

OCTOBER 27–29, 2015 • ROSEMONT, IL
DONALD E. STEPHENS CONVENTION CENTER

THE
ASSEMBLY
SHOW

2015 ANNUAL POST-SHOW
REPORT

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[www.The**ASSEMBLY**show.com](http://www.TheASSEMBLYshow.com)

ABOUT THE ASSEMBLY SHOW

The 3rd Annual ASSEMBLY Show was bigger and better than last year's show. The event featured 247 exhibitors occupying nearly 59,000 square feet, a 16 percent increase over 2014. Some 6,672 manufacturing professionals registered for the event — a 5 percent increase from 2014 — and 4,255 attended. Many exhibitors deemed the show a huge success.

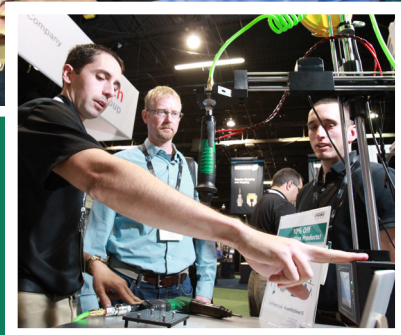
"We had a great show. The attendees were plentiful, interested and motivated," said Phil Sponslor, president of Orbitform.

"This is the only trade show we invest in due to its continuous success." Indeed, the show was such a success that over 70 percent of exhibitors have already renewed their booth space for the 2016 show, which will take place Oct. 25 – 27 back at the Donald E. Stephens Convention Center in Rosemont.

“

I liked being able to network and physically see the products in action.

”



TOP 5 REASONS WHY PEOPLE ATTENDED

- (1) See new products/services
- (2) Meet with new vendors and suppliers
- (3) Stay current/gain more knowledge on industry topics
- (4) Meet with current vendors & suppliers
- (5) New business development

TOP 5 FAVORITE ASPECTS OF THE ASSEMBLY SHOW

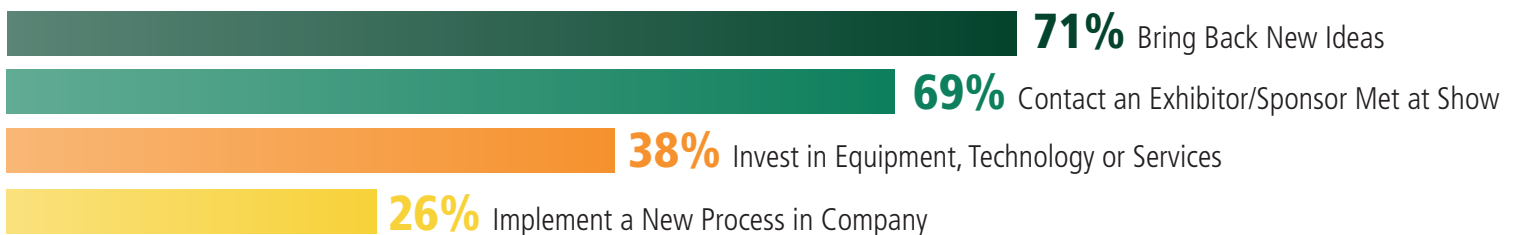
- (1) Variety of exhibitors and products
- (2) Quality of exhibitors and exhibits
- (3) Location
- (4) Size of the event
- (5) Networking

“

A great chance to see the best of the best equipment and tools.

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ATTENDEE ACTIONS POST-EVENT



95%

OF ATTENDEES PLAN TO TAKE ACTION POST-EVENT

THE ASSEMBLY SHOW

By The NUMBERS

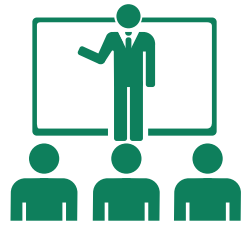
3 Day Event

6,672
Total Registered

1,925
New Magazine
Subscription
Requests

23+

HOURS OF EDUCATION OFFERED



1 Keynote
Presentation

3 Pre-Event
Workshops

20 Showcase Theater
Presentations

2 Networking
Receptions

13 Taste of
Rosemont
Restaurants



247
EXHIBITORS

58,950

**Net Square Feet
SHOW FLOOR**

7 Webinars

15 Average Years'
Experience of
Event Participants

30 Countries in
Attendance



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 via internet, and all of the session recordings are available on www.theassemblyshow.com. Presentations were given by 3M Industrial Adhesives and Tapes, Afag, Balluff, Desoutter Industrial Tools, DE-STA-CO, FESTO Corp., Flex Craft LLC, Henkel Corp., LACO Technologies, Inc., Light Guide Systems, Master Pneumatic, Nordson EFD, Panasonic Assembly Tools, Panduit Corp., RedViking, and Staubli as well as ASSEMBLY Magazine who presented the 2016 Capital Equipment Spending Outlook and the 2016 State of the Profession Report.

“

I feel the show really provided presenters the ability to demonstrate their abilities in some very creative ways.

”

TOP 5 RATED SESSIONS

- (1) Driving higher quality, productivity, and training effectiveness into assembly operation using augmented reality
- (2) Keynote
- (3) Adhesive and tap technologies to replace mechanical fasteners
- (4/5 tie)
Latest advances in precision fluid dispensing technologies
The ASSEMBLY roadshow

TOP 5 ATTENDED SESSIONS

- (1) Increasing profits by utilizing robots in assembly applications
- (2) 5 principles of flexible assembly line design
- (3/4 tie)
Flexible, easy and fast integration of continuous improvement
Enhancing your existing controls with IO-Link
- (5) Keynote Presentation



“

The keynote speaker was a highlight!

”



SPECIAL EVENTS

WORKSHOPS

Three four-hour workshops were held on Oct. 27, before the show opened. The workshops covered additive manufacturing, methods for mixed-material assembly, and design for manufacture and assembly.

TASTE OF ROSEMONT

The show floor opened at 4 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 Taste of Rosemont was a very good opening night atmosphere to preview the show while enjoying great food and drinks. It set a great tone for the rest of the event.

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KEYNOTE

Richard Morris, vice president of product integration at BMW Manufacturing Co. in Spartanburg, SC, delivered the keynote address at the third annual ASSEMBLY Show. Process observations are particularly critical, Morris said. At BMW's Spartanburg assembly plant—the largest of the automaker's factories worldwide — plant managers visit the shop floor daily at a standard time to meet with supervisors and team leaders. Based on a standard status report of key indicators, such as quality, cost, time and safety, the managers choose a process to observe.

PLANT OF THE YEAR AWARD

Preceding the keynote, senior editor Austin Weber announced that the 2015 Assembly Plant of the Year Award went to Polaris Industries Inc. and its state-of-the-art motorcycle factory in Spirit Lake, IA. “Whether we create markets and trends or simply stay ahead of them, we expect to set the standard rather than follow it,” said Scott Wine, chairman and CEO of Polaris in a video message accepting the award. “We strive to deliver the next big thing that is and will be hot, rather than what was desired. Being honored as the 2015 Assembly Plant of the Year is a testament to the success of the Polaris way.”



THE ASSEMBLY SHOW EXHIBIT HALL

The trade show floor offered attendees the opportunity to become better connected, better prepared and better informed. Nearly 250 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."

“

I saw several new products that I didn't know existed and were applicable to our process.

”

EXHIBITING COMPANIES

The ASSEMBLY Show featured 247 exhibitors featuring the latest technologies for automation and some 38 suppliers of screwdrivers, nutrunners, screw feeders, torque-reaction arms, rivet guns and other fastening products.

89% of exhibitors plan to come back in 2016

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The exhibitors' displays were impressive and the reps from every company were friendly, well educated on their company and product.

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SATISFACTION OF LEAD GENERATION

68%

QUALITY OF LEADS GENERATED

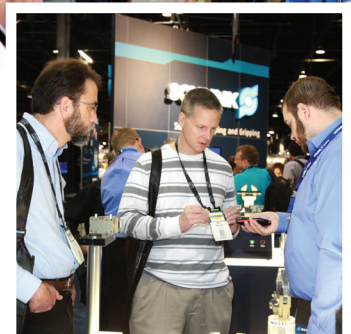
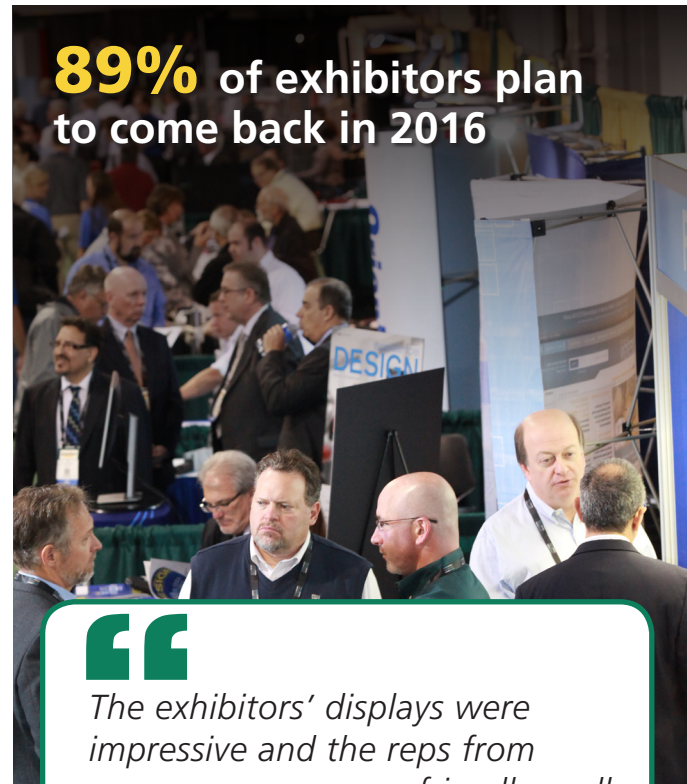
60%

QUANTITY OF LEADS GENERATED

“

I was pleasantly surprised at how many integrators were there, and how many had application specific hands on demos for attendees to do, from making a pen to pressing a yoyo, it was a good show.

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**Thank you for being part of
The ASSEMBLY Show!**

Let's Do It Again
OCTOBER 25 – 27, 2016
ROSEMONT, IL

See You Next Year!
Same Great Place, Same Great Time!

THE
ASSEMBLY
SHOW

TheASSEMBLYShow.com