human ingenuity.
manufacturing brilliance.

14-16 MAY 2013
EASTERN STATES EXPOSITION
WEST SPRINGFIELD, MA
EASTECONLINE.COM

Audience Profile | Industry Data | Exhibitor Feedback
More Attendees!

EASTEC 2013 attendance was up 19% over the 2011 event.

Larger Event!

EASTEC posted a 16% increase in square footage in 2013.

EASTEC is the Place to Meet Buyers

“We saw decision makers, people that exactly fit our target demographics, and people interested in our technology that are ready to buy or considering a purchase. You have to be at EASTEC if you’re going to meet the buyers.”

Michael Ruppenthal
Omax Corporation

Source for all statistics unless otherwise stated: EASTEC 2013 Registration Data
EASTEC serves many diverse Northeast business sectors including aerospace, medical, automotive and industrial machinery.

Aircraft/Aerospace ............................................. 19%
Automotive/Motorsports ........................................ 4%
Consulting/Engineering ......................................... 3%
Defense .............................................................. 4%
Electronics/Computers ......................................... 2%
Fabricated Metal/Stampings ................................. 6%
Government/Military ............................................. 1%
Industrial & Commercial Machinery ..................... 11%
Medical/Surgical .................................................. 8%
Petroleum/Renewable Energy ................................ 2%
Plastic Products .................................................. 3%
Research & Development ...................................... 3%
Services (Financial and Other) .............................. 2%
Other Manufacturing .......................................... 32%

Attendees rank exhibition first over all other options for face-to-face interaction.

“Brooks Associates considers EASTEC to be an excellent investment. It is an opportunity for us to match customers' needs with our capabilities and enables us to showcase new innovations and expand our customers' perceptions of our organization. It is also an ideal occasion to network with current and potential new suppliers.”

Michael Klier
Brooks Associates, Inc.

80% of exhibition attendees rate face-to-face interaction as very or extremely important.

Source: The Role and Value of Face-to-Face Interaction, Center for Exhibition Industry Research, 2012.
BUYER BEHAVIOR

ROLE IN BUYING

77% of attendees influence equipment purchase decisions in their companies. There's no better place than EASTEC to make high-quality connections in the Northeast manufacturing region.

BUDGET

28% of the EASTEC audience has equipment budgets that exceed $200,000. The event attracts serious buyers with high budgeted projects.

TECHNOLOGIES EVALUATED

EASTEC attendees indicated they came to the show to evaluate the following technologies (multiple responses):

- 3D Imaging ......................................20%
- Advanced Materials ...........................10%
- Assembly & Joining ...........................11%
- Assembly Equipment ........................ 12%
- Automated Manufacturing & Assembly ......................................16%
- Automation ........................................... 17%
- Boring ............................................. 12%
- Casting .............................................. 7%
- Ceramics ........................................... 6%
- Circuit Board Assemblies .............................. 3%
- Cleaning & Pretreatment, Equipment .................. 6%
- CNC Controls & Accessories .................. 29%
- Composite Manufacturing .......................... 6%
- Composites ........................................... 6%
- Contract Manufacturing Services .................. 6%
- Controls, CAD/CAM Software .................. 20%
- Coolants & Lubricants .............................. 15%
- Cutting Tools & Accessories .................. 29%
- Deburring & Edge Finishing .................. 18%
- Design & Simulation .............................. 9%
- Digitizers ............................................. 3%
- Drilling & Tapping Machines .................. 12%
- EDM .................................................. 14%
- Electronics Manufacturing .................. 4%
- Engineering Materials .............................. 9%
- Fastening ............................................. 8%
- Finishing & Coatings .............................. 10%
- Flexible Manufacturing Systems .................. 5%
- Forming & Fabricating .............................. 7%
- GD&T ............................................. 9%
- Grinding Machines .............................. 17%
- Honing ............................................. 7%
- Imaging & Technologies ........................... 5%
- Laser & Laser Systems .............................. 14%
- Lasers & Related Equipment .................. 10%
- Lean Manufacturing .............................. 17%
- Liquid Coating ..................................... 3%
- Machine Vision ..................................... 9%
- Machining Centers, Milling & Boring Machines .................. 31%
- Machining, Plastics .............................. 12%
- Material Handling .............................. 12%
- Measurement, Inspection & Test .................. 20%
- Metal Forming & Fabricating Equipment .................. 11%
- Metrology Equipment .............................. 11%
- Micro Manufacturing .............................. 9%
- Milling ............................................. 30%
- Moldmaking ........................................... 9%
- Nano Technology ..................................... 6%
- NC, CNC & DNC ...................................... 22%
- Nickel & Nickel Alloys .............................. 6%
- Parts Cleaning Equipment .................. 10%
- Plant Engineering & Maintenance .................. 6%
- Plastics Molding & Manufacturing .................. 6%
- Product Data Management .................. 4%
- Quality & Testing .............................. 13%
- Rapid Prototyping/Additive Manufacturing .................. 12%
- Reverse Engineering .............................. 7%
- Robotics ............................................. 14%
- Sawing & Cut Off Machines .................. 10%
- Screw Machining .............................. 9%
- Sensors ............................................. 6%
- Solar/Photovoltaic ...................................... 3%
- Surface Coating Equipment .................. 5%
- Surface Treatment & Cleaning Equipment .................. 5%
- Thermoplastics ...................................... 4%
- Titanium and its Alloys .............................. 7%
- Tooling ............................................. 32%
- Turning Machines, Lathes & Turning Centers .................. 23%
- Waterjet Cutting ...................................... 14%
- Welding ............................................. 13%
- Workholding Systems & Devices .................. 16%
- Workplaces Safety & Ergonomics .................. 11%

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