

2014 ANNUAL POST-SHOW REPORT

THE ASSEMBLY SHOW

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ASSEMBLY



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About The ASSEMBLY Show

The 2nd Annual ASSEMBLY Show, the only event exclusively focused on assembly products and services, was a tremendous success according to the exhibitors, attendees and event organizers.

"We are thrilled with the response from the industry and thank the exhibitors, attendees, speakers and press who made this such worthwhile event," said Tom Esposito, Publisher, ASSEMBLY Magazine. "From the start of the event with pre-conference workshops, followed by a successful opening night reception on the Show floor, to the keynote presentation, dynamic education seminars and networking events, the three-day event was robust with the new products, services and technologies available to the industry today. This was a clear representation of the growth of the overall industry."

Top 5 Reasons Why People Attended

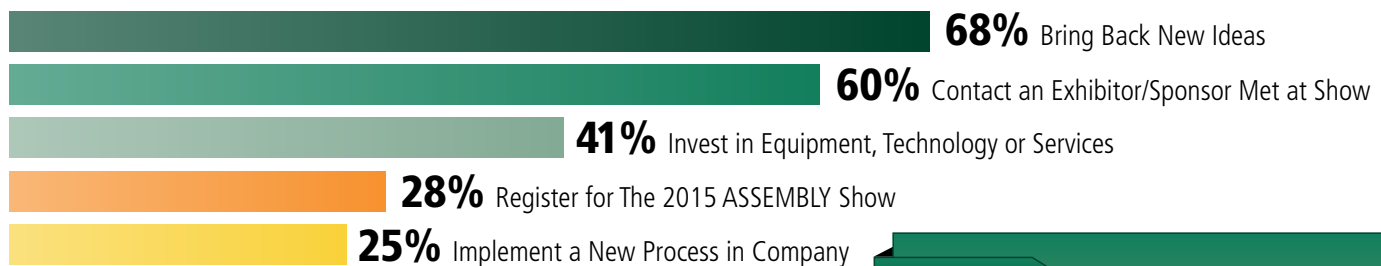
- (1) See new products and services
- (2) Meet with new vendors and suppliers
- (3) Stay current and increase knowledge on industry topics
- (4) Exhibitors and Sponsors were of interest
- (5) Networking with peers and make new industry contacts

"This event showed me the future of manufacturing."

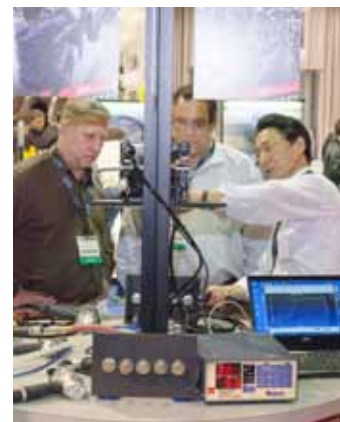
Top 5 Favorite Aspects of The ASSEMBLY Show

- (1) Variety of exhibitors and products
- (2) Quality of exhibitors and exhibits
- (3) Location
- (4) Size of the event
- (5) Networking

ATTENDEE ACTIONS POST-EVENT



"Well organized, comfortable event that was very specific to my role as an assembly engineer and my company's needs. The refreshments, entertainment and key notes kept everyone engaged and promoted conversation."



"I am looking forward to coming back again next year."

95% OF ATTENDEES PLAN TO TAKE ACTION POST-EVENT

THE ASSEMBLY SHOW

By The NUMBERS

3 Day Event

6,378
Total Registered

2010
New Magazine
Subscription
Requests

14+ Hours of
Education
Offered

3,818
Attended

2 Pre-Event
Workshop

205 Exhibitors

2 Networking
Receptions

15 Taste of
Rosemont
Restaurants

11 Showcase
Theater
Presentations

1 Keynote
Presentation

6 Webinars

36 Manufacturing
Revival Radio
Interviews

50,800
Net Square Feet
SHOW FLOOR

The ASSEMBLY Show
is Growing,
Growing and
Growing



	TAS 2014	TAS 2013	% increase from 2013 to 2014
Total Registrations	6,378	4,665	36.72%
Total Attended	3,818	2,837	34.58%
Exhibiting Companies	205	150	36.67%
NSF of Exhibit Space	50,800	35,900	41.50%

Education

There were eleven educational sessions that were held in theaters set up on the exhibit hall floor. Many of the presentations were broadcast live, and all of the session recordings are available on www.theassemblyshow.com. Presentations were given by Panasonic Assembly Tools, Desoutter Industrial Tools, SCHUNK, Inc., Henkel Corp., Transformix Engineering Inc., Banner Engineering, 3M Industrial Adhesives and Tapes, The Arthur G. Russell Co, Ingersoll Rand Power Tools, as well as the Robotics Industries Association and ASSEMBLY Magazine who presented the 2015 Capital Equipment Spending Outlook.

During his presentation of the 2015 Capital Equipment Spending Outlook John Sprovieri, Editor in Chief of ASSEMBLY Magazine said, "The good news for the industry is that manufacturing employment is at its highest level since April 2010 and manufacturing operations are running at 77% capacity. Assemblers are investing, with 75% of assembly plants planning to spend at least the same if not more than in the past year."



"I really liked the presentations and getting to know the product in depth."

TOP 5 Rated Sessions

- (1) CNC Assembly: A Unique Combination of Speed and Flexibility
- (2) Choosing Appropriate Assembly Technology — It's all about PRODUCTIVITY!
- (3) Solving Assembly Challenges with 3M Adhesives and Tapes
- (4) New Developments in Robot Safety
- (5) Keynote Presentation: Bringing Jobs Back to the USA: Rebuilding America's Manufacturing Through Reshoring



"I came away with a couple of good ideas applicable to my production needs."

TOP 5 Attended Sessions

- (1) Keynote Presentation: Bringing Jobs Back to the USA: Rebuilding America's Manufacturing Through Reshoring
- (2) Choosing Appropriate Assembly Technology — It's all about PRODUCTIVITY
- (3) Solving Assembly Challenges with 3M Adhesives and Tapes
- (4) New Technology Takes the Reaction Out and Puts the Ergonomics In
- (5) New Developments in Robot Safety



"Been to several shows this year and found this one to have some of the best content for current and future project opportunities"

Special Events

Workshops

On Tuesday afternoon the event kicked off with two pre-event workshops which were extremely well attended. Boothroyd Dewhurst hosted the Design for Manufacture and Assembly Workshop where panelists discussed ways to lower manufacturing costs through good design. In addition representatives from Extol Inc., SPIROL International, ETS International and Branson Ultrasonics participated in The Plastics Assembly Workshop.

“Great workshop; it provided me with a lot of value; really enjoyed all of the speakers for this workshop”

Taste of Rosemont

The show floor opened at 5 pm with the Taste of Rosemont, where local area restaurants offered delicious food and beverage while attendees had a chance to network and get a sneak peak of the show floor.

“The Tuesday night meet and greet was a great idea. The setup made it nice to stay late and take your time and see everything.”

Keynotes

The event kicked off with a thought provoking keynote speech by Tim Hutzel and David Lippert, co-authors of Bringing Jobs Back to the USA: Rebuilding America's Manufacturing through Reshoring. David Lippert started off the presentation asking the audience to remove their shoes and find out where they were made; 90% were made in China, Vietnam or Bangladesh, making his point that too many manufacturers are off shoring their operations. Tim Hutzel added the importance for companies to promote Made in the USA, which should be a selling point for all companies

Plant of the Year Award

Preceding the keynote Austin Weber, senior editor for ASSEMBLY Magazine, presented the Assembly Plant of the Year Award to STIHL Inc., a leading manufacturer of outdoor power equipment. The company is a leader in the use of automation to reduce cost and increase value in its state-of-the-art vertically integrated factory in Virginia Beach, VA.

“At STIHL Incorporated, we always seek out new strategies and technologies to reduce production cost and time, better our products for our loyal customers, and enhance the work environment for our employees,” said Christian Koestler, vice president of operations for STIHL Inc. “Being honored as the 2014 Assembly Plant of the Year is a testament to the success of the STIHL way.”

Manufacturing Radio Revival

Manufacturing Revival Radio once again featured companies, experts and innovators leading the charge and blazing a new path in American and global manufacturing. The ASSEMBLY Show proudly brought back hosts Todd Schnick and Todd Youngblood of Manufacturing Revival Radio to conduct interviews, which were aired live on the show floor!

Check out the podcasts at manufacturing-revival.com



The ASSEMBLY Show Exhibit Hall

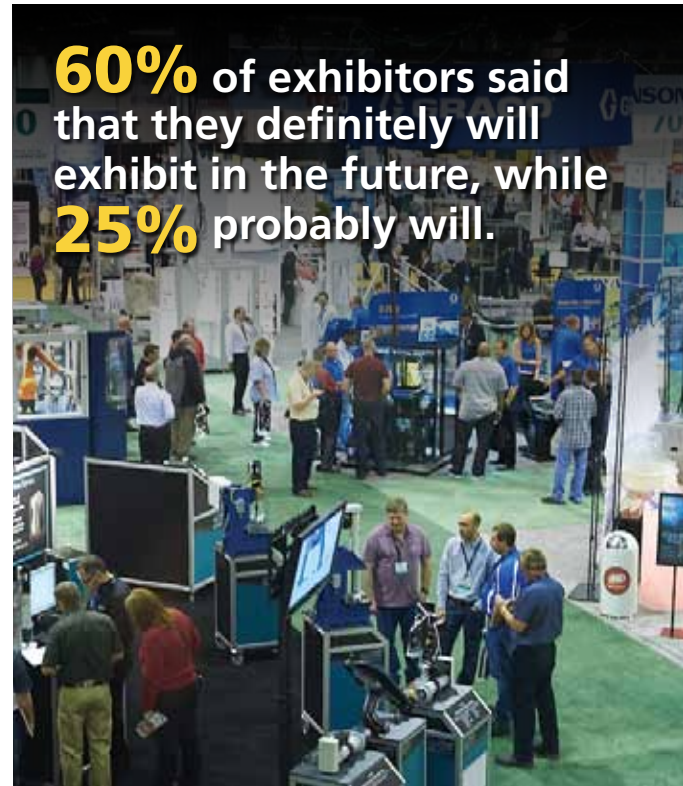
The trade show floor offered attendees the opportunity to become better connected, better prepared and better informed. More than 200 exhibitors, representing the very best from the vendor community, showcased the latest solutions to current challenges.

Many exhibitors deemed the show a huge success. Phil Sponslor, president of Orbitform said, "We had a great show, the attendees were plentiful, interested and motivated. We had five times as many leads as we had last year." Glenn Nausley, President of Promess, Inc. said, "We were pleased last year and this year was even better."

“The surplus amount of leaktesting vendors and service providers. I went there with the hope of finding ONE company and I found SEVERAL.”

Types of Exhibitors

Manufacturers from every major industry covered by ASSEMBLY were represented in the throng, including automotive (Borg Warner, Chrysler, Honda, etc.); aerospace (Augusta Westland, Boeing, Sikorsky, etc.); appliances and electrical equipment (Cree, Whirlpool, Insinkerator, etc.), computers and electronics (Bose, Flextronics, etc.), medical devices (Abbott Laboratories, Becton Dickinson, Baxter, etc.); machinery (Briggs & Stratton, Deere, Caterpillar, etc.), consumer products (BIC, Hasbro, etc.); and fabricated metal products (Delta Faucet, Sloan Valve, etc.).



60% of exhibitors said that they definitely will exhibit in the future, while **25%** probably will.

“There were a lot of applicable technologies and technical expertise being displayed that offer solutions to real issues in the plastics industry.”

SATISFACTION OF LEAD GENERATION

67%

QUALITY OF LEADS GENERATED

52%

QUANTITY OF LEADS GENERATED



“This show was great. I liked how large each section was for the companies to display products. You did not feel cramped when talking to vendors.”

Thank you to all of the attendees, exhibitors, sponsors and speakers for making **The 2014 ASSEMBLY Show** another success! And we plan to do it all over again next year — mark your calendars for **October 27–29, 2015!**

EXCLUSIVELY

**THE
ASSEMBLY
SHOW**

ASSEMBLY



SAVE *for*
THE DATE **2015**

OCTOBER 27–29, 2015

ROSEMONT, IL

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