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**IMTS – The International Manufacturing Technology Show Announces 2010  
Marketing Plans**  
*Exhibit Space Sales Holding Steady*

McLean, Va. . . . Despite the current economic conditions, show management for IMTS – The International Manufacturing Technology Show, is committed to maintaining the high marketing standards the show has held to for over 80 years. The 2010 marketing program will begin in October 2009 and will use many new manufacturing sites, social media and traditional media to promote the show to ensure exhibitor success.

“Clearly, the economic downturn has had a strong and negative impact on many industries, and manufacturing is certainly no exception,” says Peter Eelman, AMT – The Association For Manufacturing Technology Vice President – Exhibitions and Communications. “IMTS has not been immune to this downturn. Currently we are running 7.9 percent behind the 2008 show at the same time. But, we still expect our total floor space for IMTS 2010 to track with IMTS events held in 2004 and 2006. As many other trade shows have experienced a much more dramatic drop in exhibitors and floor space, we feel fortunate to be hosting a show that has shown resilience in the face of difficult economic times.”

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The integrated marketing program for IMTS 2010 will center on inspiration. It will feature real stories of companies who are inspired to grow and manage their operations successfully, and use IMTS as an integral part of their continuing business plans.

In addition to preshow marketing, the show itself will feature the top-notch programming and services both exhibitors and attendees expect. A broad range of conferences and special events and exhibits are being developed to enhance the show experience.

IMTS.com will continue to be the definitive source for both exhibitor and attendee information on the show. Along with the interactive floor plan being continually updated, the site will offer many new features. “We are not slowing down on our marketing efforts,” states Eelman. “In fact, we are putting more effort and resources, including our webinar series and marketing tools, into supporting our exhibitors as they prepare to put themselves in front of buyers and demonstrate their strengths.”

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### **IMTS – International Manufacturing Technology Show**

The largest and longest running manufacturing technology trade show in the United States is held every other year at McCormick Place in Chicago, IL. IMTS 2010 will run September 13 – 18. IMTS is ranked among the largest trade shows in the world. Recognized as one of the world’s preeminent stages for introducing and selling manufacturing equipment and technology, IMTS attracts more than 92,000 visitors from every level of industry and more than 106 countries. IMTS is owned and managed by AMT – The Association For Manufacturing Technology.

### **AMT – The Association For Manufacturing Technology**

Founded in 1902 as the National Machine Tool Builders' Association, AMT supports and promotes the U.S. manufacturing technology industry. The association provides U.S. builders of manufacturing systems with the latest information on technical developments, trade and marketing opportunities, and economic issues. It also gathers and disseminates information about world markets, promotes its members' products in those markets, and acts as a representative on manufacturing technology matters to governments and trade organizations throughout the world.

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