



*Staff Editorial*  
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## **Tradeshows: Networking on Overdrive**

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Tradeshows....a combination of work and fun packed into a large open space for the purpose of gaining new business. We attend them year after year, follow-up diligently on the extensive lists of leads they produce, evaluate them months later to see if they actually paid for themselves then re-evaluate the need to attend the next year. Yes, we love tradeshows.

They are filled with information about new technologies being introduced, new materials being developed, and the latest in industry trends delivered by our knowledgeable industry analysts. We plan our next moves based (in part) on those trends; purchasing equipment in areas where growth is forecasted, investing in new technologies when old ones are being phased out or evolving in a different direction, and we add new materials to our portfolios when our experts tell us they are the best on the market. If it were not for industry experts like Terry Wholers and Todd Grimm, we would be left to our own devices to determine the health of our industry and the direction in which it is heading. We would have to rely on information we collect ourselves and let's face it, that isn't always a comprehensive picture.

Tradeshows bring together a mixed bag of interested individuals, employees of various corporations, material and equipment suppliers and even students. All come together over several days to explore rapid prototyping and manufacturing, production solutions and modeling software, to forge new relationships and to possibly find a new career path. In fact, some tradeshows go so far as to offer training sessions (some hands on) for those wishing to learn more than the average person.

Even in this age of high speed everything, when most business is conducted via email or phone, sometimes it just comes down to a good face-to-face conversation concluded with a hand shake and a person's word and tradeshows are the perfect places for that. They are great examples of networking at its finest and whether the show is focused solely on RP or encompasses many areas of the manufacturing industry, they are the perfect venue for networking, showing off your finest work and increasing business.

Over the last seven years, we have attended many tradeshows from small to large, co-located events with thousands of attendees. We have met existing clients and won many new ones. We have gone from simple booth signs and a few small parts to a sexy, pop up display with a lighted case and a variety of models showcasing all we have to offer.

So, next time you get the email from us for discounted or free admission or the next time you are about ready to throw that flyer in the waste basket, reconsider. Attend the show, get informed and of course, visit APP's booth. We love to talk all things manufacturing and would love to show you our wares.

Thank you to all the customers, existing and new; that have visited us year after year at various shows. You have helped make APP what she is today and we couldn't have done it without you.