More Than 11,000 Manufacturers Expected to Attend EASTEC 2011 This Week

Society of Manufacturing Engineers

Aerospace, lean and microtechnology manufacturing along with social media marketing all on tap at this year's event.

DEARBORN, Mich., May 16, 2011 — EASTEC 2011 [1] opens tomorrow for a three-day run and is expected to attract manufacturers from the entire East Coast. The event features 500 exhibitors [2], including industry leaders Mitsubishi, Citizen Machinery America, Compumachine and Brooks Associates.

"Manufacturers are hungry for ideas on being more efficient and competitive, as well as reaching new markets, such as aerospace/defense, medical, alternative energy and other growth industries" noted Kimberly Farrugia, senior show manager for the Society of Manufacturing Engineers (SME) [3], the organizer of EASTEC 2011. "This year's event is packed with opportunities to learn, exchange ideas and network."

The long-running event starts Tuesday, May 17, with a keynote presentation on "The Trends Driving Jet Engine Manufacturing" by Pratt & Whitney's [4] Joe Presing, manager of strategic manufacturing, and Paul Faughnan, technology manager and manufacturing engineer. A second keynote on Thursday features Donna Bibber, president and CEO of Micro Engineering Solutions LLC [5], presenting "Advances in Micro-Manufacturing Technology for the Medical Device Industry."

There are two new event features this year, the Emerging Technology Showcase [6] and the Management Roundtable Solutions [7]. The Emerging Technology Showcase is an interactive, hands-on opportunity for attendees to learn about nanotechnology, additive manufacturing and micromanufacturing. The Management Roundtable Solutions are fast-paced sessions to allow participants to gain solutions their companies can apply immediately.

Attendees can also attend any of the 21 free Resource Center [8] presentations offered at EASTEC 2011, including a new topic, "Social Media for Manufacturers – Getting Started," which is of growing interest in the industry. One exhibitor is already a fan of social media. "It's a good, free way to advertise our software," suggested Graham Hargreaves, marketing coordinator at CNC Software Inc. [9] "We have our blog, Twitter page, Facebook page and YouTube channel where we can post technical information, tips and tricks, and tradeshow information — basically anything that is new."

Exhibitors, including Citizen Machinery America Inc., are expected to debut 150 new products at EASTEC 2011. "We will showcase two new machine tools at the event:

the Citizen L20 X, a multiaxis, high-precision Swiss-style lathe, and the Miyano BNA42-DHY, a high-precision, multiaxis turning center," revealed James Cepican, general manager at Citizen Machinery America Inc. [10] "It's a good opportunity to show our new machines and to illustrate how Citizen Machinery America supports New England manufacturing."

EASTEC 2011, the largest annual manufacturing event on the East Coast, takes place May 17?19 at the Eastern States Exposition in West Springfield, Mass. The show opens daily at 9 a.m. and is centered on five exhibit categories: Design, Engineering and Rapid Technologies; Tooling, Workholding and Machining Accessories; Automation, Quality and Process Improvement; Plant, Energy and Environmental Efficiency; and Precision Manufacturing Equipment and Systems. EASTEC features technology from around the world, shown by major equipment manufacturers and leading East Coast distributors. For more information please visit easteconline.com [11].

The Society of Manufacturing Engineers (SME) [3] is the premier source for manufacturing knowledge, education and networking. Through its many programs, events, magazine, publications and online training division, Tooling U [12], SME connects manufacturing practitioners to each other, to the latest technologies and to the most up-to-date manufacturing processes. SME has members around the world and is supported by a network of chapters and technical communities. A 501(c)3 organization, SME is a leader in manufacturing workforce development issues, working with industry, academic and government partners to support the current and future skilled workforce.

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