

## Brevity is Boring; Get Ready for

# INDUSTRIAL AUTOMATION NORTH AMERICA and MDA NA @IMTS 2014

By Jack McGuinn, Senior Editor

**It's not a show title that rolls off the tongue, but the Industrial Automation North America and MDA NA @IMTS 2014 show nevertheless may well be one to remember.**

Following a very successful 2012 launch with record attendance, Industrial Automation North America at IMTS is well on its way to becoming North America's leading trade show for process, factory and building automation. To make it easier for manufacturers to find the best solutions for all of their manufacturing needs, show organizers are also bringing motion control, power transmission and fluid technology under the tent — i.e. — Motion, Drive & Automation North America (MDANA) @IMTS 2014. The International Manufacturing Technology Show (IMTS) is the largest industrial trade shows North America, boasting more than 1,900 exhibitors and 100,000 visitors. It is held every two years in September at McCormick Place, Chicago. And if the good numbers continue, the two automation shows may become fixtures as well.

### WHAT TO KNOW IF YOU GO

*(Editors' Note: The following information was correct and current as we went to press. But — things change — so you may wish to call ahead to confirm certain dates and times.)*

#### Fact Sheet

**Name of Shows:** Industrial Automation North America and MDA NA @IMTS 2014

**Venue:** McCormick Place, Chicago, IL U.S.

**Show Dates:** September 8 (Mon.) – 13 (Sat.), 2014

#### Attendee Hours

East & West Buildings: 9:00 a.m. – 5:00 p.m.

North & South Buildings: 10:00 a.m. – 6:00 p.m.

**Registration.** On-site registration **only** is available **Monday, Sept. 8 through Saturday, Sept. 13, 8:00 a.m. – 5:00 p.m.**, in all four buildings of McCormick Place.

#### The Event

Back in 2012, IMTS teamed up with Deutsche Messe AG to co-locate the first-ever Industrial Automation North America show. Industrial Automation North America showcased products and solutions for production automation, complementing the focus of the show on manufacturing technology, metalworking and precision manufacturing. Exhibit space sales *and* attendance exceeded expectations and, as part of the agreement to extend the partnership to IMTS 2014, Industrial Automation North America will occupy additional space. The 2014 introduction of Motion, Drive & Automation North America (MDANA) further expands the range of

technologies and solutions you'll find at IMTS by bringing together the power transmission, motion control and fluid technology sectors. The show list of markets and product categories below is ready proof.

### INDUSTRY MARKETS/KEY PRODUCT CATEGORIES

#### INDUSTRIAL AUTOMATION

Industrial Automation Systems  
 Assembly & Handling Systems, Linear Positioning Systems  
 Robotics  
 Industrial Image Processing Systems  
 Control Systems, PLC, SCADA  
 Sensors and Actuators  
 Industrial PCs  
 Communication, Networks and Field Bus Systems  
 Embedded Systems  
 Measuring and Test Systems  
 Industrial Automatic Data Capturing and Identification Systems  
 Laser Technology  
 Automation Services  
 Industrial Building Automation Systems  
 Safety and Security Systems  
 Electrical Systems  
 Electronic and Opto-Electronic Components  
 Electric and Electronic Test and Measuring Equipment  
 Lighting Equipment  
 Industrial IT & Software  
 Operating Systems  
 Database Systems, DBMS  
 Program Development Systems  
 Virtual Reality Systems  
 Multimedia Software  
 Speech Recognition Software  
 Video Conferencing Systems  
 Internet & Communication Software  
 Manufacturing Execution Systems (MES)  
 Product Life Cycle Management Software (PLM), Computer Aided Design (CAD)  
 Enterprise Resource Planning Software (ERP)  
 Customer Relationship Management Software (CRM)  
 Computer Aided Facility Management Systems  
 Supply chain & demand chain management systems  
 Human Resources Software  
 Quality Management Software  
 Industrial IT Services & Outsourcing  
 Industrial IT & Software, Others  
 Microsystems Technology  
 Microsystems Components  
 Modular Micro-Systems  
 Micro Sensors  
 Micro Actuators  
 Micro & Fiber Optics  
 Micro Assembly  
 Micro Joining Technology  
 Micro Reaction Technology  
 Design and Modeling of Micro-Systems  
 Micro Engineering  
 Rapid Micro Product Development

#### MOTION, DRIVE & AUTOMATION

Linear Drives, Gears, Motors & Mechanical Transmission Systems  
 Linear Motion Systems  
 Gears  
 Electronic Motors & Frequency Inverters, Motor Drives  
 Chain Transmissions  
 Couplings and Brakes  
 Fasteners  
 Springs  
 Bearings  
 Floating Bearings  
 Rolling Bearings  
 Hydraulics & Pneumatics  
 Oil Hydraulics  
 Pneumatics  
 Condition Monitoring and Vibration Reduction  
 Sealing Technology & Lubrication  
 Seals  
 Lubrication Systems  
 Lubricants  
 Production Equipment  
 Equipment for Bearing Production and Machining  
 Manufacturing Equipment for Mechanical Transmission Systems, Motors and Seals  
 Services & Software for Drives, Gears, Hydraulics, Pneumatics  
 Engineering Services  
 Software  
 Support and Maintenance Services  
 Compressed Air & Vacuum Technology  
 Air Compressors  
 Compressor Accessories and Components  
 Compressed Air Processing Equipment, Dryers, Coolers, etc.  
 Compressed Air Storage and Distribution Equipment  
 Compressed Air Equipment, Other  
 Vacuum Technology

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# Pre-Show Q & A with Larry Turner, CEO, Hannover Fairs USA, Inc.

**Power Transmission Engineering (PTE): We're asking the question two years late — but what circumstance or set of circumstances led to the decision in 2012 to co-locate with IMTS?**

**Larry Turner (LT):** There had been discussions between our parent company, Deutsche Messe, and AMT for a number of years. Key executives have been going to our events in Hannover and Worldwide for a number of years so the relationship was there. There was a discussion in 2010 between Deutsche Messe and AMT where both parties came to the same conclusion that co-locating our premier events alongside of IMTS made sense and provided added value for the attendees at IMTS. No one set of circumstances.

**PTE: It appeared that the robust attendance at 2012's show almost took many people by surprise; indeed, the 2012 registration reached 100, 200 — the highest show-to-show IMTS increase ever recorded. How much of that do you think can be attributed to the co-location of the Industrial Automation North America show? With the addition this year of the Motion, Drive & Automation show, what kind of attendance do you expect this year — both overall and particularly for your two shows?**

**LT:** While I would like to take credit for the entire 20,000+ increase in attendance in 2012 we only contributed to a part of the increase. The attendance increase from 2010 to 2012 was due in part by our efforts but also pent up demand in the industry. Manufacturing led the way out of the recession and the timing of the 2012 show was perfect. We believe that approximately 25% of the increase was due to Industrial Automation North America based on the number of new titles in the registration system, badge scans by our exhibitors and the overall number of attendees that visited the Lakeside Building.

We have high hopes for this year. I spoke with executives at AMT in early/mid-July and registrations were trending approximately 20% higher than the same time in 2012. We feel there are a number of things that should provide another strong show including the addition of Motion Drive and Automation (MDA) North America, the additional activity AMT and we have put into attendee development, and the strong economy. Our events specifically, we are looking to increase attendance by approximately 20% over the 2012 event for Industrial Automation and MDA North America.



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**PTE: I'm sure it gets bigger every two years, but how pervasive do you believe social media will be in this year's IMTS — for both exhibitors and attendees?**

**LT:** During the 2012 event social media was very active. IMTS had a social media feed in the hall and the activity was very strong. This year we believe it will be even greater. On our end, we are bringing our social media firm to the show so they can do live streams each day of the event and monitor activity associated directly with MDA and Industrial Automation North America.

**PTE: What are the hottest applications today that advances in automation technology have made possible?**

**LT:** In Germany, the term Industry 4.0 is being used where it represents the fourth industrial revolution. In the United States, we use the term Smart Manufacturing or Advanced Manufacturing. The direction is moving towards highly flexible mass production, methods of self-optimization, self-configuration, self-diagnosis of machines and equipment in the manufacturing environment. We are in the early stages of this evolution and Industrial Automation and Motion Drive and Automation exhibitors are key to this transformation in the manufacturing process.

**PTE: Are the 3-D printing and additive manufacturing technologies applicable in your industries? If so please briefly explain.**

**LT:** In our show in Hannover these technologies are a part of Hannover Messe, but not in our area of MDA and Industrial Automation North America. These technologies are included in the IMTS exhibit show floor. **PTE**

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# MDA, IANA and IMTS 2014

The following exhibitors are suppliers of products or services that may be of interest to readers of *Power Transmission Engineering*. The Booth numbers include a letter indicating the building location (N=North, S=South, E=East, W=West, C=North Building, Hall C).

Alphabetical Company Listings	
COMPANY	BOOTH
ABTech Inc.	E-5048
Andantex USA Inc.	E-5146
Aerotech Inc.	N-6442
Aidro Srl	E-4947
Argo - Hytos Inc.	E-5040
AS Aston Seals Spa	E-4953
Assofluid - Italian Fluid Power Association	E-4848
Atlanta Drive Systems, Inc.	N-6046
B&R Industrial Automation	E-4901
Baldor Electric Company	E-5748
Beckhoff Automation LLC	E-4905
Belt Technologies Inc.	E-4958
Berarma Srl	E-4943
Bimba Manufacturing Company	E-5030
Bolenz & Schaefer GmbH	E-4864
Bosch Rexroth Corporation	E-5283
Calmotion LLC	E-5041
Cast Steel Solutions USA LLC	E-4895
Cheng Dai Co., Ltd.	E-4539
Chieftek Precision Co., Ltd. USA	E-4489
Commex Srl	E-4852
Continental Hydraulics, Inc.	E-4850
CPM Spa	E-4945
Delta Products Corporation - Industrial Automation Business Group	E-4972
Delta Products Corporation - Fan and Thermal Management Business Group	E-4972
Desch Canada Ltd.	E-4950
DMM Technology Corp.	E-5050
Dontyne Gears Ltd.	N-6778
Elettrotec Srl	E-4842
Elmo Motion Control, Inc.	E-4971
EMI Solutions Pvt Ltd.	E-4748
EZO SPB-USA, LLC	E-4941
Fagor Automation Corporation	E-5224
Festo Corporation	E-4865, E-4936, C-869
FMC Hydraulic	E-5079
Gear Technology magazine	N-7214
German Group Stand	E-4955
Germany Trade & Invest	E-4955

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COMPANY	BOOTH
G H Binroth Co.	E-5068
GMT Global Inc. Changhua Branch	E-5092
GRW High Precision Bearings LP	E-4959
GTEN Ball Screw Technology Co., Ltd.	E-5096
G. W. Schultz Tool, Inc.	W-1163, E-4992
Harbin Bearing Manufacturing Co., Ltd.	E-4894
Hardinge Inc.	S-8738
Harmonic Drive LLC	E-5566
Hawe Hydraulics	E-4930
HPB Motion Control Co., Ltd.	E-4836
ICB Greenline, L.L.C.	E-4963
IC Flow Controls, Inc.	E-5026
igus Inc.	E-5677
Isutami USA Inc.	E-5057
Italian Trade Agency	E-4848
Italnord Flex Srl	E-4844
Jiang Su Krius Machine Tool Accessories Co., Ltd.	E-4995
Jinn Woei-Tsay Co., Ltd.	E-4937
Kashima Bearings Corporation	E-5056
Kuebler Inc.	E-4887
Leadshine America, Inc.	E-4988
LinMot USA, Inc.	E-5080
Lynch Fluid Controls Inc.	E-4932
Mach Motion	E-4992
MecVel Srl	E-4951
Meridian Laboratory	E-5066
Meter Spa	E-4854
MFP Seals, A Division of Martin Fluid Power	E-5052
MGM Motori Elettrici Spa	E-4949
Mitsubishi Electric Automation	E-5020
Mobil Industrial Lubricants	S-9292
Modular Assembly Technology Co., Ltd.	E-4993
Napoleon Engineering Services	E-5803
National Fluid Power Association	C-871
Neugart USA Corp.	E-5085
Nippon Pulse America	E-4885
NSK Americas	E-5157
oelheld U.S., Inc.	N-7475
Omative North America	E-5059

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Omlat S.r.l.	E-4846
Omlat USA, LLC	E-4846
Omnitrack Ltd.	E-5083
Oriental Motor USA Corp.	N-6295
Panasonic - Industrial Component Sales	E-5084
Power Transmission Engineering magazine	N-7214
QingDao QianShao Precision Instrument Co., Ltd.	E-4892
Rockwell Automation	E-4979
Rodriguez GmbH	E-4963
Rollon Corporation	E-4606
Schmidt Technology Corporation	E-4956
Schneeberger, Inc.	E-5268
Schunk, Inc.	W-2000
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Sercos	E-4865
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Setco	N-6534
Siemens Industry Inc.	E-5010
SKF USA Inc.	E-5185
Smalley Steel Ring Company	N-6300
SolidCAM, Inc.	E-4992
Sommer Automatic, Inc.	E-5038
Spectronics Corporation	E-5028
Steinmeyer, Inc.	E-5751
Suhner Industrial Products	W-1464
Super Unique Enterprise Co., Ltd.	E-5062
Thermal Transfer Products	E-5027
THK America Inc.	E-4924
Timotion	E-4535
Tobul Accumulator, Inc.	E-5044
Tox Pressotechnik L.L.C.	E-5060
Turkish Machinery Group	E-5072
U.S. Tsubaki/KabelSchlepp	E-5823
VDMA	W-151, W-154, W-221
Wandfluh of America, Inc.	E-4928
Wepon Bearings, Inc.	E-5088
Wittenstein	E-4879
Yaskawa America, Inc.	N-6600
ZF Friedrichshafen AG	E-4868

**Listings by Booth Number**

COMPANY	BOOTH
Festo Corporation	C-869
National Fluid Power Association	C-871
Chieftek Precision Co., Ltd. USA	E-4489
Timotion	E-4535
Cheng Dai Co., Ltd.	E-4539
Rollon Corporation	E-4606
EMI Solutions Pvt Ltd.	E-4748
Sesame Motor Corp.	E-4832
HPB Motion Control Co., Ltd.	E-4836
Elettrotec Srl	E-4842
Italnord Flex Srl	E-4844
Omlat S.r.l.	E-4846
Omlat USA, LLC	E-4846
Assofluid - Italian Fluid Power Association	E-4848
Italian Trade Agency	E-4848
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Commex Srl	E-4852
Meter Spa	E-4854
Bolenz & Schaefer GmbH	E-4864
Sercos	E-4865
Festo Corporation	E-4865
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Wittenstein	E-4879
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Lynch Fluid Controls Inc.	E-4932
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Jinn Woei-Tsay Co., Ltd.	E-4937
EZO SPB-USA, LLC	E-4941
Berarma Srl	E-4943
CPM Spa	E-4945
Aidro Srl	E-4947

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