

**Editorial Contact:**

Dan Cutrone  
Canon Communications LLC  
(310) 445 4200  
[dan.cutrone@cancom.com](mailto:dan.cutrone@cancom.com)

**FOR IMMEDIATE RELEASE**

**Canon Communications to Launch Trade Show Series for the  
\$214 Billion Aerospace and Defense Industries**

*AeroCon to co-locate within nation's largest advanced manufacturing events,  
powered by 1.4 million record master audience file and newly acquired media brands*

Los Angeles, CA (June 29, 2010) – Canon Communications has announced that next year it will launch a trade show series specifically for the nation's \$214 billion aerospace and defense industries. The inaugural AeroCon Conference and Exposition takes place February 8-10, 2011 in the Anaheim Convention Center, where it co-locates with Pacific Design & Manufacturing, ATX (Automation Technology Expo) West, PrecisionTec, Electronics West, PLASTEC West, Green Manufacturing Expo, WestPack, DesignMed, and Medical Design & Manufacturing (MD&M) West, in the largest technology exhibition for the advanced manufacturing industry in the United States.

“AeroCon is a natural extension of our 375,000 net square foot Anaheim event. Although it is a full-facility event, we were able to make prime exhibit space available in Hall B between the design, automation, and medical manufacturing shows,” said Joshua Dome, sales director for Canon's event division. “Already, 5,200 west coast aerospace and defense industry professionals attend this 2,200-exhibitor event. California's \$30 billion aerospace and defense sector needs a dedicated industry show and AeroCon is it.”

Canon is projecting 200 exhibitors for the first AeroCon, showcasing the software, materials, components, sub-assemblies, contract services, electronics, and equipment used in the design and production of aerospace, aviation, and defense products. The AeroCon technical conference program will present the latest advances in design, materials, software technology, manufacturing processes, quality systems, and more, to design and manufacturing professionals from nearly 900 leading producers including Boeing, Northrop Grumman, United Technologies, Raytheon, Jet Propulsion Laboratory (JPL), and Textron, plus thousands of top tier suppliers.

Expanding at 4% in 2009 to \$214 Billion and 500,000 employees, the U.S. aerospace and defense industry concentrates in three major geographic areas—California, the Southeast, and Texas—and Canon plans to be in each with its new industry show. In addition to Anaheim, AeroCon will co-locate within the company's advanced manufacturing events in Orlando (2011) and Fort Worth (2012).

The AeroCon series will be sponsored and promoted by Canon's suite of advanced manufacturing media brands such as *Design News*, *Electronic Design News*, *Test & Measurement*, *Packaging Digest*, and *Injection Molding Magazine*. “The reach of each show's

promotional campaign will be expanded by the marketing power of our Master Audience File, a new data resource that been several years in development,” said the company’s marketing director Dan Cutrone. “Through targeted queries of its 1.4 million records database containing the industry’s most engaged advanced design and manufacturing professionals, we can connect directly with the people our exhibitors most need to meet.”

**About Canon Communications**

Canon Communications LLC, a portfolio company of Apprise Media LLC, is the leading producer of face-to-face, digital, print, and online business acceleration products for the world’s \$3 trillion advanced, technology-based manufacturing industry, including medical device, packaging, design engineering, process technology, automated assembly, electronics, quality control, and plastics processing.

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