



# NEWS

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## EXPO 2009 Primes Industry for Opportunity

EXPO 2009 – the 30<sup>th</sup> Forest Products Machinery & Equipment Exposition – wrapped up another chapter as one of the industry’s premier shows Saturday in New Orleans. Nearly 1,200 exhibitors and attendees toured the displays of some 140 companies June 11-13 at the Morial Convention Center.

Though the crowd was smaller than in past years, it was filled with people qualified to make purchasing decisions for their companies. In fact, EXPO’s registration information shows that 66 percent of the attendees were qualified to make buying decisions, compared to 55 percent at the 2007 show.

“Attendees came prepared for opportunity,” said Exposition Director Eric Gee. “The leaders of the forest products industry came to Expo 2009 with a renewed vision and many ideas for improving their operations.”

The Expo University Conference Program provided additional value for attendees. Coordinated by Hatton-Brown Publishers Inc., the program offered educational seminars on the latest advances relating to sawmill efficiencies, cutting tools and wood bioenergy. “Our conference program was the ideal complement to the displays on the show floor,” Gee said. “The sessions offered practical information that can have a direct impact on attendees’ operations.”

EXPO, held every two years, is sponsored and conducted by the Southern Forest Products Association (SFPA). Plans are under way to conduct the 31<sup>st</sup> exposition – EXPO 2011 – in Atlanta. For information about the upcoming show, contact Eric Gee, Exposition Director, at 2900 Indiana Ave., Kenner, LA 70065; 504/443-4464 (ext. 214); or [egee@sfpa.org](mailto:egee@sfpa.org). Details about EXPO 2011 can also be found at [www.sfpaexpo.com/2011](http://www.sfpaexpo.com/2011).

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