

The Show Must Go On... Somehow



Normally at this time of year we talk a lot about trade shows. We go to manufacturing and engineering events because that's where technology-oriented companies often unveil their innovations. Like many of you, we want to see that technology in person, talk to the experts who created it and better understand how it fits into the overall manufacturing and engineering landscape. One of our most important missions is learning about that information and sharing it with all of you.

Unfortunately, this year, there aren't any trade shows. None of us are able to go.

Like with everything else in our lives, the world is trying to figure out what to do about trade shows. Organizers are looking for ways to recover lost revenue. Exhibitors are scrambling for ways to market their products and identify potential customers. And the rest of you – the typical trade show attendees – are looking for efficient, effective ways to learn about the technologies that will make you more effective, productive, efficient and so on.

Most of the trade show organizers have attempted in some way to pivot to virtual events. But that's largely a work in progress. How successful they'll be and how much participation they'll get – both from exhibitors and attendees – remains to be seen.

In July we attended the Hannover Messe Digital Days virtual conference. It included more than 50 presentations centered around the topics of Industry 4.0, Artificial Intelligence, 5G, Smart Energy and Logistics 4.0. You can read about some of the technology presented in Senior Editor Matt Jaster's article, beginning on page 30.

As you are probably aware, Hannover Messe USA was scheduled to be co-located with IMTS in Chicago. The combined shows, which in 2018 had more than 129,000 registrants, will only be offered virtually this year. We'll continue to try to bring you as much information as we can from these new formats. You can learn more about what's being offered at hannovermesseusa.com and imts.com.

Normally we would also be talking about the Turbomachinery & Pump Symposia, originally scheduled to take place Sept 13–17 in Houston. It, too, will be going virtual this year, although at the time of printing, details had not yet been announced. Visit tps.tamu.edu for more information, or check back here for updates as we learn more.

The organizers of Pack Expo, scheduled for November 8–11 in Chicago, are committed to having an event this year. As of July 20, they're planning a hybrid event that includes both in-person and virtual elements, although it's still possible that

due to COVID restrictions, the event may end up 100% virtual. Visit packexpointernational.com for updates.

Similarly, SPS (smart production solutions), scheduled for November 24–26 in Nuremberg, Germany, is planning a hybrid event. The show organizers are committed to hosting an in-person event that keeps attendees and exhibitors safe through a detailed safety and hygiene plan and rules for strict enforcement of social distancing. Full details regarding the virtual components of the 2020 show have not yet been released. For more information, visit sps.mesago.com.

Significant mechanical power transmission technology will be presented at each of these shows. Whether they're in-person, partly in-person or completely hybrid, we remain committed to bringing you as much information about that technology as possible. Our advertisers and other suppliers in the industry continue to innovate, and they are constantly sending us updates about their new technologies. Regularly stopping by www.powertransmission.com is a great way to stay up to date, because we post new product information there every day.

No matter what happens with the coronavirus, shutdowns and travel restrictions, *Power Transmission Engineering* isn't slowing down. You can count on us to keep the information flowing about mechanical power transmission and motion control products.

P.S. We are extremely hopeful that things will return to normal in 2021. We're already making plans for our exhibit at MPT Expo in St. Louis next year. This promises to be one of the most significant American events for our audience, and the only one that focuses specifically on power transmission. Book your calendars for Sept. 14–16, 2021. I know it's still a long way off. But we hope to see you there! Visit motionpowerexpo.com for more information.