

CUSTOMERS VISIT VEGAS SEEKING NOT TO GAMBLE ON EQUIPMENT PURCHASES

MINEexpo 2008

by: Ron Holmes

The Mine Expo International is held every 4 years. The event was held September 22, 23, and 24th of this year at the Las Vegas Convention Center.



This event was created to give vendors, like Swanson Industries an opportunity to display their latest products and ideas to a world-wide captive audience. In addition, provides an opportunity for potential buyers to compare the features of competitive equipment as well as research new technology that could enhance their productivity.

Upon entering the exhibition floor, it was obvious that the mining industry was experiencing resurgence; driven by the increased value being placed upon the minerals being mined. Most vendors went all out to display their newest and most technologically advanced equipment. Vendors ranged from the truly impressive displays offered by Caterpillar and Terex, displaying a sample of each type of equipment they manufacture to much more modest displays offered by hardware and service vendors. Of course, when a major manufacturer like Caterpillar participates, all of their competitors must also participate. And they were all there, Komatsu, Terex, Letourneau, etc...



The displays themselves ranged from the "All Business" displays of Caterpillar, Terex, J.H. Fletcher and Sandvik (most displays are all business) to a very few who resort to visual and audio enhancements to attract attention to their products and services.



Our Swanson display although modest in size was all business. It featured a cut away version of a Kamat Pump provided by our manufacturing partner in Germany.



Our Laser processing display was prominently placed within the Swanson display area.



There was also a display featuring our patent pending Deron Over/Under Monorail System accompanied by a video animation of how the system functions as well as other videos indicating how our other equipment may be utilized in conjunction with monorail products.



The Swanson display was highly visible from almost any area within the central hall exhibition area. Our display was neatly organized and capable of accommodating many potential customers at one time.



In keeping with the International flavor of this exhibition it was quite common to see potential customers from Mexico, England, China and South America being assisted by employees from a Swanson Company, our German manufacturing representatives, or our Australian business partner. Our display was quite busy the first two days of the event, many potential customers were greeted and information was exchanged. The last day was much slower paced and consisted of vendors attempting to sell products to each other and much discussion among those working the display on what we can do better at the next Mine Expo and what types of future products will be featured.

Based upon the level of interest generated by many Expo attendees, it must be concluded that the considerable preparation and work by many Swanson employees was worth the efforts it required to participate in Mine Expo 2008.