



PRESS RELEASE: August 26, 2010

Exhibitor Registration Online & SUR/FIN 2011 Co-Location

"The All-Fastener-Industry Event in the Heart-of-the-Fastener Industry"

FASTENER TECH™ '11, the third staging of the unique concept in fastener industry trade shows, is scheduled to take place in Rosemont (Chicago), IL, USA, June 13-15, 2011. The exhibitor registration forms are now available online at www.fastenertech.com/fastenertech.asp, and *SUR/FIN*, the annual conference and trade show organized by the National Association for Surface Finishing, www.nasf.org, is co-locating its 2011 event with *FASTENER TECH™ '11* at the Donald E. Stephens Convention Center in Rosemont. Attendees and exhibitors can attend both exhibitions.

Described as "The All-Fastener-Industry Event in the Heart-of-the-Fastener Industry," *FASTENER TECH™ '11* offers attendees and exhibitors a valuable, cost-effective and easy-to-attend event that provides benefits to fastener manufacturers, distributors, users and suppliers. *FASTENER TECH™* is a biennial event. *SUR/FIN 2011* is the surface finishing industry's premier event, and it is a good fit for fastener industry professionals.

FASTENER TECH™ '11 will feature an Exhibition, Education Seminars, an All-Industry Reception, and other networking opportunities, scheduled as follows:

- Seminars: June 13, 14 and 15
- Exhibitor Set-Up: June 13 and 14
- Exhibition Open (*FASTENER TECH™* & *SUR/FIN*): June 14 and 15
- Reception: June 14

As a trade event, *FASTENER TECH™ '11* will be unique on several fronts, including the following: the relatively low-cost and ease-of-exhibiting at and attending the show, the all-industry focus, the heart-of-the-industry location, and a high level of participation from fastener industry associations and publications. Turn-key exhibit spaces start at \$1600.

FASTENER TECH™ '11 is being produced by *Fastener Technology International* magazine, Akron, OH, USA, and the Mid-West Fastener Association (MWFA), Lake Zurich, IL, USA. As was the case for the 2007 and 2009 shows, numerous trade associations and industry publications from around the world and different segments of the fastener industry will be involved in organizing, promoting and executing *FASTENER TECH™ '11*.

The most recent *FASTENER TECH™* was held in June 2009 at the Donald E. Stephens Convention Center in Rosemont (Chicago), IL, USA, and it provided its visitors with direct supplier access, networking opportunities, business intelligence, social programming and technical education related to making, distributing and using all types of mechanical fasteners—including nuts, bolts, screws, rivets, rings, clips, washers and nails.

An online survey of 2009 exhibitors yielded the following results: Considering the total costs and efforts involved in exhibiting at the show, a solid majority of the exhibitors were satisfied with the results of *FASTENER TECH™*. In addition, 88% liked the "All-Fastener-Industry" focus of the show, 94% liked the exhibit location and the turn-key pricing for exhibit space, and 82% of exhibitors would recommend *FASTENER TECH™* to other fastener industry professionals.

Fastener Technology International is a bimonthly international technical magazine for manufacturers, distributors and users of all types of fasteners—the print edition is delivered to over 13,000 subscribers in more than 90 countries, and the digital edition is available around-the-clock at www.fastenertech.com.

The Mid-West Fastener Association (MWFA) has been representing and serving all segments of the fastener industry for more than half-a century. MWFA members include fastener manufacturers, distributors, importers and industry suppliers. Details are available at www.mwfa.net.

For details on exhibiting at *FASTENER TECH™ '11*, contact Nancy Rich of the MWFA at mwfa@ameritech.net (+1 847-438-8338) or Tom Hutchinson of *Fastener Technology International* at tlh@fastenertech.com (+1 330-864-2122).

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