



**MANUFACTURING
TECHNOLOGY SERIES**

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October 5-7, 2021
George R. Brown Convention Center | Houston, TX
houstexonline.com

**Total # of
Participants:**

2,287

**Total Net
Attendees:**

1,381*

**Total # of
Exhibitors:**

108

**Total
Square Feet:**

22,440



HOUSTEX 2021 AUDIENCE PROFILE

56%

of attendees influence the equipment purchase decisions for their companies

73%

of the HOUSTEX audience were first-time attendees

*Total Net Attendees excludes exhibit staff, media, students

Source for all Audience Profile data: HOUSTEX 2021 Registration and Surveys

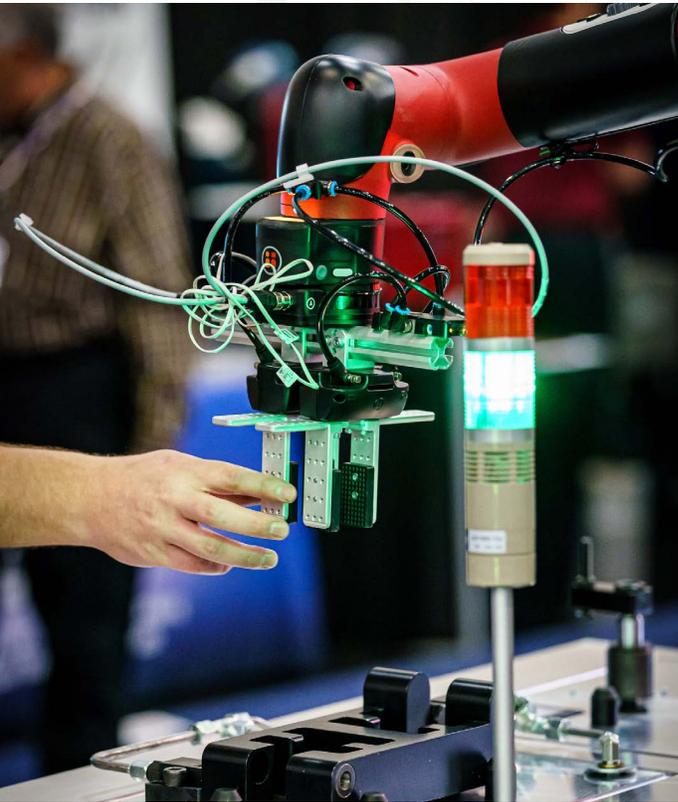


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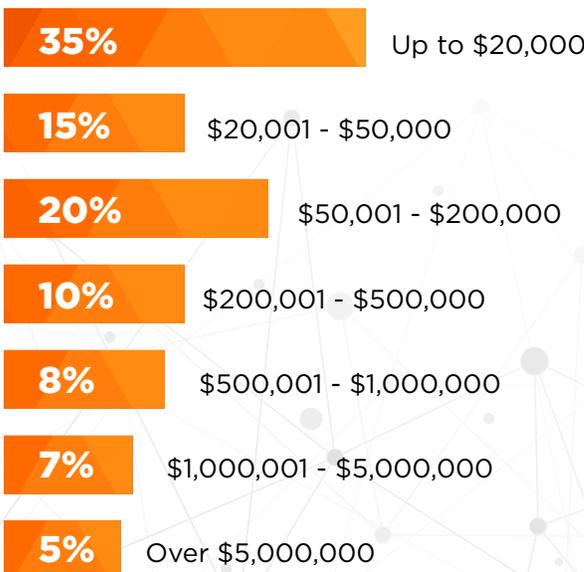
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JOB FUNCTIONS

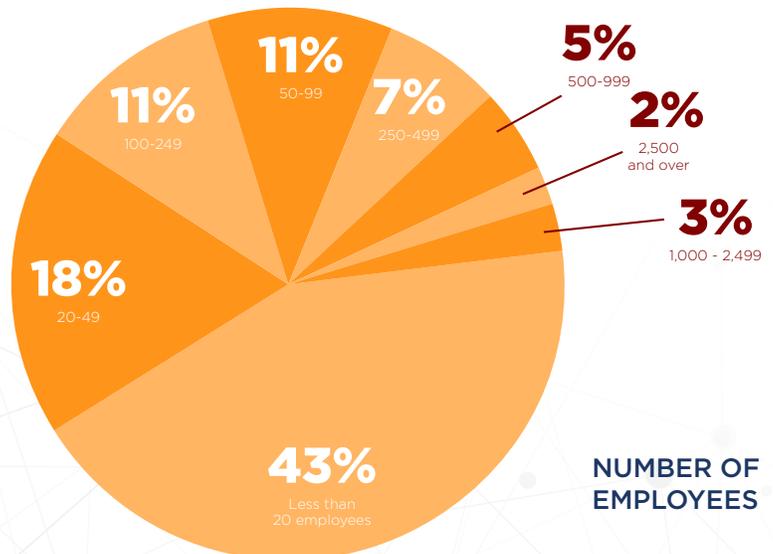
- 21%** Owner/Company Management/Corporate Executive
- 10%** Manufacturing Production Management
- 6%** Manufacturing Engineering Department (non-management)
- 5%** Manufacturing Engineering Management
- 5%** Manufacturing Production Department (non-management)
- 3%** Quality Assistance & Control
- 3%** Product Design and R&D
- 5%** Design Engineer
- 2%** Purchasing
- 3%** Control Engineering/Automation
- 2%** Educator/Instructor
- 28%** Sales & Marketing
- 7%** Other

BUDGET



COMPANY SIZE

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



NUMBER OF EMPLOYEES



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TECHNOLOGIES EVALUATED

Attendees identified the following technologies as key areas of interest to evaluate at HOUSTEX 2021.

3D Printing/Additive Manufacturing.....21%	Lean Manufacturing.....13%
3D Scanning11%	Machine Vision6%
Advanced Materials10%	Machining Centers.....16%
Assembly & Joining9%	Manufacturing Execution Systems (MES)4%
Automated Manufacturing & Assembly23%	Material Handling10%
Boring.....10%	Measurement, Inspection & Testing .14%
Casting5%	Metals.....11%
Ceramics.....4%	Metrology Equipment.....7%
Cleaning & Pretreatment Equipment 4%	Micromanufacturing4%
Cloud Computing.....2%	Milling.....16%
CNC Controls & Accessories30%	Modeling and Simulation.....4%
Composites Manufacturing.....10%	Moldmaking4%
Computer-Aided Engineering (CAE) 7%	Nanotechnology.....3%
Contract Manufacturing Services16%	Networking Equipment.....1%
Controls, CAD/CAM Software16%	Operations Technology (OT).....4%
Coolants & Lubricants11%	Plant Engineering & Maintenance.....7%
Cutting Tools & Accessories23%	Plasma Cutting.....7%
Cybersecurity.....3%	Plastics Molding & Manufacturing7%
Data Acquisition.....5%	Product & Process Design Management.....3%
Data Translation/Interoperability2%	Product Lifecycle Management (PLM)4%
Deburring & Edge Finishing.....11%	Quality.....7%
Design & Simulation.....8%	RFID.....3%
Digital Transformation4%	Robotics14%
Digitizers2%	Sawing & Cut Off Machines8%
Drilling & Tapping Machines.....11%	Screw Machining.....4%
EDM8%	Sensors.....4%
Electronics Manufacturing.....7%	Software - ERP/MRP/CIM.....4%
Energy & Environmental Efficiency...4%	Software, Machine Control.....5%
Environmental Equipment & Protection.....3%	Software/Simulation.....4%
Fastening.....6%	Supply Chain Integration.....7%
Finishing & Coatings.....10%	Tooling.....18%
Flexible Manufacturing Systems.....7%	Turning13%
Forming & Fabricating10%	Virtual Reality & Augmented Reality.3%
Grinding.....10%	Waterjet Cutting.....7%
Honing5%	Welding.....12%
IIoT (Industrial Internet of Things).....5%	Workholding Systems & Devices.....8%
Industry 4.0.....6%	Workplace Safety & Ergonomics5%
Information Technology (IT).....4%	
Lasers & Laser Systems11%	

PRIMARY INDUSTRIES ATTENDEES REPRESENT

Academic Institution	Medical/Surgical
Aircraft/Aerospace	Oil & Gas
Automotive	Other Manufacturing
Consulting/Engineering	Petroleum
Defense	Plastic Products
Electronics/Computers	Research & Development
Fabricated Metal/Stampings	Services (Financial and Other)
Industrial and Commercial Machinery	

TOP ATTENDING COMPANIES

Alcon	KevTon Industries
Axiom Space	Linde Gas & Equipment
Axis Pipe and Tube	NOV
B&M machine works	Plasma Systems Inc.
Baker Hughes	Powell Industries
C&P Plastics Inc.	Reliance Precision Manufacturing
Caterpillar	Safespill Systems
Cutting Edge Onsite Machining	Schlumberger
Drake Plastics	Solarcraft
DRIL-QUIP	Sparx Engineering
Flowserve Corp.	System Inc.
Geospace Technologies	The WellBoss
Gulf Coast Modification	The WellBoss Co.
Halliburton DBS	TTL Subsea
ITD Precision	Viking Manufacturing
Kemlon Products	