

Automation Solutions for
Advanced Manufacturing
Moving to Philadelphia in 2012

ATX *Automation Technology Expo* EAST

May 22–24, 2012

PENNSYLVANIA CONVENTION CENTER
PHILADELPHIA, PA

ATXEast.com

Co-located with:

Medical Design & Manufacturing®
M&M
EAST

EAST
Pack®

ATLANTIC DESIGN & MANUFACTURING®

 **Sustainability**
IN MANUFACTURING


UBM
Canon

Next 

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The East's Advanced Manufacturing Marketplace Moves to Philadelphia in 2012

Automation Technology Expo (ATX) East features the latest technological advances in custom automation/assembly systems, robotics, control software, systems integration, sensors, switches, motors, drives, motion control, vision inspection, and much more—all in one place. ATX East will provide the solutions East Coast manufacturers need to remain competitive on a global scale.

Co-located Shows Deliver Bonus Meeting Opportunities!

ATX East will co-locate with EastPack, Atlantic Design & Manufacturing, Medical Design & Manufacturing (MD&M) East, and Sustainability in Manufacturing. The overall exhibition presents design through packaging solutions to key manufacturing professionals from the Northeast's major manufacturing sectors who visit each year.



The Premier Trade Show for the Northeast's Packaging Marketplace



The Northeast's \$350 Billion Advanced Design and Manufacturing Marketplace



The Longest Running and Second Largest Medical Design and Manufacturing Trade Show in the U.S.



The Industry Event for Sustainable Manufacturing

7,129 ATTENDING COMPANY FACILITIES CONDUCTED 60,164 MEETINGS WITH 1,042 EXHIBITING COMPANIES DURING THE 2011 CO-LOCATED EVENT*

*Based on 2011 CompuSystems verified lead counts

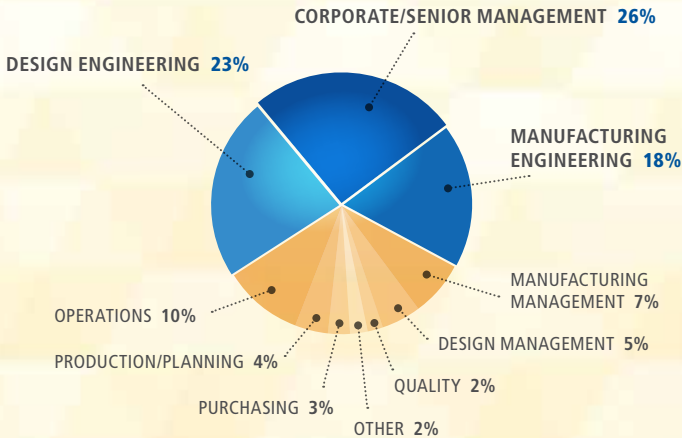


Attendee Profile

Face-to-face marketing offers the lowest cost-per-contact and provides unparalleled access to top management decision makers and senior titles. ATX East delivers decision makers from your target markets with immediate buying needs.



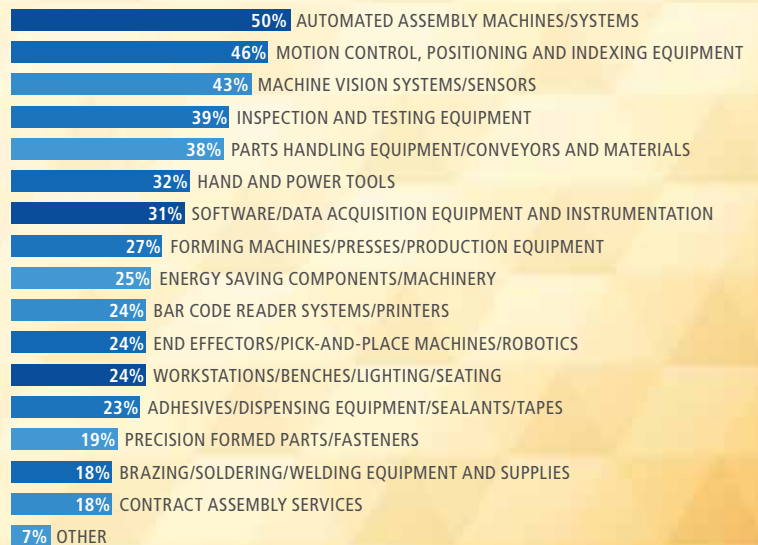
ATTENDEES BY JOB FUNCTION



ATTENDEES BY MARKET



ATTENDEES RECOMMEND, SPECIFY, AND/OR BUY THESE PRODUCTS AND SERVICES



Source: ATX East 2011 Attendee Registration Demographics

Attendee Marketing Campaign

UBM Canon maximizes the power of events, print and digital publications, and online and database products to reach the most decision-making professionals involved in automation and assembly.

The ATX East attendance campaign benefits from UBM Canon Media's "Master Audience File"—the most comprehensive database of advanced manufacturing executive and engineering titles available, with 1.3 million records drawn from:

- ▶ Trade Show Registration Files
- ▶ Website Registrations
- ▶ Digital Product Opt-ins
- ▶ Magazine Circulation Files

CAMPAIGN ELEMENTS

- ▶ Email
- ▶ E-newsletters
- ▶ Digital Advertising
- ▶ Direct Mail
- ▶ Print Advertising
- ▶ Social Media
- ▶ VIP Program
- ▶ Websites





Direct Access to New Leads and New Business: ASSEMBLY & AUTOMATION TRADE SHOWS



Founded in 1978, UBM Canon is the leading trade show producer, publisher, and digital media company for the world's \$3 trillion advanced, technology-based manufacturing industry. We produce national and international trade events and conferences annually, connecting thousands of exhibiting suppliers with tens of thousands of OEM buyers from around the globe.

Our industry-leading publications for the advanced manufacturing market leverage the brand credibility and reach of more than 30 electronic and print publications, with more than 600,000 global readers. UBM Canon Publications sponsor and promote our entire scope of trade events.

UBM Canon trade shows serving the automation and assembly markets include the Automation Technology Expo (ATX) show series in Anaheim, CA, Philadelphia, PA, Fort Worth, TX, Toronto, ON, and Montreal, QC; the rotating Southern Regional Series in Charlotte, NC and Orlando, FL; and Assembly & Automation Technology Expo (AATExpo) in Chicago, IL.

UBM Canon's extensive manufacturing portfolio also includes events for medical design and manufacturing, packaging, process technology, design engineering, plastics processing, quality assurance, and electronics for a wide array of industries. UBM Canon's signature strategic co-location of these shows has resulted in the largest design and manufacturing events in the United States.

CANON COMMUNICATIONS LLC was acquired by UBM in October 2010. Following the acquisition, CANON COMMUNICATIONS was renamed UBM Canon.



UBM Canon
11444 W. Olympic Blvd.
Los Angeles, CA 90064-1549 USA
Phone: 310/445-4200 | Fax: 310/996-9499
canontradeshows.com