



Content is King at UBM's Advanced Manufacturing Event in Anaheim, CA
Live Demonstrations, Cutting Edge Learning, Top Networking, Interactive Discussion Panels and a Hollywood-Inspired Keynote Highlight February's Show

Santa Monica, Calif. (February 2, 2017) – UBM's Anaheim Advanced Manufacturing event, taking place on February 7-9 at the Anaheim Convention Center, will showcase a vibrant show floor featuring leading companies across multiple industries, various presentations from some of the brightest minds in advanced manufacturing, and exciting attractions for attendees and exhibitors alike. Trending topics include: Virtual Reality (VR), 3D printing, robotics, smart manufacturing and industrial IoT, among others.

See Bran Hanstad from team "Bad Kitty" of the TV show Battlebots® at Center Stage; check out the Keynote featuring celebrated Hollywood special effects (FX) creator and co-host of the series *Mythbusters*®, Jamie Hyneman; meet leading exhibitors competing for the Medical Design & Manufacturing (MD&M) West Innovation Prize; join *Qmed* and *Medical Device and Diagnostic Industry (MD+DI)* for the IDEO Design Innovation Challenge Workshop and collect Passport Program stamps in conjunction with the Smart Manufacturing Innovation Summit, presented by *Design News* magazine, at select exhibitors' booths for your chance to win amazing prizes.

UBM's three-day Anaheim event is comprised of six shows that run alongside one another, including Automation Technology Expo (ATX) West, Electronics West, Medical Design & Manufacturing (MD&M) West, Pacific Design & Manufacturing Expo, PLASTECH West, and WestPack. The Golden Mousetrap Awards presented by *Design News*, will be held alongside UBM's Advanced Manufacturing event at the Anaheim Convention Center. Top honors will be awarded for Gadget Freak of the Year, Rising Engineering Star, and the 2017 Lifetime Achievement Award winner, Wi-Fi pioneer, Cees Links.

For more information about UBM's Advanced Manufacturing event in Anaheim, please visit:
mdmwest.mddionline.com

"We are excited to provide our attendees and exhibitors with an expo floor that is not only entertaining, but also educational. With many presentations and interactive demonstrations, along with the vast amount of new technology, UBM provides an exciting and productive experience to all who attend," said Nina Brown, Vice President, Events, UBM.

The 2017 expo floor will feature more than 2,000 exhibitors from growing industries such as manufacturing, robotics, packaging, plastics, electronics, medical technology and more. Presentations on the expo floor will take place at Center Stage and Tech Theater, while focused innovation tours will lead attendees through the expo floor focusing on key themes at the forefront of the industry. The Connection Corner and Speed Networking events will aid in connecting attendees and exhibitors alike in a relaxed environment.

Center Stage

Center Stage acts as the hub for all of the action on the expo floor featuring free presentations every day, which will spotlight various industries including robotics, industrial IoT, VR and more. Visit Center Stage to see Bran Hanstad from team "Bad Kitty" from the TV show Battlebots® with an introduction by Mythmaster Jamie Hyneman, hear industry leaders discuss important developments and trends, contribute to interactive presentations and learn more about a specific topic on the expo floor. Also at Center Stage: presentations by Cedars-Sinai and the *Design News* Lifetime Achievement Award Winner,

watch the Rising Start Engineer Presentation, play the Packaging Trivia Game and see Product Teardowns that include – Pixel XL vs. iPhone 7 Plus and Google Home vs. Amazon Echo.

To see the full Center Stage Schedule, please visit: <http://schedulemdmwest.mddionline.com/session-type/center-stage-free>

Connection Corner

The Connection Corner Provides attendees with the opportunity to problem solve with their peers in a relaxed environment. Roundtable meetups will be taking place for both topic-specific discussions and quick chats with other professionals. There will also be a drone giveaway taking place at the Connection Corner at 3:00 PM on all three days of the event. To see the full Connection Corner Schedule, please visit: <http://mdmwest.mddionline.com/expo-mdmw>

Innovation Tours

Expert-led tours which focus on a key theme and provide detailed insights into new technologies featured on the expo floor. Themes discussed include disruptive design, new materials, packaging innovation, sensor technology, and robotics.

- Brilliant Robots for Smarter Manufacturing: Wednesday, February 8, 1:00 pm- 2:00 pm
- Developments in packaging Automation: Thursday, February 9, 1:00 pm- 2:00 pm
- Innovations in Medical Plastics and Associated Processing Equipment: Wednesday, February 8, 11:00 am- 12:00 pm

For more information about the innovation tours, please visit:

<http://schedulemdmwest.mddionline.com/session-type/innovation-tour>

Speed Networking

Speed Networking connects attendees for five minute sessions that can help improve business. Engineers, executives, suppliers and more participate at our popular speed networking events to attend one-one meeting with their peers. To see the full Speed Networking schedule, please visit:

<http://schedulemdmwest.mddionline.com/session-type/speed-networking>

Tech Theater

The latest in tech innovation will be available at the Tech Theater, come see the most innovative exhibitors showcase their products and services. The Tech Theater lineup will feature presentations from leading companies such as Nelson Laboratories, LLC; Nexeo Solutions; Universal Robots and more. To see the full Tech Theater schedule, please visit: <http://schedulemdmwest.mddionline.com/session-type/tech-theater-free>

VR Hub

Visit the VR Hub in Hall E and get hands on experience with augmented reality technology from companies including ESI Group, NGRain, OPS Solutions, and Scope AR. The first 30 attendees to visit receive a complimentary Google Cardboard VR Headset. Time: 9:30am – 5:00pm, Location: VR Hub (Booths 126, 128, 130, 134)

Also featured on the expo floor are exhibitors competing for the MD&M West Innovation Prize. Exhibitors participating in the competition include 3DProScan-NyproMold; AR rf/microwave instrumentation; Bimba Manufacturing; Cambridge Design Partnership Ltd; CleanCut Technologies; Diversified Plastics, Inc.; EtQ, Inc.; Fuji Electric Corporation of America; Maxon Precision Motors, Inc.; Meritech; Myriad Fiber Imaging Tech., Inc.; Nidec-Valmark; Nordson EFD; Precision Associates Inc.; Promenade Software, Inc.; RTP Company; Sensirion AG; and Vision Engineering.

In conjunction with an exciting expo floor, UBM's Advanced Design and Manufacturing event in Anaheim includes a full calendar of educational conferences. Recently added participants to the Smart Manufacturing Innovation Summit and Medical Design & Manufacturing Conference include: Amgen, Boston Scientific, Cisco Systems, Edwards Life Sciences, Food and Drug Administration (FDA), IBM, Johnson & Johnson, Oracle, Rethink Robotics, Rockwell Automation, Universal Robots and U.S. Army Research & Materiel Command, among others.

UBM's annual Southern California event continues to grow with the support of key sponsors, exhibitors and suppliers including: the Institute of Packaging Professionals (IoPP), Plastics Industry Association, Precision Metalforming Association, American Mold Builders Association and new partners California Life Sciences Association and Medical Device Manufacturers Association, among many others.

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About Advanced Manufacturing Expos & Conferences

UBM's Advanced Manufacturing portfolio is the leading B-to-B event producer, publisher, and digital media business for the world's \$3 trillion advanced, technology-based manufacturing industry. Our print and electronic products deliver trusted information to the advanced manufacturing market and leverage our proprietary 1.3 million name database to connect suppliers with buyers and purchase influencers. We produce more than 50 events and conferences in a dozen countries, connecting manufacturing professionals from around the globe. The Advanced Manufacturing portfolio is organized by UBM Americas, a part of UBM plc (UBM.L), an Events First marketing and communication services business. For more information, visit ubmamericas.com.

About UBM Americas

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