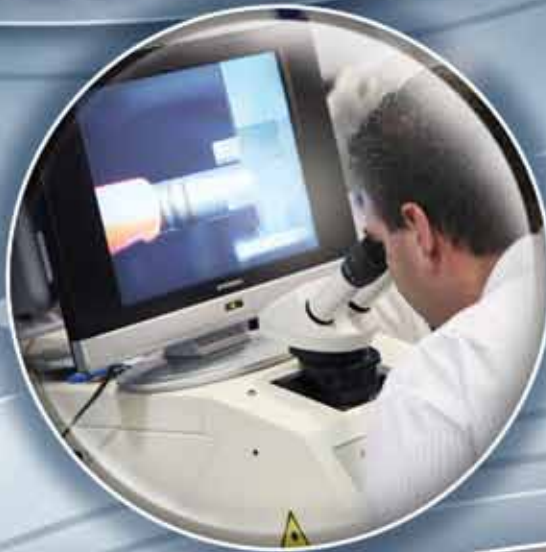


Quality[®] expo



Exposition and Conference

September 20–22, 2011

McCormick Place North
Chicago, IL



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Quality
MAGAZINE



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QualityExpo.com



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Make your plans now to participate in Quality Expo 2011!

Quality Expo takes place every other year and does not return to Chicago until Fall 2013.

Quality Expo is the premier event in North America featuring the entire spectrum of products, systems, and solutions for efficient, effective quality assurance/control. Quality assurance and control is critical to the success of advanced manufacturing, in helping manufacturers meet the challenges of today's global economy. Quality Expo is the must-attend national event for manufacturing and production professionals sourcing the very latest in test, measurement, inspection, control software solutions, and much more.

Senior executive, quality engineers/managers, production and manufacturing managers, engineering managers, process engineers, project managers, design engineers, and purchasing staff will be sourcing and recommending:

- Automatic Gaging Equipment
- Calibration Equipment and Services
- CMMs and DMMs
- Color Measurement Equipment
- Control Software
- Data Collection Equipment
- Electronics Test and Inspection Equipment
- Electrical Test and Measurement Equipment
- Form Measurement Equipment
- Handheld Gages
- Linear Measurement Equipment
- Materials Test Equipment
- Motion Control
- Non-contact Measurement and Inspection Equipment
- Nondestructive Test (NDT)
- QA/QC Software and Services
- Production Equipment
- Registration and Certifications Services
- Sensors
- Six Sigma
- Surface Analysis Equipment
- Training and Consulting Services
- Vision Inspection
- ...and more

QualityExpo.com



Join Top Suppliers at Quality Expo 2011



...and many more

Quality Expo is co-located with:



UBM Canon's co-located Midwestern event has moved to McCormick Place

Historic reforms make McCormick Place the most exhibitor-friendly center in the U.S., with the following advantages:

- Floor plan configuration facilitates maximum crossover opportunities
- Central location generates increased attendance
- Exhibitors may perform work in their booth and can load/unload materials directly from own vehicles
- Reduced material handling and electrical costs
- Free Wi-Fi available throughout venue

For more exhibition details, including space availability, please contact:

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Attendee Marketing Campaign

UBM Canon blends the power of events, print and digital publications, and online and database products to reach the most decision-making professionals in advanced manufacturing.

Quality Expo 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
- Web Site Registrations
- Digital Product Opt-ins
- Magazine Circulation Files



Campaign Elements

- Email
- Enewsletters
- Digital Advertising
- Direct Mail
- Print Advertising
- VIP Program
- Web Sites

Be a part of the resurging Midwestern advanced manufacturing market— 4,100 attending companies will conduct 41,800* project development meetings with 850 exhibitors

We found the quality of our inquiries was higher, and attendees were more focused. The show made it clear that need is still very strong. Demand hasn't died. It has been dormant, and budgets will be loosening up again soon. We'll be back in 2011 without a second thought. — **Art Whistler, VP Sales & Marketing, Helm Engineering Products**

Based on the number and quality of leads we received, Quality Expo exceeded our expectations. There was a general sense of optimism among many of the attendees we spoke to, pointing toward overall business improvement for 2010. The leads generated will be a major factor in development of sales activities going forward. — **LECO Corporation**

Quality Expo was a tremendous success. We were able to secure several new clients at or immediately following the show and met with many existing clients on the show floor. Quality Expo is an obvious choice for VCA to get in front of the decision-making folks in the ISO management systems certification area. — **Reid Eastman, Director, Business Development, VCA North America**

We could not have been more pleased with the unexpected high volume of customers. CCP hopes to continue to grow and to exhibit at Quality in the years and decades to come. — **Timothy S. Fantauzzo, VP Sales & Marketing, Certified Comparator Products**

We came back with impressive leads and even had a chance to talk to customers from our local Ohio area, who had traveled to Chicago to see new products and learn new approaches. Our customers come to Quality Expo, and we like to see them there. — **Alison Nelson, Event Coordinator, PQ Systems**

By attracting professionals committed to improving outcomes and efficiency, Quality Expo helped us zero in on prospects. — **Craig Polhemus, VP, StatPoint Technologies**

We were happily surprised at the attendance of the show this year during a stubborn economy. There seemed to be much enthusiasm for the show, and the wide range of exhibitor goods and services left us with a great feeling of success. The foresight of the Quality Expo's agenda to include more on environmental issues and how they can be intertwined with quality indicates a true vision and leadership position of particular relevance to our business today. — **John Arvay, Director of Business Development, NSF-ISR**

Quality Expo was a great opportunity to meet true technical decision makers. — **Marcus Bergsten, Product Marketing Manager, Qualitest USA**

Optical Gaging Products is pleased with the attendee turnout and the enthusiasm at Quality Expo. The expo proved to be a good product introduction showcase. — **R. Stephen Flynn, President, Optical Gaging Products**

Exhibitor testimonials from the last edition of Quality Expo, held in 2009

**Based on 2010 CompuSystems verified lead counts*



Founded in 1978, UBM Canon is the leading trade show producer, publisher, and digital media company for the manufacturing industry. UBM Canon shows annually connect thousands of exhibitors with tens of thousands of OEM buyers worldwide.

UBM Canon's industry-leading publications for the advanced manufacturing market sponsor and promote the UBM Canon family of trade shows. UBM Canon publications are read by more than 300,000 design and manufacturing professionals worldwide.

UBM Canon trade shows serving the North American industry's quality assurance/control services and product needs include the Quality Expo in Chicago, IL and Fort Worth, TX, as well as many feature areas across UBM Canon's medical design shows.

UBM Canon's extensive manufacturing portfolio also includes events for medical design and manufacturing, packaging, process technology, design engineering, assembly and automation technology, plastics processing, 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.

UBM Canon is a United Business Media company. For more information, visit www.ubm.com.

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