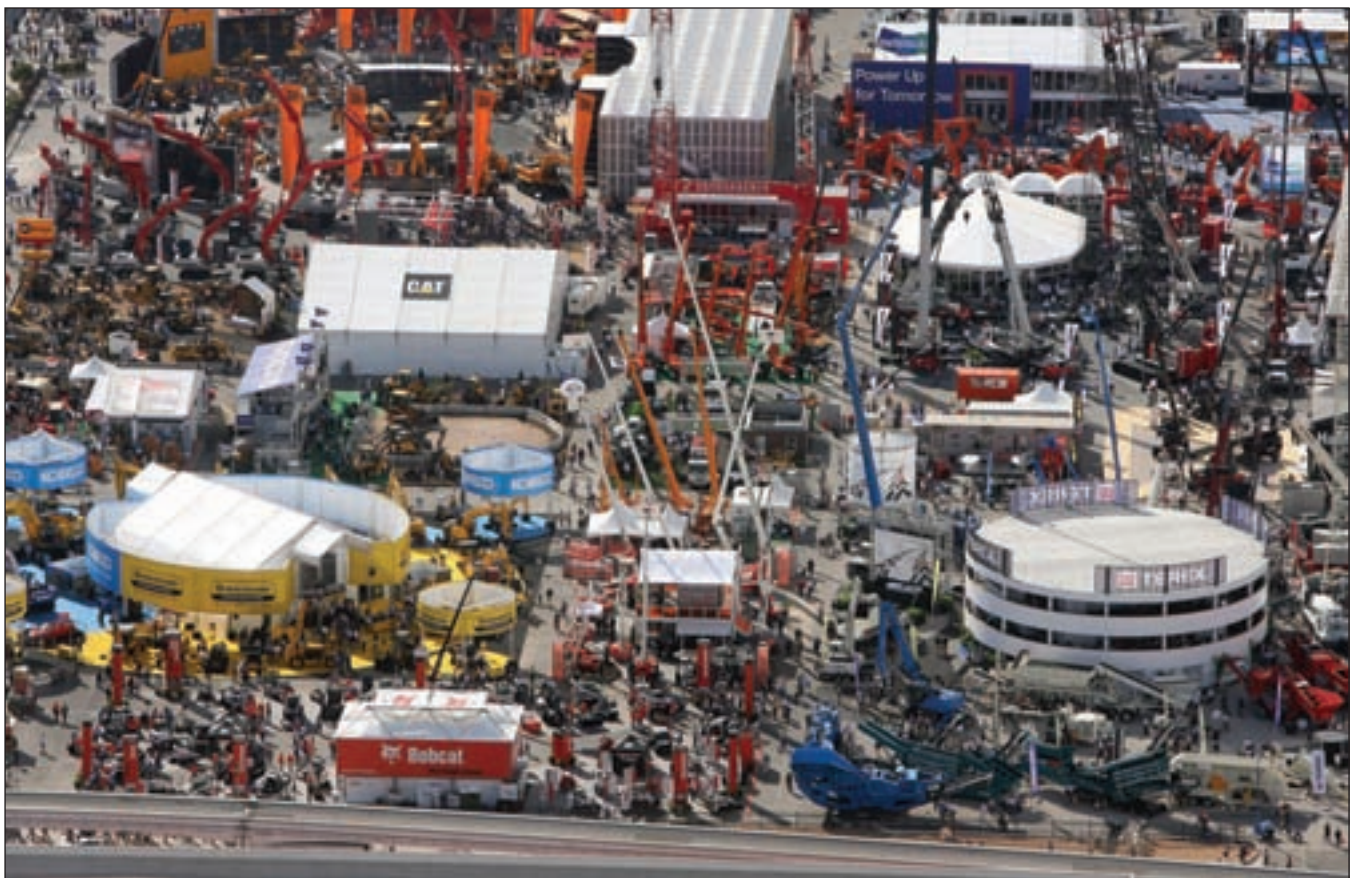


A Record-Setting Week at IFPE 2008



With its labyrinth of cranes, cement mixers and Mack trucks, the entrance of CONEXPO-CON/AGG and IFPE 2008 looked more like a carnival than a trade show. The sights and sounds of drills, saws and engines, however, reminded guests they were heading into a construction, aggregates and ready-mixed concrete exhibition, boasting more than 18 billion pounds of freight.

Fortunately, walking sticks were provided to get around all of it.

Beyond all the bells and whistles of CONEXPO-CON/

AGG, IFPE 2008 was quietly taking place on the 2nd floor of the South Hall at the Las Vegas Convention Center. Here, among the suppliers of hydraulic, pneumatic, electrical and mechanical power transmission products, trade show life was less invasive and not so noisy.

According to convention organizers, the CONEXPO-CON/AGG and IFPE 2008 trade show attracted record numbers with more than 144,600 in attendance from March 11–15. IFPE 2008 was the largest in its history, showcasing 129,000 square feet of exhibit space used by 469 organizations.

The conference offered 111 papers from industry experts as well as registration from more than 1,700 participants for the education sessions. More than 530 industry-related meetings were held in conjunction with the trade show.

While the South Hall did not share the circus atmosphere of the outdoor lots, companies including Oerlikon Fairfield, Bosch Rexroth, Parker Hannifin, Gates Corp. and the National Fluid Power Association (NFPA) did their fair share to garner some attention with prominent exhibits on the 2nd floor.

Oerlikon Fairfield, for example, built a two-story extravaganza with a coffee bar. The Gates Corp. displayed a Harley-Davidson motorcycle suspended in mid-air by one of its poly chains. The NFPA offered guests leather couches to escape from the cluttered exhibition hallways.

By mid-afternoon on Thursday, March 13, the exhibition floor was wall-to-wall people with attendees making contacts, testing new equipment or simply comparing products. Although a few exhibitors felt the show was almost too big to see everything, most were happy with the relationships, both old and new, that came out of IFPE 2008.

“We’ve been really busy here for three days,” says Melissa Piano, marketing services manager at Parker Hannifin.

“It’s been a little chaotic at times, but we’ve had very good conversations with the people we came here to talk to. This is a great outlet for Parker.”

Ted Han, general manager of engine sales at Mitsubishi Engine, was impressed with the foot traffic over the course of the week. “We’ve been to bigger shows in Asia, but this is the most feedback we’ve gotten from customers at a North American exhibition. We look forward to returning to IFPE in 2011.”

While most organizations arrived at IFPE to market specific products and services, the American Gear Manufacturers Association (AGMA) had an entirely different agenda.

“People keep coming up to our booth asking what it is we’re selling and we tell them we’re here simply to promote our members,” says Jan Potter, vice president at AGMA. “This has been a very productive show for our organization. We literally have people from all over the world here promoting the gear industry. It’s nice to have several of our members sharing space here in the gear pavilion.”

The AGMA gear pavilion was just one of the many focus areas on the IFPE show floor. Other areas included the sensors



Attendees of the Innovation & Solutions Center gained industry knowledge with 19 free education sessions. (Images provided by Oscar Einzig Photographers.)

events



pavilion, the Power Transmission Distributors Association (PTDA) pavilion as well as international booths from China, Italy, Spain and Taiwan.

These specific booths ultimately created a concentrated area for exhibitors that provided similar products and services, a well-planned move by show organizers.

Regrets—just as Frank Sinatra once proclaimed—well, there were a few.

Some attendees had little or no time to see much of anything outside the South Hall. People were constantly flipping through maps and directories hoping to find a particular education session or program. The ebb and flow of the foot traffic, in fact, greatly depended on the mission of the attendees.

“It’s such a large show, people have to have a determination to see who they want to see before it’s over,” says Allen Graham, WEG south central area manager. “For those who attend with certain goals in mind, I feel it’s a great opportunity. They miss the chance to see some really great things if they’re just walking around without a purpose.”

The organizers and developers of IFPE 2008 should be properly commended, however, for jumping through all the hurdles needed to pull off an exhibition of this size. Hosting IFPE 2008 with CONEXPO-CON/AGG allowed many in

the industry to meet the people they needed to meet from all the different facets of the manufacturing community.

Show organizers believe the event alone brought the city of Las Vegas more than \$233 million in revenue, not counting what visitors lost at the craps, roulette and blackjack tables during off hours.

From a general perspective, the attendance numbers and overall attitude of the guests proved that U.S. manufacturing seems to be doing all right at the start of 2008. How long this will last depends on whom you talk to.

The next edition of the CONEXPO-CON/AGG and IFPE show will take place March 22-26 2011 at the Las Vegas Convention Center. For more information, visit www.ifpe.com.

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for the latest Calendar Items

April 21–24—International Pump Users Symposium. George R. Brown Convention Center, Houston. The only meeting organized by pump users for pump users features a full-scale trade show with in-depth short courses, case studies, discussion groups, hands-on tutorials and lectures. These technical sessions are staggered to offer flexible scheduling for attendees. Members of the pump industry can find solutions for maintenance, performance, troubleshooting, operation and acquisition of pumps. All exhibits are free and open to the public, and the products displayed come from various key companies in the industry such as GE, Lufkin, John Crane and Eagle. For more information, visit turbolab.tamu.edu/pumpshow/pump.html.

May 31–June 3—Society of Manufacturing Engineers Annual Meeting and Interactive “Unconference.” Marriot Renaissance, Detroit. Anyone passionate about manufacturing, SME members and non-members, is welcomed to this year’s event to learn the latest happenings in manufacturing, share ideas and success stories, exchange best practices, develop resources and connections and collaborate with other industries and technologies. The event will also highlight how SME helps advance manufacturing education and support the industry. Some activities include lean-in-action industry tours, SME chapters and technical communities’ poster competition, industry keynotes and networking functions, SME International Awards Gala, interactive member center, SME annual business meeting and an opening reception and tour at the newly remodeled Detroit Institute of Arts. For more information, visit www.sme.org/annualmeeting.

June 1–4—WINDPOWER 2008 Conference and Exhibition. Houston. The largest conference and exhibition of wind energy in North America is sponsored by the American Wind Energy Association (AWEA) and arrives in the energy capital of the world for three days of conference sessions, an interactive tradeshow of wind energy products and services and, of course, industry networking opportunities. The exhibition has grown substantially, necessitating an increase of show floor size and anticipating over 550 exhibitors and more than 8,000 attendees. The WINDPOWER conference program includes speakers and moderators, poster presentations and sessions on chief wind energy topics organized into focus groups for policy, business and technical concentrations. This year’s conference is scheduled to address the actions required to maintain wind energy’s position as a central piece of the U.S. energy mix and to ensure its continued growth. For more information, visit www.windpowerexpo.org or contact Lori Rugh at lrugh@awea.org or (661) 821-2149.

June 8–12—World Congress on Powder Metallurgy and Particle Materials. Gaylord National Hotel, Washington, D.C. Held every six years in North America, the 2008 PM World Congress attracts the world’s leading technical minds in the powder metallurgy and particle materials

industry. Events include a general technical session, poster program and special interest program. Exhibitors planning to attend the event include Abtex, Battenfeld of America, Erasteel, CM Furnaces, Inco Special Products, H.W.F. Inc., Metal Processing Systems Inc., Fette Compacting, Plansee Group, Lonza Inc., Smart Materials, and many more. The event is sponsored by the Metal Powder Industries Federation (MPIF). For more information visit www.mpiif.org or call (609) 452-7700.

June 8–13—Design Automation Conference. Anaheim Convention Center, Anaheim, CA. The 45th DAC is an opportunity to educate and network about the design of electronic circuits and systems, electronic design automation (EDA) and silicon solutions. Representatives from more than 1,500 industry organizations worldwide are present, including system designers and architects, logic and circuit designers, validation engineers, CAD managers, senior managers, executives and university researchers. Learn about recent developments, trends, management practices, new products, methodologies and technologies from 60 or so technical sessions chosen by electronic design experts. One special element is the exhibition and suite area, where around 250 EDA, silicon and IP providers demonstrate advanced products, technologies and services. The DAC is sponsored by the Association for Computing Machinery’s Special Interest Group on Design Automation (ACM/SIGDA), the Circuits and Systems Society and Council on Electronic Design Automation of the Institute of Electrical and Electronics Engineers (IEEE/CASS/CEDA) and the Electronic Design Automation Consortium (EDA Consortium). For more information, visit www.dac.com.

June 23–25—Device Research Conference. University of California, Santa Barbara, CA. The main goal of the Device Research Conference is to encourage discussion about recent breakthroughs and advancements regarding electronic and optical devices with a technical program presenting invited, oral and poster seminars. The event is attended by scientists, researchers and graduate students from a variety of fields. A rump session is scheduled for each evening; they intend to stimulate dynamic discussion with the audience about the future of competing device technologies. Graduate students are strongly encouraged to participate by competing for a best student paper award, and travel support is provided for them by the conference committee. The Device Research Conference is being coordinated with the Electronic Materials Conference, also held at the university the same week. Wednesday, June 25 features a joint session to focus on the importance of using materials and devices mutually to advance future purposes. For more information, visit drc.ee.psu.edu.