TRANSMITTER 2019-EXPO

NIAGARA FRONTIER SECTION

TUESDAY, APRIL 9, 2019
Upstate New York’s Largest Trade Show
for Industrial Automation,
Technology & Process Control

Exhibitor Booths Still Available

MANUFACTURING • ENERGY • INFRASTRUCTURE • EDUCATION • & MORE!

ISA Tech EXPO 2019
BUFFALO RIVERWORKS
359 Ganson Street • Buffalo, NY 14203

Over 70 Vendor Booths & Technical Experts
11:00 am - 6:00 pm
Educational Seminars: 8:30 am - 2:00 pm

Register to Attend FREE at:
www.isa-niagara.org/tech-expo-2019

info@isa-niagara.org
www.isa-niagara.org/tech-expo-2019

Scan for Tech Expo Information!
**EXECUTIVE OFFICERS**

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**Treasurer**
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ssmith@aci-controls.com

**Section Delegate**
Fritz Purkert, P.E.

---

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zfepat@gmail.com

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Adam.Grieco@Emerson.com

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**Committee Chairs**

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Joe Cipriani
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Joe.cipriani@us.yokogawa.com

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**2019 Tech Expo Exhibitors**

<table>
<thead>
<tr>
<th>AAI, Power-Flo Technologies</th>
<th>Cyclops Process Equipment</th>
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<tbody>
<tr>
<td>ACI Controls</td>
<td>Delaware Manufacturing Industries</td>
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<tr>
<td>Advanced Motion Systems</td>
<td>DynaTech Control Solutions</td>
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<td>Airline Hydraulics</td>
<td>Emerson Automation Solutions</td>
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<td>Applied Measurement &amp; Controls</td>
<td>Empire Instruments LLC</td>
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<td>Atlas Copco Compressors</td>
<td>FW Webb PCD</td>
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<tr>
<td>AutomatTech Inc.</td>
<td>Graybar</td>
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<td>Axis New York</td>
<td>IMI Sensors</td>
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<td>Beckhoff Automation</td>
<td>Kinequip Inc.</td>
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<td>BNMA</td>
<td>M. S. Jacobs &amp; Associates</td>
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<td>Martech Controls</td>
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<td>Maxwell Bennett Associates</td>
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<td>Northeast Controls, Inc.</td>
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<td>Comairco Equipment</td>
<td>OMARA Engineering</td>
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<td>Corning Fiber Optics</td>
<td>Omni Services</td>
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<td><strong>OSEA</strong></td>
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<td>Phannenberg USA</td>
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<td>R.L. Stone Company Inc.</td>
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<td>R.M.Headlee Co. Inc.</td>
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<td>Ralph W Earl Co</td>
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<td>Rittal North America</td>
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<td>Riverhawk Company</td>
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<td>Ryan Specialty Valve Products,</td>
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<td>Sealing Devices Inc.</td>
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<td>TriNova Inc.</td>
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<td>Zeller Automation</td>
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**NOTE:** Limited Exhibition space is still available. If interested, go to http://www.isa-niagara.org/expo-2019-exhibitor-page/

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**2019 Expo Sponsors**

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Pg 2
Collaborative Robots
By Ralph Earl Co.

Collaborative robots are designed to share a workspace with humans, making automation easier than ever before for businesses of all sizes. All of these benefits have made cobots a game-changer for a wide variety of applications. This seminar will help you understand what a collaborative robot, or cobot, is, explain the benefits of employing one, where you could position your cobot in the workplace, and how to program a cobot.

Using OPC UA to Simplify Automation Systems

During this session attendees will learn how:
- Communications before OPC
- Origin of OPC Foundation
- Why next Generation OPC: OPC UA
- OPC UA can unify your processes
- OPC UA makes it easier to securely share, collect, and present information
- Customers have successfully implemented OPC UA

EXPO 2019 Morning of Education

4 different seminars and a brewery tour are offered during the course of the morning and early afternoon of the Expo. Automation related topics presented for experts in their field.

For those interested, PDH’s are offered for seminar attendance.

Attendance is just $15 for members, $25 for non-members

Don’t miss out, reserve your place early:

Leveraging Digital Transformation to Achieve Best in Class Performance

Manufacturing in all industries is being challenged to improve plant performance. Being a top performer ensures a facility’s viability and provides a greater return to all stakeholders. The key to improved performance lies in the ability to understand what is happening on the plant floor. Smart instrumentation provides insight into the plant’s process and asset health, and advanced analytics provides the information to improve the plant’s operations, reliability, and safety. This discussion will focus on how to leverage the information provided by the plant infrastructure and analytics to improve work processes leading to improved plant performance.

Digital Transformation and IIOT

Manufacturing in all industries is being challenged to improve plant performance. Being a top performer ensures a facility’s viability and provides a greater return to all stakeholders. The key to improved performance lies in the ability to understand what is happening on the plant floor. Smart instrumentation provides insight into the plant’s process and asset health, and advanced analytics provides the information to improve the plant’s operations, reliability, and safety. This discussion will focus on how to leverage the information provided by the plant infrastructure and analytics to improve work processes leading to improved plant performance.

Tour 1: 2:00PM—2:30PM
Tour 2: 3:30PM—4:00PM

Fee: $10.00

Informative tour of Riverworks Brewery

An exclusive, behind the scenes look at the only brewery built in to a grain silo in the world. Head Brewer Chris Herr will show our team around the Riverworks Brewery and explain the process of making beer, as well as the technical challenges faced by their construction teams to pull off this one of a kind brewery.
EXHIBITOR BOOTHS PACKAGES

Each Booth Registration Includes:
10’W x 8’D Booth Area
1 Exhibitor Table With Covering: 96” x 30”
Booth Back & Side Curtains
One Electrical Power Outlet (upon request)

EXPO Program listing including:
- Company name, logo, address, contact, phone, website URL, e-mail, booth location
- Promotional Expo Poster including your Company name, logo, booth location

Each Booth purchase INCLUDES one (1) ad To be included in the 2019 EXPO Program
Ad Type Detailed below.

Booth Member Price | Booth Non-Member Price
---------------------|--------------------------
$525.00 w/BIZ CARD AD | $645.00 w/BIZ CARD AD
$600.00 w/HALF PAGE AD | $720.00 w/HALF PAGE AD
$675.00 w/FULL PAGE AD | $795.00 w/FULL PAGE AD

ADDITIONAL EXHIBITOR TABLES
PRE-ORDER ONLY
8 foot Exhibitor Table (96” x 30”) $30.00
6 foot Exhibitor Table (72” x 30”) $30.00

ADDITIONAL PROGRAM ADVERTISING
(LIMITED NUMBER OF PROGRAM ADS AVAILABLE)
Full Page Ad / Line Card $250.00
Half Page Display Ad $150.00
Business Card Ad $75.00

Tech EXPO & Trade Show Sponsorship Opportunities

GOLD SHOW SPONSOR $1,000.00
Your COMPANY LOGO Featured & PROMINENTLY Displayed:
on WGRZ-TV2 sharing the exposure with each Tech Expo promo
on the Front Cover of the Tech Expo 2019 PROGRAM
on Section WEBSITE
in each issue of the Section Newsletter Transmitter
in the Riverworks VIDEO PROMOTIONAL LOOP on show day
Company SIGNAGE prominently displayed throughout the EXPO

SILVER SHOW SPONSOR $500.00
EXPO Literate Bags: Your Company Name and LOGO printed on each
or EXPO Giveaway: Your Company LOGO printed on each
Your COMPANY LOGO Featured & Displayed:
on the Inside Front Cover of the 2019 Expo PROGRAM
on Section WEBSITE
in each issue of the Section Newsletter Transmitter
on SIGNAGE on show day
in the RiverWorks VIDEO PROMOTIONAL LOOP on show day

BRONZE SPONSORSHIP PACKAGE $250.00
Your choice of:
Registration Table Lunch (incl. table tents)
Educational Seminar (4 avail) Beverage (Beer)

NOTE: EXHIBITOR REGISTRATION: 8:00AM—11:00AM. DAY OF EXPO
For well over 50 years, the ISA Trade Show & Technical Expo has brought you State of the Art Products & Services each
and every year making this show the longest continually operated Technical Trade Show in New York State.

Register today:

REGISTER: www.isa-niagara.org/tech-expo-2019
RESERVATIONS
ISA TECH EXPO 2019

EXHIBITOR BOOTHS, ADVERTISING & SPONSORSHIP

SECTION 1: Exhibitor Contact Detail (to be printed in Expo Program)

<table>
<thead>
<tr>
<th>Company Name</th>
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SECTION 2: Exhibitor Booth w/AD Selection

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<th>Booth plus Ad:</th>
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| Additional 6' Table         |   | $30.00         |   | $40.00             |
| Additional 8' Table         |   | $30.00         |   | $40.00             |

| TOTAL                       |   | $              |   | $                  |

Booth Location Request Preference

Location Preference:
1st 2nd 3rd
Placement is made on a First Come basis and Receipt of Payment. All effort will be made to satisfy requests, but no guarantee can be made. All final booth location decisions are at the discretion of the ISA Tech Expo 2019 Committee.

SECTION 4: Sponsor Order

<table>
<thead>
<tr>
<th>Sponsor Level</th>
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<td>Silver Sponsor Level</td>
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<tr>
<td>Tech Expo Literature Bags</td>
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<td>Tech Expo Giveaway</td>
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<td>Bronze Sponsor Level</td>
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| TOTAL                  | $ |

SECTION 3: Expo Program Advertising

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<tr>
<td>Business Card</td>
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| TOTAL                    | $ |

All AD COPY must be received by: 3/9/19
Email graphic files to: maoc@hot-training.com

SECTION 5: Order Recap & Total

<table>
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<th>Item</th>
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<tbody>
<tr>
<td>Exhibitor Booth Total</td>
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<tr>
<td>Additional Table Total</td>
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</tr>
<tr>
<td>Tech Expo Sponsor Total</td>
<td>$</td>
</tr>
<tr>
<td>Program Advertising Total</td>
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</tr>
</tbody>
</table>

| TOTAL PAYMENT DUE             | $ |

Exhibitor Registration: 8:00 a.m.—10:30 a.m. Tuesday, April 9, 2019

Checks payable to: ISA- NIAGARA FRONTIER
c/o OMARA ENGINEERING PC
5813 Main Street, Williamsville, NY 14221

REGISTER ONLINE:
WWW.ISA-NIAGARA.ORG/TECH-EXPO-2019
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martechcontrols.com

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Furnace and oven upgrades, pasteurizer measurement and control including documentation for industry certifications (i.e. AMS2750, NADCAP, PMO milk processing and others)

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Phone: (716) 632-0662
Fax: (716) 632-0688
Email: rhampton@rmnewell.com
### EXHIBITOR INFORMATION

Exhibitor Instruction:

The information provided on this form will be published in the 2019 Tech Expo PROGRAM.

*Please return this Completed Form, Business Logo, and Ad File by March 9th. jpg, 300 dpi is the preferred format for ads.*

Use text from 2018 Expo Program? Yes:_____ No:_____, make the following changes:

<table>
<thead>
<tr>
<th>Company Name:</th>
<th></th>
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<tbody>
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<td>City:</td>
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<tr>
<td>Contact:</td>
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<td>Phone:</td>
<td>Cell:</td>
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<td>Fax:</td>
<td>Email:</td>
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<tr>
<td>URL:</td>
<td>Booth(s) #:</td>
</tr>
</tbody>
</table>

Participating in Exhibitor Raffle? Yes:_____ No:_____

| Company Description: | 125 words or less |

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**MIKE LAUBER**

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E-Mail: msjacobs@rochester.rr.com

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**Ed Bialek**

Vice President

cell: 716-636-2100
mobile: 716-474-6199
sblalek@ControlSystemLabs.com

Control System Labs, Inc. 1301 Kensington Avenue, Buffalo, NY 14215

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Total Control System Services
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SEPCO Corporation
YOUR #1 RESOURCE FOR:

WWW.SEPCO-PA.COM
187 Turk Hill Park • Fairport, NY 14450
Tel (585) 223-4727 • Fax (585) 223-5833
Email: jbosch@sepcopa.com
Successful trade show marketing is less about having a static approach and more about nurturing a living marketing ecosystem designed to evolve and grow over time. When planning for a trade show, analyze past results along with future trends to help you create the most effective plan of attack.

get to know your demographic

It is easy to think you know everything there is to know about your target audience. However, industry landscapes can change rapidly. A proven technique to better understanding your demographic is to create a buyer persona. Buyer personas are data-based mock-ups of your ideal customer. You can use the information collected to plan the brand messaging most compatible with your demographics needs.

stay objective-focused

Trade show success hinges on meeting your organization’s marketing objectives. During your planning, eliminate ideas and messaging you feel are unlikely to help you reach your event marketing objectives. Dreaming big is great, however, you should make sure your ideas are rooted in meeting your company’s marketing objectives.

training staff

Magnificent exhibits, outstanding product demonstrations and amazing in-booth activities are all effective at engaging qualified visitors, but a personable and knowledgeable booth staffer is your most valuable weapon. While drafting your trade show plan, make sure you outline a staff training program that is focused on connecting with your clients and prospects on the trade show floor.

trade show planning guide

Whether you’re planning for your first, second or twentieth trade show, the Trade Show Planning Guide benefits all event and trade show marketers by providing an overview of key considerations event planners must weigh. From exhibit selection to budgeting...
Why Attend a Trade Show?
Trade shows are the ultimate mediums where the hearts of the industries beat and where companies feel the competitive environment closely. All your competitors are there, serving your potential customers and recharging their business with the latest developments in the sector. If you miss to be there, you lag behind, needless to say. The world revolves so fast and you really have to keep up.

Trade Shows are New Customers Magnet
If you are attending a giant event in your sector, you know that you’ll meet your target audience there. Because the trade fairs that are proven to be valuable are swarmed by real customers and traders from all around the world. If you know how to benefit from these people, your trade show experience may turn into a breakthrough in your business.

You Get a Chance for Warm Business Relationships
If you prefer to stay in your comfort zone, you should know that you also prefer to come to a deadlock in your business. However, attending international business shows will open new doors to you. You’ll get the chance to meet sector leaders, new business partners and of course new customers and be able to forge close ties to expand your business or to get into new markets.

Trade Shows Work Both Ways
Trade shows are neither for the customers nor for the companies. They just work both ways. In this mutual platform companies have the opportunity to present their products without being have to visiting and convincing their customers personally. And customers are also have the chance to compare all the products and companies at one place. And this trustworthy atmosphere of a trade show turns out to be profitable for both parties.

Your Brand Image is Improved
Being present in sector leading events are just as essential as having a good quality website, being present and active in social and normal media to improve your brand image, let alone increasing your sales. You have to show that you are a company that is in continuous development and a close follower of the latest trends in the sector.

You Gain Experience like You Never Did Before
Trade show experience is unique and will contribute your business a lot. No matter your company is prominent in the sector, if you miss that chance to attend those giant trade shows in your sector, your competitors will be one step ahead of you. The things you will learn during a trade show attendance, will meet you nowhere else.

You Can Enrich Your Career
Trade shows don’t only bring together the customer and the exhibitors, but also they offer educational workshops or seminars that you get benefit from both for your career and for your business. As well as contributing your career with these amazing opportunities, you may also have the chance to network with the opinion leaders in your sector.

Trade Shows Make Up Your Mind
If you are a newbie in the sector or if you are an indecisive buyer, trade shows work for you as a perfect platform. However internet is a matchless source for profound knowledge about anything, if you are doing real business, you need real experiences with real products and real people. In this point trade shows are the ulti-