



JUN 11-13, 2019 // NEW YORK, NY
JACOB K. JAVITS CONVENTION CENTER

NEW YORK 2018 **EVENT REPORT**

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THE EAST COAST'S LARGEST INDUSTRY EVENT

With exploring new technology as their main objective, more than 8,000 attendees gathered for three days at New York's Jacob K. Javits Center last June to find the latest innovations spanning the advanced design and manufacturing industry. Via six co-located trade shows — Medical Design & Manufacturing East, Atlantic Design & Manufacturing, ATX East, PLASTEC East, EastPack, and Quality Expo — exhibitors had the chance to showcase their latest products and services to the engineers and executives driving innovation forward.

We made significant improvements in 2018 which made this event the best edition in years.

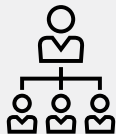
- **Strategic Audience Targeting:** connected exhibitors with the leads they need to meet, including those employed at key companies and with ideal job functions
- **Enhanced Guest Invite Program:** provided exhibitors pre-show marketing tools and the opportunity to invite their customers and prospects to meet them face-to-face
- **Improved Exhibitor Portal:** made it easier for exhibitors to populate their company profile in the event directory so buyers could easily find them on the expo floor

All of these activities, plus curated tours of the show floor, 50+ hours of educational panel discussions and presentations, and so much more made this event an immersive and invaluable experience.

½ of exhibitors' leads came from co-located shows

NEW YORK DELIVERS RESULTS

More Leads



79

Average # of leads received by an exhibitor during the event.
A 25% YOY increase!

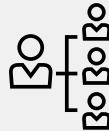
Qualified Attendees



83%

Recommend, specify, or make the final buying decision

Greater Density



13:1

Attendee-to-exhibitor ratio is the best density of any 2018 show, including Anaheim

Exhibitor Satisfaction



7 out of 10

Exhibitors were satisfied with their event experience

Loyal Community



7 out of 10

Exhibitors and attendees are likely to attend the NY event again

SHOW HIGHLIGHTS

New York attracted influential buyers and decision makers from established brands and innovative start-ups. Here's a look back at the features that delivered the qualified leads exhibitors wanted to meet.

New! Educational Hubs

Educational content moved out of conference rooms and onto the expo floor! These sessions featured the latest in medtech, smart manufacturing, and packaging – located in dedicated hubs strategically placed on the expo floor near exhibitors in those sectors, provided the perfect opportunity for suppliers to reach the right buyers and grow their business.



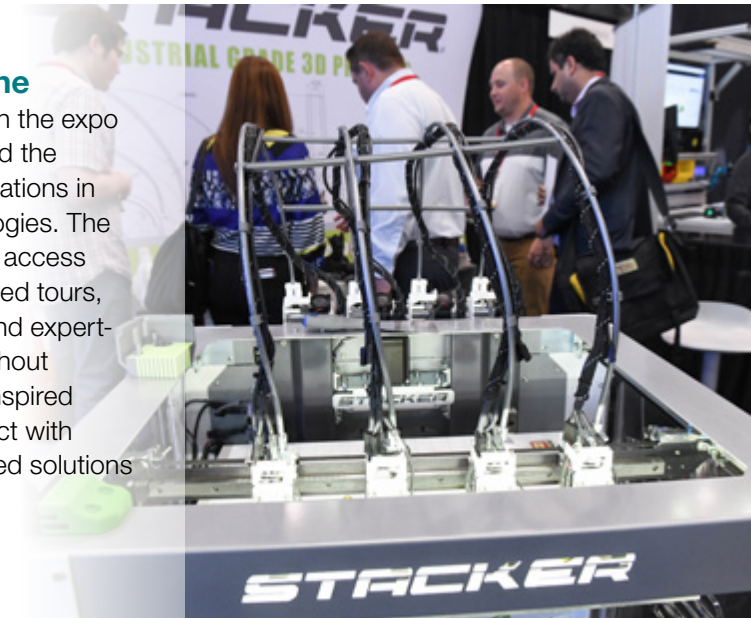
Tech Theater

Tech Theater gave exhibiting partners a platform for demonstrating thought leadership and technical expertise to crowds of engineers and executives on the expo floor. Buyers and decision makers came here to ask questions, get answers, and discover the latest supplier innovations for their active and upcoming projects.



3D Printing Zone

A dedicated zone on the expo floor that showcased the latest supplier innovations in 3D printing technologies. The show also provided access to 3D printing-focused tours, activities, demos, and expert-led sessions throughout all three days that inspired attendees to connect with exhibitors that offered solutions to their challenges.



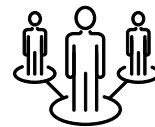
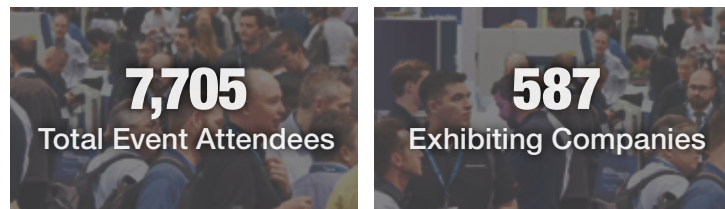
Medical Design Excellence Awards

2018 marked the 20th anniversary of the Medical Design Excellence Awards (MDEA) – the premier awards program for the medtech industry. Since its inception, the MDEAs have recognized and celebrated significant achievements in medical product design and engineering that improved the quality of healthcare delivery and accessibility.



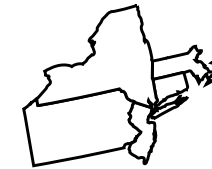
ATTENDEE PROFILE

2018 proved to be a powerful group of attendees. With 83% in a position to recommend, specify, or make the final buying decision, you can see why exhibiting at this show is a must for new business leads.



83%

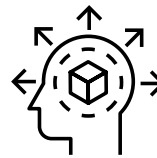
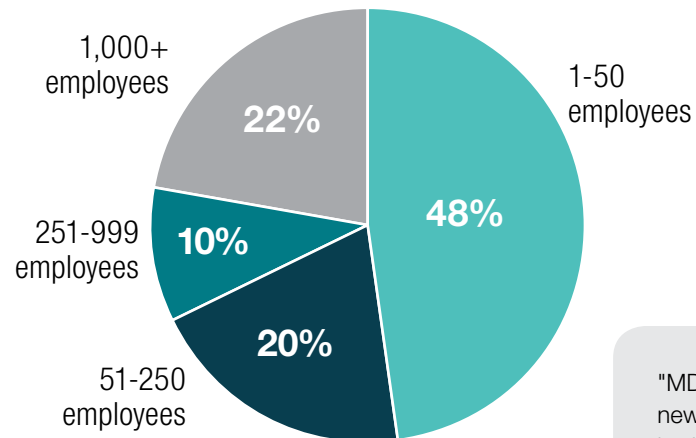
of attendees come to the event to source new suppliers, or meet with current suppliers



80%

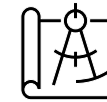
of attendees are from New York, New Jersey, Pennsylvania, Connecticut, or Massachusetts

Attendees span companies of all sizes



72%

of attendees have an active project or one planned within the year



63%

of attendees represent Engineers or Executive Management

The Number One Draw For Attendees? Your Solutions.

"MD&M East provided a great opportunity to learn about new technologies relevant to the medical device arena both by seeing what the many vendors offer and the fascinating speakers."

—Mark A. Nelson, Sr. R&D Mechanical Engineer, Becton Dickinson

"We made important new connections with suppliers we were not previously familiar with. You get strong exposure to latest trends through demos and discussions."

—Tim Reynolds, Director of Product Development, Reynolds Engineering

"The trade show was a great experience. The amount of suppliers made it very easy to shop around and try to improve our products and processes."

—Jack Sandgren, Mechanical Engineer, Bio-Med Device, Inc.

"Great opportunity to meet directly with several suppliers on the same day and in some cases received immediate feedback on a part design."

—Roberto Siroich, Sr. Industrial Designer, Winco

TOP AREAS OF INTEREST BY SHOW



MD&M East

- Components
- Assembly
- Contract Manufacturing Services
- Medical Plastics: Extrusion, Molding, Molding Equipment
- Medical Packaging: Materials, Equipment & Services

EastPack

- Packaging Machinery & Automation
- Food Packaging
- Beverage Packaging
- Medical Packaging
- Other Packaging

Atlantic Design & Manufacturing

- 3D Printing, Rapid Prototyping, Molding
- Automation/Motion Control – Controllers all types (PLC, PAC, PC based), Motion Control Components, Mechanical Components, Machine Sensors, Motors/ Drives, Fluid Power, Power Transmission Components, HMI & SCADA Hardware
- Materials – Plastics, Elastomers, Metals, Alloys, Coatings, Finishings, Composites, Adhesives and Other
- Design Hardware/Software – CAD, CAM, CAE, PLM, PDM, Test/Masurement, Computers/Peripherals, Operating Systems
- Fastening, Joining, Assembly, Assembly Components

ATX East

- Automation & Assembly: Equipment, Systems, Special/ Custom Machines and Components
- Robots & Robotic Accessories, Controllers, End Effectors, Pick-and-Place
- Controls: Equipment, PLC, Software, Integration
- Production Machines & Equipment

PLASTEC East

- Injection Molding
- Materials & Additives
- Product Design
- Molds, Dies, and Mold Components
- Auxiliary Equipment

Quality Expo

- Quality and Compliance
- 3D Printing/Additive Manufacturing
- Automation
- Lean/Six Sigma
- Inspection

Top Attending Companies

Abbott
Becton Dickinson
Bosch Rexroth
Bose
Boston Scientific
Cardinal Health
Dow DuPont
Estée Lauder Companies
FedEx
GE Appliances
Grupbo Bimbo
Honeywell
IBM
Johnson & Johnson
Lockheed Martin
Microsoft
Mitsubishi Electric Automation
Mondelēz International
PepsiCo
Phillips-Medisize
Procter & Gamble
Stryker
Teleflex
U.S. Army

TOP ATTENDEE JOB TITLES BY SHOW

MD&M East

Engineering	39%
Executive Management & Owner	24%
Manufacturing, Production & Operations	10%
R&D	10%
Purchasing	5%

EastPack

Executive Management & Owner	34%
Engineering	21%
Manufacturing, Production & Operations	13%
Packaging Design	10%
Purchasing	9%

Atlantic Design & Manufacturing

Engineering	44%
Executive Management & Owner	22%
Manufacturing, Production & Operations	11%
Project Management	6%
R&D	5%

ATX East

Engineering	55%
Executive Management & Owner	16%
Manufacturing, Production & Operations	11%
R&D	4%
Project Management	4%

PLASTEC East

Engineering	31%
Executive Management & Owner	27%
Manufacturing, Production & Operations	18%
R&D	7%
Purchasing	5%

Quality Expo

Engineering	39%
Quality/Testing	31%
Executive Management & Owner	22%
Manufacturing & Production	4%
IT	3%



TESTIMONIALS

DELIVERING EXHIBITORS REAL ROI

"This show offers great exposure for our brands, providing us access to a prominent audience of manufacturing and design professionals. We've been participating since its first year and based on responses thus far, we're confident that some of the major leads will convert."

— *Brendan Conley, Cimquest, Inc.*

"MD&M East is always a great way for us to meet with our customers face-to-face, stay current on the latest trends in the industry and meet with our vendors."

— *Ken Wolcott, Qosina*

"Within two weeks of the show, we got an NDA signed and had a customer visit to our R&D center for a very promising project."

— *Terry Hudson, Saint-Gobain Performance Plastics*

"The show seemed to fly by because of the steady stream and quality of visitors at our booth."

— *Lenny Proch, Taconic*

"We had one prospective customer say 'Finding you just paid for my show!' I replied with 'You finding us just paid for our show!'"

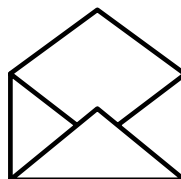
— *Joe Jachlewski, Nicoform, Inc.*

SECURE YOUR SPOT FOR 2019



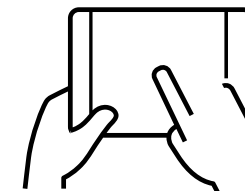
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EXPLORE

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