

AFTER SHOW REPORT

INDUSTRIAL AUTOMATION NORTH AMERICA at IMTS 2012

Industrial
Automation

NORTH AMERICA 

 **IMTS
2012**

NORTH AMERICA 

Automation
Automation

 **IMTS
2012**

International Trade Fair for Process, Production and
Industrial Building Automation

September 10 - 15, 2012
McCormick Place, Chicago, Illinois

Industrial
Automation


**HANNOVER
MESSE**

TRADE EVENT BY

ON THE SHOWS 2012

Industrial Automation North America, which debuted at IMTS 2012 as a co-located event, was Deutsche Messe's first-ever industrial technology event in the U.S. and featured a complete range of automation products and solutions as well as conferences and educational training. Deutsche Messe and the Association for Manufacturing Technology (AMT) extended their strategic partnership for Industrial Automation North America 2014 during the 2012 event.



Ribbon-cutting (left to right):

AMT President

Douglas K. Woods

Local Motors President and CEO

Jay Rogers

Acting U.S. Commerce Secretary

Rebecca Blank

Senior Vice President Deutsche Messe AG

Wolfgang Pech

Ribbon-cutting in the Grand Concourse at McCormick Place (left to right):

HFUSA President

Larry Turner

HFUSA Senior VP, Finance & Operations

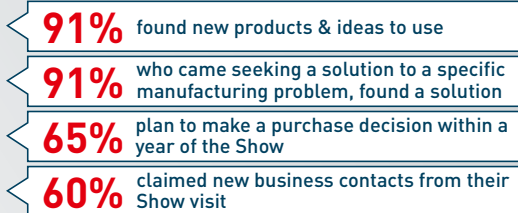
Bill Rooney

ZVEI Board Member and Vice-President

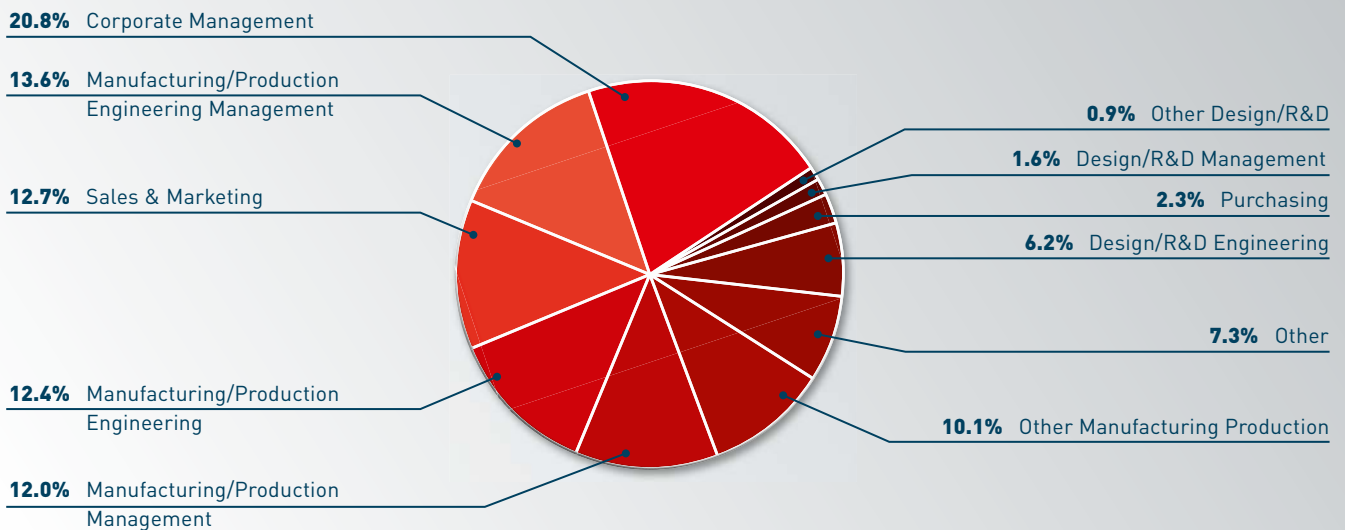
Wolfgang Reichelt

KEY FACTS & FIGURES

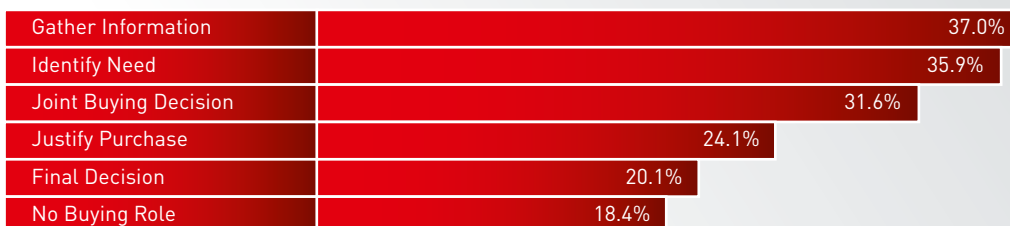
INDUSTRIAL AUTOMATION NORTH AMERICA and MDA PAVILION, as expected by the industry, was delivered by HFUSA and its partners. It proved to be a capable platform for showcasing company strengths, to increase sales, and marketing as well as networking opportunities for the industrial automation sector in the United States and surrounding countries.



JOB FUNCTION OF VISITORS



BUYING AUTHORITY OF VISITORS



KEY FACTS & FIGURES

PLANT SIZE OF VISITORS



INDUSTRY GROUPS OF VISITORS

| | |
|--|-------|
| Job, Tool, Mold & Die Shops | 17.0% |
| Metalworking Machinery & Equipment | 16.7% |
| Fabricated Metal Products | 14.3% |
| Other | 9.6% |
| Aircraft/Aerospace | 6.0% |
| Distributors | 5.3% |
| Autos/Transportation | 4.7% |
| All Other Machinery | 4.4% |
| Primary Metals | 4.3% |
| Electrical Machinery & Controls | 2.9% |
| Construction & Mining Equip. | 2.7% |
| Instruments & Controls (incl. Medical) | 2.4% |
| Engines & Turbines | 2.3% |
| Educators/Students | 1.8% |
| Banking, Finance, Consulting & Other Svcs. | 1.5% |
| Government & Military | 1.3% |
| Farm & Garden Machinery & Equipment | 1.2% |
| Computers, Office Machines, etc. | 0.7% |
| Other Electrical Machinery | 0.6% |
| Household Appliances | 0.4% |

PRODUCT CATEGORIES OF INTEREST OF VISIT.

| | |
|--|-------|
| Turning Centers & Lathes | 54.8% |
| Machining Centers | 52.9% |
| Milling, Drilling or Boring | 51.9% |
| Tools & Tooling | 42.5% |
| Grinding & Finishing Machinery | 30.7% |
| Quality, Testing, Measuring & Vision | 26.9% |
| Workholding Devices | 26.1% |
| Software/CAD/CAM | 24.1% |
| Sawing & Abrasives | 21.7% |
| Robots & AGVs | 18.5% |
| Material Handling/Storage | 18.3% |
| Waterjet Cutting Systems | 16.7% |
| EDM & ECM | 16.4% |
| Welding & Joining Equipment | 16.2% |
| Systems - Auto. Integration, Cells & Mechanical | 15.9% |
| Forming & Fabricating Machines | 15.8% |
| Assembly Machines & Equipment | 14.9% |
| Industrial Laser | 14.2% |
| Computer, Accessories, Attachments, Parts & Mat. | 11.1% |
| Gear-Making Machines | 10.4% |
| Services | 10.1% |
| Envir. Protection, Safety & Maint. | 8.9% |
| Flame & Plasma Cutting | 8.9% |
| Wire Form & Coil | 7.6% |
| Additive Manufacturing | 7.2% |
| Other | 2.2% |

SEMINARS & CONFERENCES

IANA GLOBAL AUTOMATION & MANUFACTURING SUMMIT

Presented by Control Engineering and Plant Engineering, CFE Media and HANNOVER MESSE

TOPICS:

- TREATING ENERGY AS A RAW MATERIAL
- INTEGRATING OPERATOR KNOWLEDGE
- STAYING AHEAD OF THE TECHNOLOGY CURVE
- GAINING, TRAINING, RETAINING THE NEXT GENERATION OF WORKERS
- EMPOWERING THE MOBILE WORKER
- SECURING YOUR DATA

CONTROL
ENGINEERING

PLANT
ENGINEERING

CFE Media

Content for Engineers

MOTION, DRIVE & AUTOMATION CONFERENCE

At the Motion, Drive & Automation Conference, the Penton Media Design Engineering Group, the VDMA and the National Fluid Power Association (NFPA) showcased the latest developments in the power transmission and control sector. Targeted at engineers and industry professionals, the Conference focused on ways of enhancing the efficiency, performance, safety and sustainability of production and automation systems.

Penton
Design Engineering Group

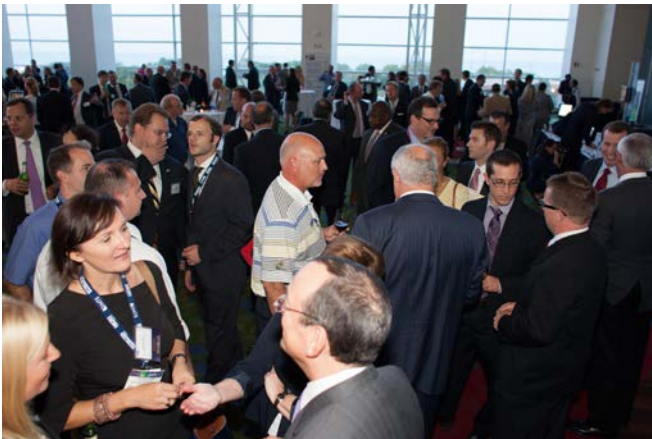
VDMA

NATIONAL FLUID POWER ASSOCIATION
NFPA



EXHIBITOR EVENING

On the second show day, over 100 attendees enjoyed the Exhibitor Evening, provided by the German American Chamber of Commerce. Everybody took the opportunity to extend their network and to invite important guests.



OKTOBERFEST AT BERGHOFF'S

HFUSA invited all their **national and international exhibitors** for the famous **Berghoff's Oktoberfest**, which was held in the center of **Chicago**.



RENEWED STRATEGIC PARTNERSHIP

Deutsche Messe AG announced on the third day of exhibition, that it has renewed its strategic partnership with AMT - The Association for Manufacturing Technology to stage Industrial Automation North America as part of International Manufacturing Technology Show (IMTS) 2014, which will run **September 8-13, 2014, at McCormick Place in Chicago, Illinois**

left to right: **AMT President Douglas K. Woods** and **Senior Vice President Deutsche Messe AG Wolfgang Pech**



VOICES FROM THE MARKET

Franz Gruber, CEO of U.S. subsidiary FORCAM Inc. based in Cincinnati, Ohio. Forcam offers a user-friendly capability to visualize large-scale shop floor production data for factory personnel, and then to feed the web-based data in real time to the Enterprise Resource Planning (ERP).



"Soon after the founding of our U.S. subsidiary in May, we were able to successfully present our company before a broad industry audience at Industrial Automation North America. After some 200 interviews, we arranged more than two dozen hopeful appointments with reputable companies. Forcam has been attending HANNOVER MESSE for many years and has been extremely successful reaching our target audience in Europe at this event. Because we are new to the North American and South American markets, we felt exhibiting at Industrial Automation North America would help us quickly secure a foothold in this part of the world."

Rick Wood, Managing Director of Rollon Corporation, the leading manufacturer of linear motion products based in New Jersey.



"We prearranged 30-40 new business meetings for Industrial Automation North America. In addition to these meetings, we secured hundreds of new leads within the first two days of exhibiting at the show. This was a great event for us. We met our target audience of intelligent engineers and machine builders, many who visited Rollon to inquire about the Actuatorline, Rollon's new line of linear units for automation."

Dave Lawson, General Manager of Sommer Automatic, which has been exporting its product line into North America since 2004. The Ontario-based company exhibited its solutions at the Industrial Automation North America show.



"By attending the Industrial Automation North America 2012 event, Sommer Automatic made many new business connections within our target industries and expanded our geographic reach, connecting with valuable new business contacts in Mexico and South America. We were pleased with the show and expect to exhibit at Industrial Automation North America 2014. By then, we will have new space requirements so may choose to secure additional booth space."

Thomas Visti, COO and Vice President of Universal Robots, a Danish firm that designs robots that interact safely with human workers. During the show Universal Robots introduced robot arm in its product lounge.



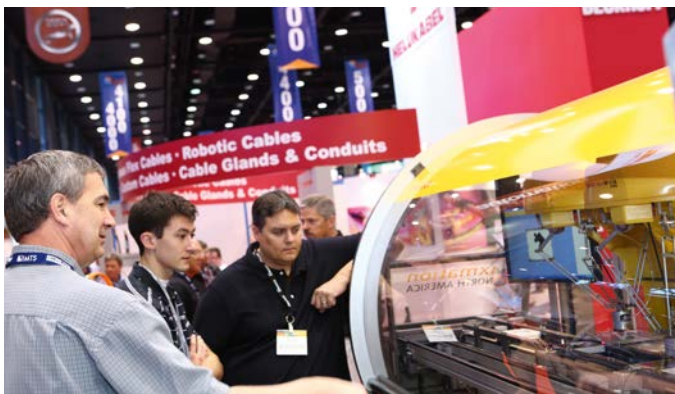
"We conducted several marketing campaigns prior to the show to schedule new business meetings in our product lounge at Industrial Automation North America. Our main goal was to raise awareness in North America. We exceeded our expectation of meeting around 100 new leads a day. It was a terrific show for us, and we are excited about the potential end-users, partners and distributors' reactions when discussing our products on the show floor. We also were pleased with the caliber of media that attended the show and the press interviews we held with North and South American media."

Wolfgang Pech, Senior VP at Deutsche Messe AG

"We are very pleased to maintain this successful partnership with IMTS. Our inaugural event this year sold out of exhibitor space. In fact, we have 30 percent more exhibition area than our original commitment, which illustrates the strong demand in North America for a comprehensive industrial automation event."



IMPRESSIONS FROM THE SCENE



LIST OF EXHIBITORS

INDUSTRIAL AUTOMATION NORTH AMERICA AND MDA PAVILION

| | | |
|---|---|--|
| ARGO - HYTOS Inc. | HAWE Hydraulics | ProSoft Technology |
| Auspicious Electrical Engineering Co., Ltd. | Helukabel USA, Inc. | Quality Bearings & Components |
| Automation.com | Hunger Hydraulics C.C., Ltd. | Radwell International, Inc. |
| B&R Industrial Automation | I.L.M.E. S.p.A. | Rapidform Inc. |
| BaumueLLer-Nuermont Corp. | IC Flow Controls, Inc. | Real Time Automation, Inc. |
| Beckhoff Automation | IC Fluid Power, Inc. | Reserved for IA-NA |
| Bihler of America | IcarTeam | Revere Control Systems Inc. |
| BLM Group USA Corporation | IFPE Fluid Power Zone - Sponsored By: National Fluid Power Association | ROSE (A Phoenix Mecano Company) - Enclosure Division |
| Block USA, Inc. | Industrial Andons, LLC | Rotomag Motors & Controls Pvt. Ltd. |
| Brainchild Electronic Co., Ltd. | Industry Controls, Inc. | SANYOG Automation - CNC Retrofit |
| BRISC Magnetics Ltd. | Innovalia Metrology | Sato Parts USA Corp. |
| C C P I T Machinery Sub-Council | Iraundi, S.A. | Schmidt Technology Corp. |
| CFE Media | I-Scan Robotics Ltd. | Selec Controls Pvt. Ltd. |
| Chieftek Precision Co., Ltd. USA | ISUTAMI USA Inc. | Shanghai Lanbao Sensing Technology Co., Ltd. |
| Compressed Air Best Practices | ITAFRAN | SMOC Industries - broaching tool & ma- chine division |
| Concept Systems Inc. | ixmation NORTH AMERICA | Sommer Automatic, Inc. |
| Creative CNC LLC | IXXAT, Inc. | Spectronics Corporation |
| DEHN, Inc. | J. Schneider Power Supplies Inc. | Sprinter Marking |
| DELTA Computer Systems, Inc. | Khan Consultants | Stauff Corporation |
| Deutschmann Automation GmbH & Co. KG | Kiesling | STEINHAUER Elektromaschinen AG |
| Dinkle International Co., Ltd. | Komax | Suenn Liang Electric Co., Ltd. |
| DMM Technology Corp. | KORDT GmbH & Co. KG | TDK-Lambda Americas Inc. |
| Edgewater Automation, LLC | LQ Mechatronik-Systeme GmbH | TechniQuip Corporation |
| Elmo Motion Control, Inc. | Marathon Machine Tools, Inc. | Thermal Transfer Products |
| ElringKlinger Kunststofftechnik GmbH | Micromatic LLC | UBI France |
| EMA Electronics Corp. - Sales & Marketing | MKS Instruments | UBIFRANCE in the US - French Embassy Trade Office |
| EPLAN Software & Services | Modular Assembly Technology Co., Ltd. | Universal Robots |
| EZO SPB-USA, LLC | Molex | VDMA Power Transmission Engineering and Fluid Power |
| FDT Group | NCT Ipari Elektronikai KFT | VIC - Vecoplan Integrated Controls |
| FORCAM GmbH - Global Headquarters | Nexen Group Inc. | Vinko Auto Industries Ltd. |
| FORCAM, Inc. - HQ - North America | Nike Machinery Co., Ltd. | VIPA Automation |
| FRABA Inc. - POSITAL | Panduit | Visual Components |
| Germany Trade & Invest | Patlite (USA) Corporation | Wandfluh of America, Inc. |
| Grid Connect Inc. | PEAK - System Technik GmbH | |
| Harbin Bearing Manufacturing Co., Ltd. | Penton Media, Inc. | |
| Harbin Jingda Measuring Instruments Co., Ltd. | profichip GmbH | |
| Harbin Pioneer M & E Technical Development Co., Ltd. | Profichip USA, Inc. - Suite 100 | |
| HARTING Inc. of North America | Progea USA, LLC | |

THANKS TO OUR PARTNERS



HANNOVER FAIRS USA: "THANKS FOR SHOWING UP!"

INDUSTRIAL AUTOMATION NORTH AMERICA sold out several months prior to the event, with 30 percent more space allocated than initially planned. Larry Turner, President of Hannover Fairs USA, a subsidiary of Deutsche Messe AG, said, "The international response has been fantastic. Roughly 60 percent of Industrial Automation North America's exhibitors came from abroad, from 18 countries. In this way we like to say THANK YOU to all our exhibitors, national as well as from international side. We greatly appreciate that you will continue with us, and of course new exhibitors will come in. I am sure that we can expect your return in 2014 with the newest products, innovative technology and impressive booths for our next show."

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Next Show:

September 8 - 13, 2014
McCormick Place, Chicago, Illinois

APPLY NOW!