

THE ASSEMBLY SHOW

OCTOBER 25–27, 2016 • ROSEMONT, IL
DONALD E. STEPHENS CONVENTION CENTER

2016 ANNUAL POST-SHOW REPORT

TheASSEMBLYShow.com

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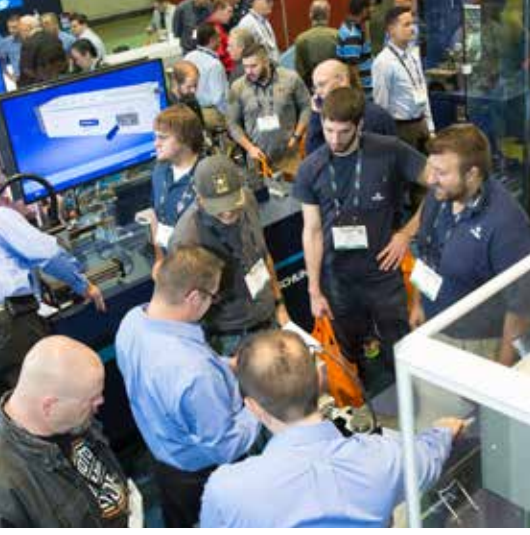
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Technology

PRODUCED BY

ASSEMBLY



ABOUT THE ASSEMBLY SHOW

ATTENDEE ACTIONS POST-EVENT

70%

Bring Back New Ideas

68%

Contact an Exhibitor/Sponsor Met at Show

45%

Invest in Equipment, Technology or Services

95% OF ATTENDEES PLAN TO TAKE ACTION POST-EVENT

“

It was all great and very informative, I go every year and plan on attending next year as well.

”

TOP 5 REASONS WHY PEOPLE ATTENDED

- (1) See new products/services
- (2) Find 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) Networking
- (4) Amount of Vendors
- (5) New Products/Technology



THE ASSEMBLY SHOW

By The

7,011 NUMBERS

Total Registered

3 Day Event

1,925

New Magazine
Subscription Requests

1 Keynote
Presentation

13 Showcase
Theater
Presentations



2 Pre-Event
Workshops



1 Panel
Discussion



2 Networking
Receptions



274 EXHIBITORS

66,800 NET SQUARE FEET SHOW FLOOR

16 Taste of Rosemont
Restaurants

5 Webinars

THE ASSEMBLY SHOW

EXHIBITING Companies

NSF of Exhibit Space

	TAS 2016	TAS 2015	TAS 2014	TAS 2013	% increase from 2015 to 2016
EXHIBITING Companies	274	247	205	150	11.84%
NSF of Exhibit Space	66,800	58,950	50,800	35,900	13.32%



EDUCATION

▶ TOP 5 RATED SESSIONS

- (1) High Pressure Leak Prevention – Improved Performance and Reliability from Anaerobic Thread Sealing Compounds
- (2) Keynote Presentation
The Herman Miller Performance System Journey
- (3) It's Time to Bring Manufacturing Back to America
- (4) Rosie the Riveter 2.0: Recruiting and Retaining Women in Manufacturing
- (5) Succeeding with Production Air Leak Testing Methods

“
I liked seeing all of the examples of improvements within different companies.
”



“
The variety of different potential suppliers and businesses that could help our company as a whole was outstanding.
”



THE ASSEMBLY SHOW **EXHIBIT HALL**

LEADS GENERATED*

85 Leads Expected
91 Leads **ACTUALLY** Gained

*Averaged number

86% of exhibitors plan to come back in 2017

SATISFACTION OF LEAD GENERATION



8/10
QUALITY OF LEADS GENERATED



8/10
QUANTITY OF LEADS GENERATED

“
Being able to see all of the new technology in one place.
”

“
I liked that it was small enough that I could get through and talk to the vendors that I wanted to talk with, but large enough that there were still opportunities I didn't plan for that I was able to either learn about new technology or be further educated on existing technology and trends in the field.
”

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

Let's Do It Again
OCTOBER 24-26, 2017
ROSEMONT, IL

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

THE
ASSEMBLY
SHOW

THEASSEMBLYSHOW.COM