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Inaugural *FASTENER TECH™* a Success

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

Over 1000 fastener manufacturers, distributors and users gathered last month for *FASTENER TECH™ '07*, the first-ever offering of a unique concept in fastener industry trade shows. Described as "The All-Fastener-Industry Event in the Heart of the Fastener Industry," *FASTENER TECH™ '07* aimed to offer attendees and exhibitors a valuable, cost-effective and easy-to-attend event that provided value to all types of fastener industry professionals. On this and many other levels, *FASTENER TECH™ '07* was a success.

The three-day show featured a two-day exhibition with 165 exhibitors, seven education Seminars, two Conferences, a Keynote Breakfast, an All-Industry Reception, and other networking opportunities. Total advance and on-site registration for *FASTENER TECH™ '07* was recorded at more than 1500 people. The exhibition featured new and noteworthy products and services, working equipment and hundreds of industry representatives ready to provide solutions and assistance. The seminars, conferences and keynote breakfast drew over 250 attendees with the highest participation taking place at the Fastener Manufacturing Seminar, the State-of-the-Fastener Industry Breakfast, the Heat Treating Seminar, and the Metal Finishing Seminar. Dozens of industry experts shared their expertise and know-how at these educational sessions. Following the closing of the first day of exhibits, hundreds of show visitors and exhibitor personnel enjoyed the All-Industry Reception.

As a trade event, *FASTENER TECH™ '07* was 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 the unprecedented level of participation from fastener industry associations and publications. *FASTENER TECH™ '07* was produced by *Fastener Technology International* magazine, Akron, OH, USA, and the Mid-West Fastener Association (MWFA), Lake Zurich, IL, USA. Additional trade associations and industry publications that participated in organizing, promoting and executing *FASTENER TECH™ '07* were:

- American Association for Laboratory Accreditation (A2LA), Frederick, MD, USA; www.a2la.org
- ASM Heat Treating Society (HTS), Materials Park, OH, USA; www.asminternational.org/heattreat
- Chicago Metal Finishers Institute (CMFI), Chicago, IL, USA; www.chicagometalfinishers.org
- *Distributor's Link* magazine, Naples, FL, USA; www.linkmagazine.com
- *FastenerNews.com (FIN)*, Portland, OR, USA; www.fastenernews.com
- Los Angeles Fastener Association (Lafa), Long Beach, CA, USA; www.lafa.net
- National Fastener Distributors Association (NFDA), Chicago, IL, USA; www.nfda-fastener.org
- Western Association of Fastener Distributors (WAFD), Long Beach, CA, USA; www.wafd.org

The next offering of *FASTENER TECH™* will be in the first half of 2009, and expanded industry participation and show improvements are planned. Show management will be conducting a survey of exhibitors to collect feedback.

FASTENER TECH™ '07 was held June 25 to 27, 2007 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 mechanical fasteners—including nuts, bolts, screws, rivets, rings, clips, washers and nails.

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.

Complimentary copies of the *FASTENER TECH™ '07* Exhibit Directory are available by contacting Nancy Rich of 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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