

2016 Motion, Drive & Automation Show Everybody Loves US?

Jack McGuinn, Senior Editor

Q&A with Larry Turner, President & Chief Executive Officer Hannover Fairs USA, Inc.

With the addition of Hannover Fairs USA's Motion, Drive and Automation (MDA) and Industrial Automation North America (IANA), IMTS 2016 boasts a greater array of industrial and other manufacturing services than in previous shows. Industrial automation is happening in a big way — spurred by new motion-and-control technology advances and an ever-growing world economy. And you can see it all under one roof at IMTS 2016.

Larry Turner, president & chief executive officer, Hannover Fairs USA, Inc. is an executive with a clear track record for starting up, repositioning, revitalizing, and growing organizations; his particular areas of expertise are in business development; international sales; marketing; e-business strategy; Web development; and project management. Before joining Hannover Fairs USA in July, 2011 Turner was chief executive officer of Roundhouse Advisors, a business management consultancy. Prior to that Turner held positions improving operations and sales in companies such as BancTec, Bell & Howell, Canon and Wybron. He brings to his role ample experience in a wide range of industries, including high technology; office automation; fully integrated manufacturing-and-industrial automation; as well as medical device products and services. With IMTS rapidly approaching, Turner managed to make time for us to answer some pre-show questions.



“The U.S. is a very attractive market for international firms with manufacturing solutions, and we see that trend continuing. This year (Hannover Fairs USA has) secured a tremendous amount of interest from international exhibitors and attendees, which demonstrate growing interest in the U.S. manufacturing sector.”

— Larry Turner,

president & chief executive officer, Hannover Fairs USA, Inc.

PTE: This will be (parent company) Hannover Fairs USA's (HFUSA) third co-located IMTS. How has the partnership worked out thus far?

LT: Because there was such strong interest from IMTS 2012 and 2014 attendees, we decided to continue to expand our Industrial Technology Events Powered by Hannover Messe. The partnership continues to work really well for AMT and HFUSA.

PTE: Have you perceived any recent trends or developments in manufacturing that might indicate what kind of attendance to expect at this year's show?

LT: This year we have secured a tremendous amount of interest from international exhibitors and attendees, which demonstrate growing interest in the United States manufacturing sector. Exhibitors represent Germany, Italy, Netherlands, Taiwan, Canada, India, Korea, Spain, China, Turkey and Bulgaria.

PTE: On the other hand, do you believe current economic conditions necessarily dictate turnout at trade shows?

LT: In February, we sold out the exhibition space for all five Industrial Technology Events Powered by Hannover Messe. As the United States continues to expand its global manufacturing footprint, we expect attendance at our shows will surpass 2014.

PTE: Considering recent industrial manufacturing technology advances,

what would you say have been the most significant developments since the 2014 show?

LT: The single most important development in manufacturing in the past two years has been the overwhelming discussion around and movement towards investing in Industrial Internet of Things (IIoT) programs and initiatives to help accelerate the era of IT-optimized smart manufacturing. As IIoT solutions providers better frame, define and create IIoT strategies, many organizations have started to look at what is possible in the age of Industry 4.0. Manufacturers around the world are now embracing the Internet of Things and smart manufacturing. Digital factory solutions will be showcased across all of the 2016 shows.

PTE: Please speak to the importance of the international partnership for the show.

LT: International participation has continued to increase over the past three events. This year almost 70% of the companies exhibiting have headquarters outside of the United States. The United States is a very attractive market for international firms with manufacturing solutions, and we see that trend continuing. The support from international trade associations has been one of the keys to increasing the international participation.

PTE: Are there ways that the partnership could grow in future?

LT: We expect the participation by international firms will continue to increase in future events.

PTE: How important are the educational programs being presented at the show?

LT: Very important! IMTS attendees have shown continued interest in our conference programs so we expanded our educational programs and are very excited about these new offerings.

This year, we will launch the **Integrated Industries Conference (IIC)**. The IIC will highlight trending topics across the Industrial Automation and Motion, Drive and Automation sectors. On Tuesday, September 13, IIC will feature global industrial tech experts who will discuss solutions to current manufacturing concerns and present a variety of advanced manufacturing topics. Presenters will share insights, best practices and new methods to help attendees thrive in today's dynamic manufacturing environment.

IIC topic track attendees will learn how to add smart technologies to their equipment to improve process efficiency, reduce downtime and increase product quality insights. Uniquely positioned IIoT technology thought leaders and providers Applied Manufacturing Technologies; MPDV USA; Rittal; it's OWL – Intelligent Technical Systems OstWestfalenLippe – a German technology and research hub; Bimba Manufacturing Corporation; and Control Station will discuss solutions for implementing Industry 4.0/IIoT, Predictive Intelligence Maintenance and Process Monitoring & Diagnostics.

IIC Motion, Drive & Automation topic tracks include: Compressed Air, Cost of Electric Actuators vs. Pneumatic Cylinders, Increase Production with Machine Safety, Linear Motors Motion Technology and Customizing Universal Joints.

On Wednesday, September 14, we are launching a Fluid Power Track as an extension of IIC where industry experts will address pneumatics

and hydraulics in the manufacturing process and how to enhance energy efficiency.

Also on Wednesday, September 14, the third Global Automation & Manufacturing Summit (GAMS) will bring together industry experts from all areas of IIoT to discuss cloud-based manufacturing, robotics and maintenance. Technology leaders will explain IIoT and how manufacturers can implement and

leverage this new business strategy to improve operations on the factory floor.

PTE: What excites you most about this year's show?

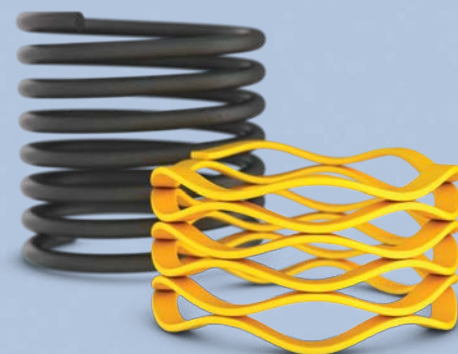
LT: We are excited about bringing the world's manufacturing executives and industry suppliers together in Chicago to experience and to showcase the most comprehensive solutions impacting today's manufacturing industry. We look forward

SMALLEY WAVE SPRINGS: FORCE WITHOUT THE FOOTPRINT.

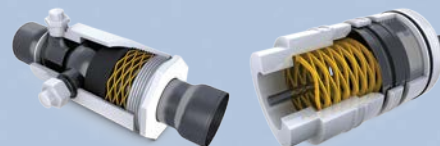
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to demonstrating the most innovative technologies and solutions for smart manufacturing, and are excited about offering our exhibitors the ability to secure new business connections and to better gauge their global competition.

We are excited about the line-up of industry experts we have assembled across our conference tracks. These experts will discuss the most useful and up-to-date technical information available in today's manufacturing industry.

PTE: Can IMTS get bigger any time soon?

LT: We have had discussions with AMT, the organizer of IMTS, and we are working on activities that could result in an even larger, combined IMTS with our Industrial Technology Events Powered by Hannover Messe.

PTE: What are your expectations for this year's show? The biggest to date?

LT: Absolutely, this will be the biggest Industrial Technology Event Powered by Hannover Messe to date. We have doubled the size of our footprint and have significantly enhanced our conference offerings. **PTE**



Two Shows — Countless Opportunities

THE SHOW: INDUSTRIAL AUTOMATION NORTH AMERICA AT IMTS

Building on a successful show in 2014, Industrial Automation North America returns in 2016 as a co-located event with IMTS. Featuring the greatest-and-latest in factory, process, and building automation, this event has established itself as the place to see the automation industry's most innovative solutions and technologies. Industrial Automation will share space with four additional shows from Germany's Hannover Messe, providing an exceptional opportunity for business development. The fact that it's situated alongside IMTS, North America's leading manufacturing technology trade show, only provides more incentive to get involved.

Highlights from 2014. Industrial Automation—along with accompanying event Motion, Drive & Automation—boasted impressive numbers and helped IMTS grow by 13.9% from 2012:

- 194 exhibitors (IMTS total: 2,035)
- 12,000 visitors (IMTS total: 114,147)
- 4,650 sqm (IMTS total: 120,000 sqm)
- 112 countries represented

Why Attend? Industrial Automation North America (IANA)—together with IMTS—is the most comprehensive manufacturing technology trade show in the Western Hemisphere. Bringing together a diverse and comprehensive group of industrial automation companies, you will surely find technologies and solutions to meet your manufacturing needs. Network with key industry players and learn from industry experts through the Industrial Automation North America conferences and training workshops.

Visit Industrial Automation North America to:

- Find the latest solutions and innovations in manufacturing technology

- Meet face-to-face with key suppliers from around the world
- Discover new technology solutions
- Strengthen your international business network
- Prepare and finalize your purchase decisions

Product Categories

Automation Technology

- Robotics & systems integration
- Image processing
- Assembly & handling systems
- Identification
- Lasers
- Latches, locking systems + operating elements
- Mechanical / plant engineering
- Pick-and-place
- Linear drives
- Mobile robots
- Application park robotics, automation & vision

Production Automation

- Electric power transmission/motion control
- Pneumatic systems
- Production logistics and materials handling systems
- Pumps & pump systems
- Vibration measurement systems
- Energy efficiency



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- Sensor technology, instrumentation
- Image-processing sensors
- Security technology
- Connection / interface technology

For more information: Contact Bill Fox at bfox@hfusa.com, or +1 (773) 796-4250

The Show: Motion, Drive & Automation North America at IMTS

Motion, Drive & Automation North America (MDA) returns as a co-located event with IMTS 2016, showcasing the latest technologies and solutions in power transmission, motion control and fluid technology. Motion, Drive & Automation—along with four additional trade shows from Germany’s Hannover Messe—provides an outstanding business development platform. Just as Industrial Automation North America (IANA) distinguished itself as an industry-leading event, so too is Motion, Drive & Automation North America poised to become a key

business opportunity and networking hub for its sectors.

Highlights from 2014. Motion, Drive & Automation, along with accompanying event Industrial Automation, boasted impressive numbers and helped IMTS grow by 13.9% from 2012:

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- 112 countries represented

Why Attend? Motion, Drive & Automation North America, Industrial Automation North America and IMTS have combined to create the most comprehensive manufacturing technology trade show in the Western Hemisphere. The 2014 launch of Motion, Drive & Automation North America further expanded the range of technologies and solutions presented at IMTS by bringing the power transmission, motion control and fluid technology sectors together.

Visit Motion, Drive & Automation North America to:

- Find the latest solutions and innovations in manufacturing technology
- Meet face-to-face with key suppliers from around the world
- Discover new technology solutions
- Strengthen your international

business network

- Prepare and finalize your purchase decisions

Product Categories

Electrical & Mechanical Power Transmission

- Gear wheels, gear units, clutches, brakes, chains, spindles, shafts, belt drives
- Gear units, steering systems and axels
- Roller bearings, plain bearings
- Linear motion systems

Fluid Power — Hydraulics & Pneumatics

- Hydraulic pumps, motors, drive units, and actuators
- Hydraulic assemblies and systems
- Hydraulic and pneumatic cylinders and valves
- Control and regulation systems
- Sensors and monitoring devices
- Pressure fluids, filters, hoses, pipes, and connectors
- Seals

For more information: Contact Aryan Zandieh at azandieh@hfusa.com, or +1 (312) 805-8740