

EXHIBITOR PROSPECTUS



MOTION+POWER
TECHNOLOGY EXPO

GEAR ELECTRIC FLUID POWER

»»»»»»»»»»»»»»»» MOVING THE FUTURE.

SEPTEMBER 14–16, 2021

AMERICA'S CENTER CONVENTION COMPLEX
ST. LOUIS, MO

**NEW LOCATION FOR 2021:
Join us in St. Louis.**

Formerly Gear Expo

Owned by



American
Gear Manufacturers
Association

Featured Partner



MotionPowerExpo.com

MOVING THE FUTURE



Motion + Power Technology Expo, produced by the American Gear Manufacturers Association (AGMA), connects the top manufacturers, suppliers, buyers, and experts in the **mechanical and gear power**, **electric power**, and **fluid power** industries.

MOTION + POWER TECHNOLOGY EXPO IS ALL ABOUT INNOVATION. With the latest demands for efficiency and power density, the solution for your customer is often a choice that combines mechanical, fluid power, electric, and hybrid technologies.

Attendees can compare your products side-by-side with technology from more than 300 exhibitors from across the supply chain, including gear companies, machine tools suppliers, and fluid power and electric drive solutions.

EVENTS ARE ABOUT MORE THAN JUST BRAND EXPOSURE. At AGMA's Motion + Power Technology Expo, you can meet partners, industry pioneers, current customers, new customers, and even competitors that can change the way you develop products and see and run your own business.

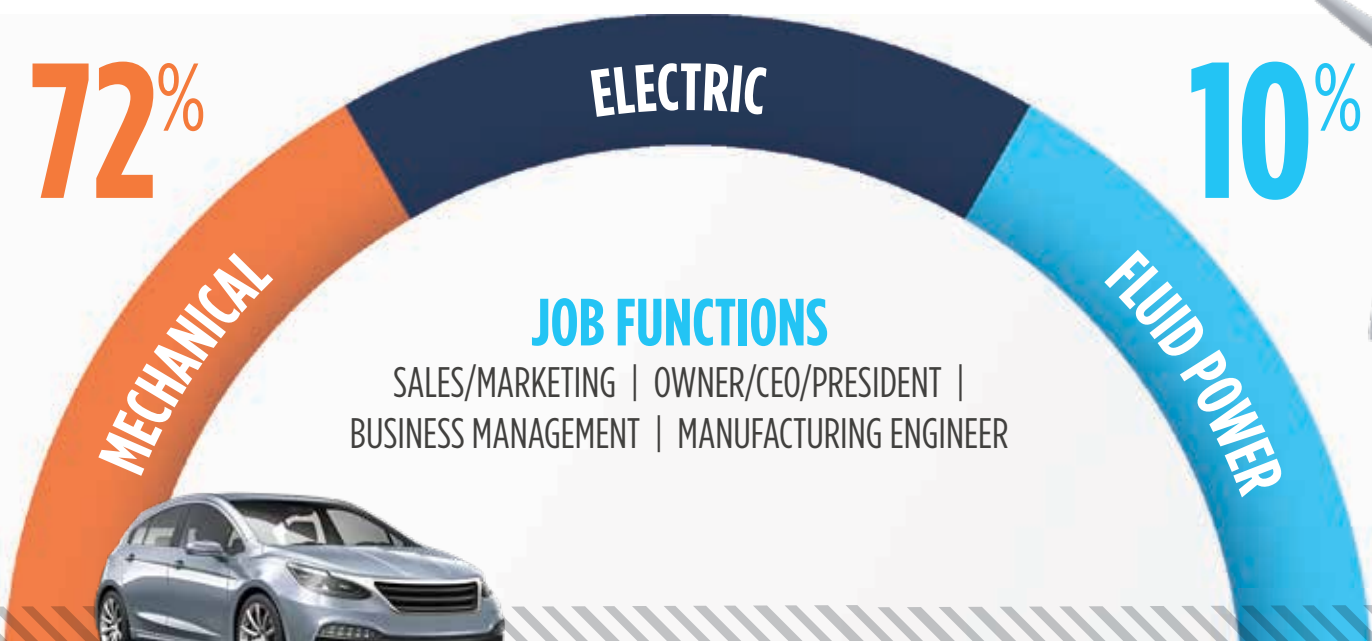


WHO ARE THE ATTENDEES YOU WILL MEET AT MOTION + POWER TECHNOLOGY EXPO?



18%

10%



JOB FUNCTIONS

SALES/MARKETING | OWNER/CEO/PRESIDENT |
BUSINESS MANAGEMENT | MANUFACTURING ENGINEER

PRIMARY POWER TRANSMISSION TECHNOLOGY

79%

of attendees
have purchasing
power

41%

of attendees were
new to the show —
fresh leads for your
pipeline

Over
59%

of MPT Expo
attendees come from
organizations with 100
or more employees

WHO SHOULD EXHIBIT?

- ✓ 3D Printing
- ✓ Automation and Motion Control Systems
- ✓ Automotive OEMs
- ✓ Battery Systems
- ✓ Component Suppliers
- ✓ Connectors/Cables
- ✓ Control Systems
- ✓ Cutting Tools, Workholding, and Related Products
- ✓ Design and Simulation
- ✓ Electric Motors
- ✓ Electrical Power Transmission Products
- ✓ Gear Products
- ✓ Gearboxes/Enclosed Drives
- ✓ Industrial Hydraulic Products
- ✓ IIoT Solution Providers
- ✓ Machine Tools
- ✓ Material Suppliers
- ✓ Mobile Hydraulic Products
- ✓ Pneumatic Products
- ✓ Pumps
- ✓ Robotics Manufacturers
- ✓ Sensors and Monitoring
- ✓ Water Hydraulic Products

PRIMARY INDUSTRIES SERVED

- ✓ INDUSTRIAL
- ✓ AUTOMOTIVE
- ✓ AEROSPACE
- ✓ MINING
- ✓ DEFENSE
- ✓ AGRICULTURAL
- ✓ ENERGY
- ✓ OIL & GAS



HOW DOES AGMA DRIVE ATTENDANCE TO MOTION + POWER TECHNOLOGY EXPO?

»»»» MEDIA PARTNERSHIPS

NEW! AGMA now owns and will harness the power of *Gear Technology* (circulation 14,000) and *Power Transmission Engineering* (circulation 16,500) to further promote the exhibitors at Motion + Power Technology Expo. In 2021, we'll offer a show issue with more than 20 extra pages of directory listings as well as advertising packages for all exhibitors.

MEDIA DELIVERED OVER 3 MILLION IMPRESSIONS INCLUDING THESE TRUSTED PARTNERS

- Canadian Fluid Power
- Diesel Progress
- Gear Solutions
- Gear Technology
- Hydraulics and Pneumatics
- IEEE Global Spec
- Industrial Machinery Digest
- Industrial Marketplace
- Manufacturing Engineering
- Modern Machine Shop
- OEM Off Highway
- Power Transmission Engineering
- Thermal Processing
- Today's Motor Vehicles
- Wind Systems

MULTICHANNEL MARKETING CAMPAIGNS

EMAIL

109,500+ impressions

CONTENT MARKETING

10,500+ page views on sponsored articles

DIGITAL ADVERTISING

2,700,000+ impressions

DIRECT MAIL 68,000+ impressions

VOICE 1,000+ contacts reached

WEBSITE TRAFFIC

2019 Campaign site visits

75,034

2019 Campaign unique visitors

50,562

PARTNERSHIPS



American
Gear Manufacturers
Association

Show-owner AGMA is the global network for technical standards, education, and business information for manufacturers, suppliers, and users of mechanical power transmission components. The association includes about 495 of the world's top gearing companies across more than 30 nations.



Heat Treating Society
ASM INTERNATIONAL

Co-location with ASM Heat Treating Society's Conference & Exposition attracts an even broader attendee base, bringing an additional 2,000 buyers to the show floor.



Gear Technology is written for the gear industry. Our articles cover every phase in the life of a gear, including design, manufacturing, inspection, heat treating, and end use. For more than 35 years, gear industry decision makers have turned to *Gear Technology* for our unbiased technical content and decades of editorial experience, as well as the breadth and depth of our coverage. The GT LIBRARY at geartechnology.com is the most comprehensive collection of gear manufacturing information and technical articles available anywhere.



Power Transmission Engineering is the ONLY magazine that specifically targets buyers of mechanical components. Ninety-six percent of *Power Transmission Engineering* readers are involved in the purchase of mechanical motion components, according to our recent reader survey.



Did you know that manufacturing in the city conducted nearly \$11 billion in business and employs 21,000 manufacturing jobs? Main industries in the St. Louis-area include aviation, biotechnology, chemicals, electrical utilities, food and beverage manufacturing, refining, research, telecommunications, and transportation.

The greater St. Louis-area is the 19th largest metro area in the U.S. with a population of 2.85 million and is a short drive from at least six major cities.

AGMA will be partnering with the businesses in St. Louis to drive thousands of attendees to Motion + Power Technology Expo — and give you a warm, Midwest welcome.



HOW TO HAVE A SUCCESSFUL MOTION + POWER TECHNOLOGY EXPO



▶▶▶▶ VALUABLE CONNECTIONS AND QUALITY LEADS

- Set face-to-face meetings with a concentration of quality prospects.
- Demonstrate your products and services and get immediate feedback.
- Increase your market share.
- Meet customers who are excited to see the latest advances in motion + power technology.
- Strengthen relationships with customers and colleagues.
- Benefit from a high-value machinery show with low costs and highly qualified leads.

▶▶▶▶ MARKETING SUPPORT DEDICATED TO DELIVERING VISIBILITY

- Promotion through a multichannel, integrated marketing campaign including direct mail, digital advertising, print advertising, emails, social media, public relations, industry publications, grassroots partnerships, and 1:1 conversations throughout the industry.
- Motion + Power Technology Expo will be promoted all over the world through a network of partners and allied associations to bring the largest possible audience to your booth.

▶▶▶▶ TRAFFIC ENHANCEMENTS BUILDING EXCITEMENT INSIDE THE EXHIBIT HALL

- Co-locations with ASM deliver new attendees to the expo.
- On-floor education attracts informed buyers looking for technical solutions.
- AGMA's Fall Technical Meeting will be held concurrently with the show and includes access to the exhibits.
- Networking events, such as lunch breaks and receptions, keep attendees active and engaged inside the exhibit hall.

▶▶▶▶ MARKETING TIPS FOR EXHIBITORS

- Send out free trade show passes to your current and prospective customers (provided by AGMA at no cost to you).
- Rent the pre-registration list from AGMA and send a letter, postcard, brochure, or other materials.
- Engage your sales team — find out about the client's needs and share how you can help address those challenges.
- Use the free marketing tools provided by AGMA (in April 2021) with event logos and ads, sample press releases, invitation letters and social media posts, free guest passes, and more.
- Integrate low-cost digital and social media outreach to help you grow awareness and reach prospects that are not even in your database.
- Use LinkedIn as a platform to share your technical expertise.
- Share your new product information with relevant media.
- Schedule a press conference or press event at Motion + Power Technology Expo.

HOW TO EXHIBIT

PLAN NOW TO BE IN ST. LOUIS WITH YOUR PROSPECTS, CUSTOMERS, COLLEAGUES, AND COMPETITORS.

CALL TODAY TO SECURE EXHIBIT SPACE!

EXHIBIT AND SPONSOR SALES

PHONE: 703.683.8500 ext. 252

EMAIL: agmasales@ntpevents.com

EACH EXHIBIT SPACE COMES WITH THE FOLLOWING:

- An ID sign
- Pipe and drape to mark the space (for inline booths)
- Exhibitor badges for your staff to work the booth (allotment is determined by the size of your booth)

AGMA member cost: \$24/sq. ft.

AGMA non-member cost: \$28/sq. ft.

PAYMENT AND LIABILITY

February 8, 2020 through October 2, 2020.....	30%
October 3, 2020 through February 5, 2021.....	60%
February 6, 2021 or after.....	100%



MOTION+POWER
TECHNOLOGY EXPO

EXHIBIT HOURS

TUESDAY | September 14, 2021
9:00 am to 6:00 pm

WEDNESDAY | September 15, 2021
9:00 am to 5:00 pm

THURSDAY | September 16, 2021
9:00 am to 4:00 pm

*Show dates, location, and hours
are subject to change.*

**VISIBILITY. LEADERSHIP.
INNOVATION. INFLUENCE.**

**CONSIDER ADDING A SPONSORSHIP TO
SUPPORT YOUR BRAND GOALS.**

There are options at every price point, from \$750 to \$5,000. A small ancillary investment could result in big dividends.

MotionPowerExpo.com/Sponsorships

