



PRESS RELEASE: *FASTENER TECH™ '11*: a Solid Success

Akron, OH, USA (June 30, 2011). Hundreds of fastener manufacturers, distributors, users and industry suppliers gathered in Rosemont, IL, USA, on June 13 through 15, 2011, for *FASTENER TECH™ '11*, the third staging of "The All-Fastener-Industry Event in the Heart of the Fastener Industry". This event was designed to offer attendees and exhibitors a valuable, cost-effective and easy-to-attend venue that provided value to all types of fastener industry professionals. On this and many other levels, the show was a solid success.

The three-day event featured a two-day exhibition, seven educational sessions, association meetings, an All-Industry Reception, and co-location with the *SUR/FIN 2011* exhibition and conference for the surface finishing industry. Total registration for *FASTENER TECH™ '11* was recorded at 1049 people, and the *SUR/FIN 2011* event added another 1174 registrants. Visitors had open access to the exhibits for both shows: 112 exhibiting companies at *FASTENER TECH™ '11* and 162 at *SUR/FIN 2011*.

As a trade event, *FASTENER TECH™ '11* 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™ '11* 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™ '11* 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 Info, Guangzhou, China, www.chinafastener.info
- *Distributor's Link* magazine, Naples, FL, USA; www.linkmagazine.com
- Fastener Training Institute, Long Beach, CA, USA, www.fastenertraining.org
- Fully Threaded Radio, Naperville, IL, USA, www.fullythreaded.com
- *GlobalFastenerNews.com*, Portland, OR, USA; www.fastenernews.com
- Industrial Fasteners Institute (IFI), Independence, OH, USA, www.industrial-fasteners.org
- National Association for Surface Finishing (NASF), Washington, DC, USA, www.nasf.org
- National Fastener Distributors Association (NFDA), Chicago, IL, USA; www.nfda-fastener.org
- Pacific-West Fastener Association, Long Beach, CA, USA; www.pac-west.org
- Women In The Fastener Industry (WIFI), Long Beach, CA, USA; www.adermanco.com

FASTENER TECH™ '11 organizers are pleased to report that the overall mood of the show was drastically better than it was in 2009 as well as its top five observations for the 2011 event:

- The all-industry focus, the Chicago metropolitan location, the every-other-year scheduling, and the ease of participating are the key strengths of *FASTENER TECH™*.
- Money is still tight, so the free seminars were the most crowded of all the education sessions.
- Free food and drinks were very popular as *FASTENER TECH™* delivered twice on this front with its free "Exhibitor Lunch" and the complimentary "All-Industry Reception".
- Co-location with the *SUR/FIN* event for surface finishing technology was a good decision that added value for *FASTENER TECH* visitors and exhibitors.
- Metropolitan Chicago is easy to get to, and it is still in the heart of the American fastener industry with a majority of the industry located in Great Lakes Region of the USA and Canada.

Comments from *FASTENER TECH™ '11* participants included the following:

"*FASTENER TECH™ '11* was great. Very active aisles as attendance was very strong"

"Chicago as a host city for a fastener show makes so much sense."

"It's a great turnout, the people in Chicago always put on a good show."

"I think it's a very good regional show, and it has a very nice attendance. I don't know that the suppliers who are exhibiting feel that there are as many distributors here as they would have liked. But for a distributor, it's a wonderful opportunity to see people."

"I just wanted to let you know how much I enjoyed the show this year. Having the show in Rosemont along with *SUR/FIN* turned this into an excellent venue. I would hope that this model would get serious consideration for all future shows."

PRESS RELEASE: FASTENER TECH™ '11: a Solid Success...Continued

The next *FASTENER TECH™* will be offered in June of 2013 in Rosemont, IL, USA, and efforts are under way for another co-location with *SUR/FIN*.

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 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.

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