

THE ASSEMBLY SHOW

OCTOBER 24 – 26, 2017

DONALD E. STEPHENS CONVENTION CENTER • ROSEMONT, IL

ANNUAL POST-SHOW REPORT 2017

THEASSEMBLYSHOW.COM

GOLD
SPONSOR



SILVER
SPONSORS



SCHUNK

BRONZE
SPONSORS

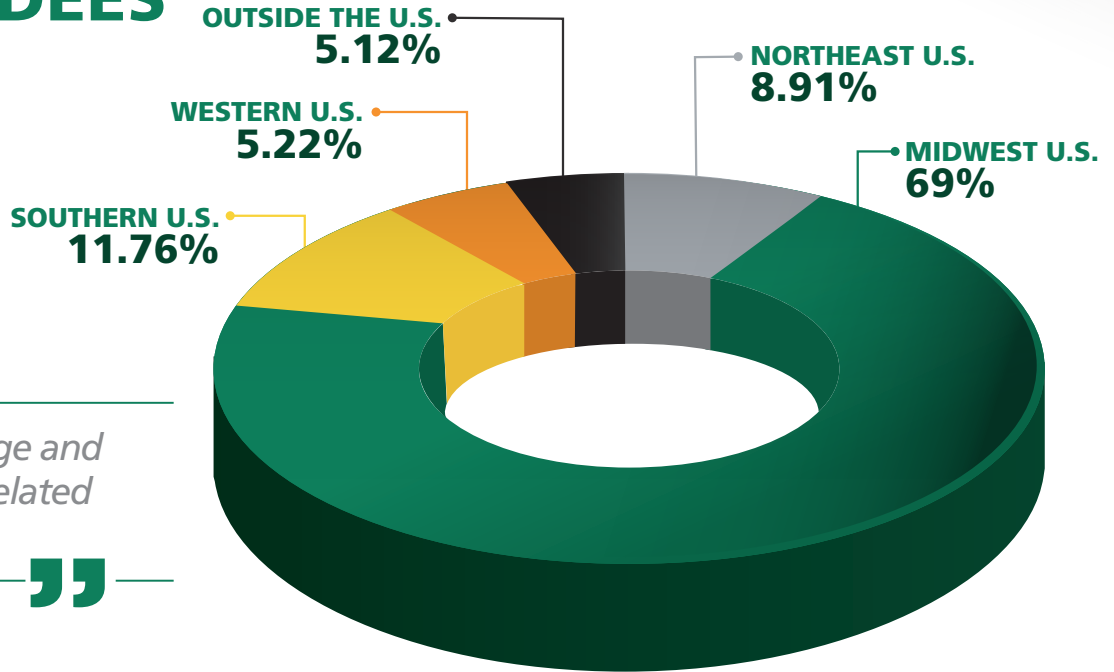


PRODUCED BY

ASSEMBLY

ABOUT THE ASSEMBLY SHOW

▶ REGIONAL DEMOGRAPHICS OF ATTENDEES



“

A good mixture of large and small exhibits but all related to the factory floor.

”

▶ 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) Network with industry professionals

▶ TOP 5 ASPECTS OF THE ASSEMBLY SHOW

- (1) Variety of Exhibits/Exhibitors/Suppliers/Vendors
- (2) Layout of the show floor
- (3) Networking
- (4) Location of the event
- (5) New Products/Technology

▶ ATTENDEE ACTIONS POST-EVENT

76% Bring Back New Ideas

67% Contact an Exhibitor/Sponsor Met at Show

45% Invest in Equipment, Technology or Services

97% OF ATTENDEES PLAN TO TAKE ACTION POST-EVENT

THE ASSEMBLY SHOW

By The NUMBERS

3 Day
Event

2,001
New Magazine
Subscription
Requests

7,880
TOTAL REGISTERED

295
EXHIBITORS

76,800
NET SQUARE FEET
SHOW FLOOR

1

KEYNOTE
Presentation

12

LEARNING THEATER
Presentations

2

NETWORKING
Receptions

15

TASTE OF ROSEMONT
Restaurants

2

PRE-EVENTS
Workshops

4

TECH TALKS
New in 2017

3

PRE-SHOW
Webinars



“

I am a novice in the area of automation and enjoyed a chance to hear the full breadth of Industry 4.0

”

EDUCATION

TOP 5 RATED SESSIONS

- (1) Smart and Cyber Safe Production Environments
- (2) Find Your First (or Next!) IIoT Win with IO-Link
- (3) Digitalization & the Future of Intelligent Pneumatics
- (4) Industry 4.0: Comau's Open Source Approach
- (5) Solving the OT-IT Systems Conflict for IIoT Deployment

90% OF ATTENDEES ARE LIKELY TO RECOMMEND THE EVENT TO A CO-WORKER





The people who were displaying were very helpful, courteous, friendly, and were willing to take the time to answer my questions.



EXHIBIT HALL

The 5th annual ASSEMBLY Show had a record 295 exhibitors featuring the latest advances in products and services in the manufacturing industry!

Attendance increased by 12% and exhibit space was up by 15% from 2016

"This year's show was a great success and we had nearly 50% more contacts vs last year."

On average, our exhibitors expected to gain 90 leads, but gained 102

"It seems that everything ran very smooth and we were proud to be a partner with you on such a successful show."

87% of this year's exhibitors are likely to attend in 2018

New on the floor in 2017



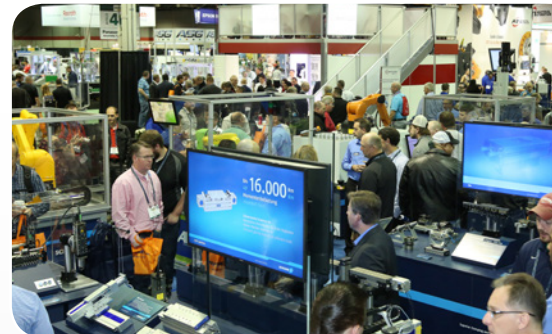
Tech Talks

A no-nonsense nitty gritty honest panel about challenges facing the industry.



TASTV

Video segments, interviews and daily highlights captured and stream from and on the show floor!



EXHIBITING Companies

NSF of Exhibit Space

| | TAS 2017 | TAS 2016 | TAS 2015 | TAS 2014 | TAS 2013 | % increase from 2016 to 2017 |
|----------------------|----------|----------|----------|----------|----------|------------------------------|
| EXHIBITING Companies | 295 | 274 | 247 | 205 | 150 | 8% |
| NSF of Exhibit Space | 76,800 | 66,800 | 58,950 | 50,800 | 35,900 | 14.9% |



THE
ASSEMBLY
SHOW

SAVE **OCTOBER 23 – 25**
THE **2018** **DONALD E. STEPHENS**
DATE **CONVENTION CENTER**
ROSEMONT, IL

THEASSEMBLYSHOW.COM