

Are Trade Shows Back?



We're starting to see some encouraging signs of life from the trade show industry.

The Automate 2022 Show and Conference, held June 6–9 in Detroit, celebrated what organizers are calling “the most successful event in its history,” setting new records for registrants (24,000) and exhibit booths (600). For the first time in a long time, our editors and staff attended a busy show full of excitement, commerce and new technology. Even better, the show organizer, the Association for Advancing Automation (A3), already expects next year’s show to be even bigger (for more information, see our coverage on p. 50).

It would be easy to call that particular show an outlier, but we’ve heard of others, too. MODEX, the supply chain-oriented show sponsored by the Material Handling Institute, was held in Atlanta in April. MHI reported significant attendance gains, more than 20% above their last pre-pandemic show in 2018.

I’ll answer the question. Trade shows are back.

And it’s not just trade shows, either. Classes and other in-person events are also seeing an uptick.

Here at AGMA, we’re seeing a lot of progress. Some of AGMA’s classes have begun selling out, including the popular Gearbox CSI and Gear Failure Analysis classes.

“The benefits of attending a program in person are stronger than ever, as AGMA’s members are looking to connect and network with the peers after two years of virtual meetings. Our education programs have rebounded well, with advanced engineering courses, such as the Gear Failure Analysis program, selling out regularly,” said Jenny Blackford, VP of AGMA’s Business Division.

It would seem that there’s a lot of pent-up demand—not just to get out and about, but also to gather the vital information you need to be successful in your jobs. If you’re like most of industrial America, you’re tired of sitting in front of a computer. You have projects that need to be implemented. You have new employees that need to get caught up. You have professional relationships you need to build or nurture.

If any of that sounds like you, I have a few ideas:

1) Step out and get to some trade shows. For example, how about IMTS and Hannover Messe USA, which take place September 12–17 at McCormick Place in Chicago? You can learn what to expect from those shows by reading our article on page 22. We’ll be there in Booth #237314 in the

North Hall, and we hope to see many of you there!

2) Sign up to attend a top-notch technical event, like the AGMA Fall Technical Meeting. The FTM takes place October 17–19 in Chicago. Each year, 30 authors are selected

by AGMA to write peer-reviewed technical papers on topics relevant to the gear industry. Topics include: design, analysis, manufacturing, quality, materials, metallurgy, heat treatment, operation, maintenance, efficiency, and gear failure. You receive copies of all papers and are able to see all the presentations, ask questions to all the presenters, and network with your peers over three days. Registration is now open, and we’re expecting a great turnout.

3) Sign up or renew your subscription to *Power Transmission Engineering*. Every issue, we bring you much of the technical information you crave, plus lots of ideas about where to find more. Visit (and send your colleagues to) www.powertransmission.com/subscribe2022 to fill out the quick and easy form.

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