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FASTENER TECH™ '09 a Success, In Spite Of Poor Economy

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

Hundreds of fastener manufacturers, distributors, users and industry suppliers gathered in Rosemont, IL, USA, on June 8 through 10, 2009, for *FASTENER TECH™ '09*, the second 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™ '09* 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™ '09* was a success, in spite the poor economic conditions faced by the industry.

The event featured a two-day exhibition with 127 exhibitors, two education Seminars, an All-Industry Reception, and other networking opportunities. Total registration for *FASTENER TECH™ '09* was recorded at more than 1900 people. The exhibition featured new and noteworthy products and services, some working equipment and dozens of industry representatives ready to provide solutions and assistance.

As a trade event, *FASTENER TECH™ '09* 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 high level of participation from fastener industry associations and publications. *FASTENER TECH™ '09* 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™ '09* were:

- ASM Heat Treating Society (HTS), Materials Park, OH, USA; www.asminternational.org/heatreat
- Chicago Metal Finishers Institute (CMFI), Chicago, IL, USA; www.chicagometalfinishers.org
- China Fastener, Guangzhou, China, www.chinafastener.com
- *Distributor's Link* magazine, Naples, FL, USA; www.linkmagazine.com
- *FastenerNews.com (FIN)*, Portland, OR, USA; www.fastenernews.com
- Fastener Training Institute, Long Beach, CA, USA, www.fastenertraining.org
- Fastener World, Tainan, Taiwan, www.fastener-world.com.tw
- Industrial Fasteners Institute, Independence, OH, USA, www.industrial-fasteners.org
- 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

An online survey of 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™ '09*. 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. The next *FASTENER TECH™* will be offered in June of 2011 in Rosemont, IL, USA.

FASTENER TECH™ '09 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™ '09* 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). Editorial Contact: Mike McNulty of *Fastener Technology International*, mcnulty@fastenertech.com (+1-330-864-2122).