



THE HEART OF MANUFACTURING

Where the art of invention
creates industry transformation

2017 Post Show Report

February 28 – March 2, 2017
George R. Brown Convention Center
Houston, Texas



houstexonline.com



AUDIENCE PROFILE

Verified Attendance*

Total Event Attendance	4,659
Total Exhibiting Spaces	217
Total Exhibiting Companies.....	289
Total Square Footage.....	57,600
Total Leads Collected	10,630

*Does not include students or media

Job Functions

- 18% Owner/Company Management/Corporate Executive
- 11% Manufacturing Production Management
- 8% Manufacturing Engineering Department
- 6% Design Engineer
- 6% Manufacturing Engineering Management
- 6% Manufacturing Production Department
- 4% Product Design and R&D
- 3% Purchasing
- 3% Quality Assistance & Control
- 2% Control Engineering/Automation
- 2% Educator/Instructor
- 1% Information/IT Systems
- 10% Other
- 20% Sales & Marketing

FIRST TIME ATTENDEES

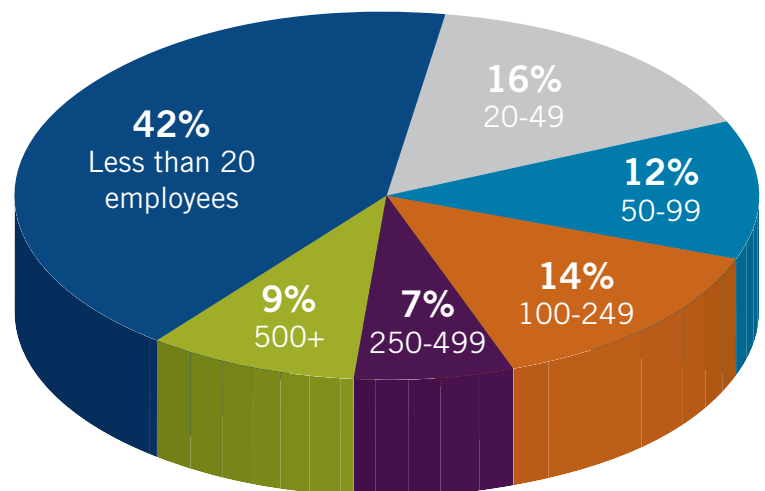
54%

of the HOUSTEX audience were first-time attendees to the event. These are new prospects for your business.

Company Size

Representatives from hard-to-reach job shops to major OEMs sought new products and technologies at HOUSTEX.

Number of Employees



“We exhibited at HOUSTEX 2017 and sponsored a Brew & View presentation. Our goal was to introduce our BURKHARDT+WEBER CNC machines which benefit many industries with innovative concepts for the larger CNC and table-type boring mills. By combining exhibiting with a sponsored speaking event we experienced greatly improved market exposure and generated five times as many leads as we have at previous events. The Brew & View event increased the interest in our products and drove traffic to our booth. Our HOUSTEX experience was very positive and was definitely a good investment for BURKHARDT+WEBER.”

Theodor Sprenger
President & CMTSE
BURKHARDT+WEBER

Attendees' Primary Type of Business

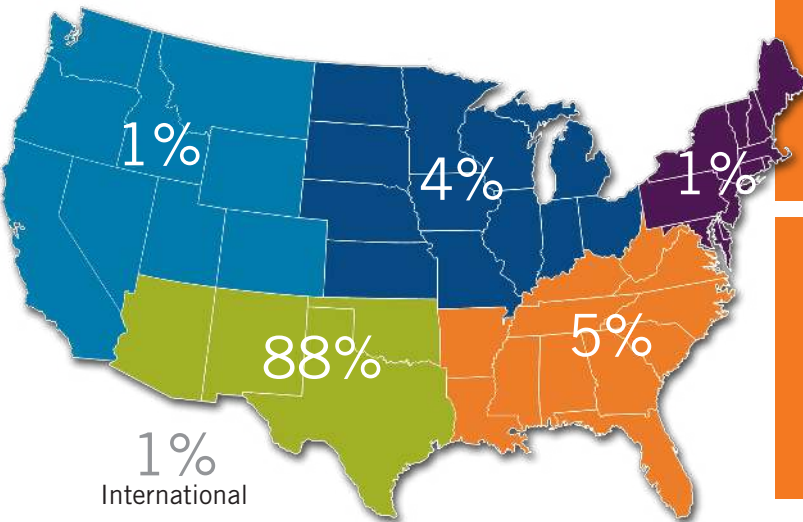


BOTH EXHIBITORS AND ATTENDEES VALUE THE HOUSTEX EXPERIENCE

ATTENDEES ALREADY HAVE HOUSTEX 2019 ON THEIR CALENDAR

88% of HOUSTEX attendees are planning to attend in 2019.

Attendance by Region



ATTENDEES RECOMMEND HOUSTEX TO THEIR COLLEAGUES

65% of HOUSTEX attendees indicated they are likely or extremely likely to recommend the event to a colleague.

HOUSTEX EXHIBITORS INDICATE THEY WILL RETURN IN 2019

81% of HOUSTEX exhibitors are somewhat likely to extremely likely to exhibit at HOUSTEX in 2019.

Top Attending Companies

Alcon	Dixon Valve	Medivators	Technetics Group
Arconic Titanium and Engineered Products	Downhole Technology	MetalTek International	TechnipFMC
Arconic	Drake Plastics	National Oilwell Varco	Tenaris
Atelier Domingue	Emerson	Pentair Inc.	Texas Air Services
Baker Hughes	ExxonMobil	Praxair	Thrustmaster of Texas
Black Horse Pumps	GE Oil & Gas	Proximity Systems	Trilliant Surgical
BWM Services LP	Geospace Technologies	ReliantHeart, Inc.	UPS
C&P Plastics Inc.	Gurecky Manufacturing	Schlumberger	Weatherford
C4 Industrial	Halliburton	Southwest Machine Works	Weldfit
DIXIE MILL	Hunting Subsea Technologies	Sulzer Turbo Services	WFI International
	Lindsayca Inc.	Tam International	

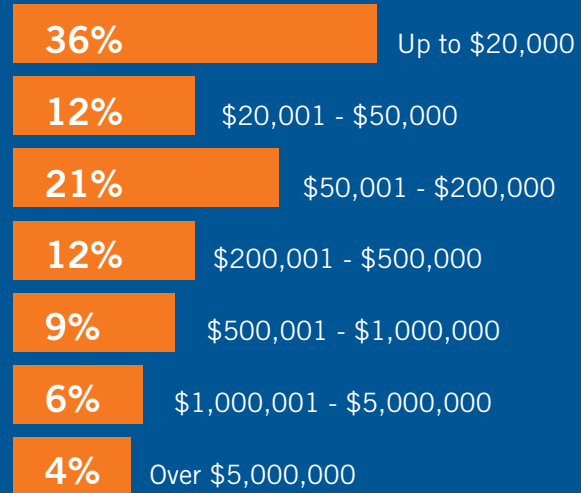
QUALITY AUDIENCE

76% of attendees influence the equipment purchase decisions for their companies.

HOUSTEX ATTRACTS BUYERS READY TO INVEST IN TECHNOLOGY

31% of the HOUSTEX audience had equipment budgets that exceeded **\$200,000**.

Budget



Technologies Evaluated

HOUSTEX attendees evaluated the following technologies (multiple responses).

3D Printing/Additive Manufacturing.....38%	EDM.....15%	Moldmaking10%
3D Scanning21%	Electronics Manufacturing8%	Nanotechnology7%
Advanced Materials.....19%	Energy & Environmental Efficiency6%	Plant Engineering & Maintenance.....11%
Assembly & Joining.....16%	Environmental Equipment & Protection..6%	Plasma Cutting.....15%
Automated Manufacturing & Assembly26%	Fastening13%	Plastics Molding & Manufacturing12%
Boring17%	Finishing & Coatings17%	Quality.....19%
Casting13%	Flexible Manufacturing Systems11%	Robotics24%
Ceramics.....9%	Forming & Fabricating.....15%	Sawing & Cut Off Machines16%
Cleaning & Pretreatment Equipment7%	Grinding Machines.....22%	Screw Machining9%
CNC Controls & Accessories34%	Honing.....12%	Sensors.....8%
Composite Manufacturing.....11%	Industrial Internet of Things (IIoT).....5%	Software – ERP/MRP/CIM9%
Contract Manufacturing Services11%	Laser & Laser Systems19%	Software, Machine Control12%
Controls, CAD/CAM Software24%	Lean Manufacturing24%	Software/Simulation11%
Coolants & Lubricants17%	Machining Centers29%	Tooling.....33%
Cutting Tools & Accessories31%	Machine Vision11%	Turning Machines, Lathes & Turning Centers25%
Cybersecurity.....4%	Material Handling21%	Waterjet Cutting.....19%
Deburring & Edge Finishing19%	Measurement Inspection & Test.....26%	Welding23%
Design & Simulation14%	Metals24%	Workholding Systems & Devices17%
Digital Transformation4%	Metrology Equipment11%	Workplace Safety & Ergonomics13%
Drilling & Tapping Machines19%	Milling.....30%	
	Micromanufacturing.....7%	