

Benefits of Attending ASME TURBO EXPO

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**H. Allan Kidd, Past Chair,
IGTI Board of Directors, explains how TURBO EXPO
benefits registrants differently from traditional seminars.**

For 45 years ASME's International Gas Turbine Institute has hosted an Exposition and Congress designed to be the world's premier event for those involved in the application and development of gas turbine technology. The Exposition is comprised of exhibits of land-based, aero, and marine gas turbine engine suppliers, support system component suppliers, manufacturing and engineering tool and process system suppliers and others generally associated with the gas turbine industry. The Congress is comprised of more than 500 technical paper presentations sponsored by the Institute's 17 committees. Both are complemented by a Gas Turbine User's Symposium specifically created to address topics of interest to those with a primary focus on the operation and maintenance of gas turbines. The overall experience provides you with a unique opportunity to interface with those involved in the design, development and use of gas turbines and gas turbine components, particularly with other experts in your area of interest.

For engineers who are in the early phases of their career, attending TURBO EXPO is a learning experience that cannot be duplicated by a traditional seminar. For senior practitioners the opportunity to exchange ideas on a variety of advanced topics and pursue others of interest is truly unique. Individuals interested in devoting a portion of their personal time toward professional society goals also have a variety of opportunities available.

Today's business climate is very sensitive to return-on-investment, as it should be. As I consider the cost for a U.S. participant to attend TURBO EXPO in Munich in 2000 (assume about \$2,900 in direct expenses plus your time ... less if coming from Europe) and the corresponding benefits to the average engineer or marketing executive, I easily discover a favorable return. The minimum cost for a basic University sponsored research activity is \$10,000, for an in-company

development program \$50,000, or for a weeklong seminar \$5,000. In the course of four days at TURBO EXPO you can comfortably observe at least 20 presentations and discussions on topics of direct interest to your company. In addition, you can spend the equivalent of one full day interfacing with exhibitors and colleagues discussing practical solutions to your problems or considering design improvements to your existing company products. I think it is reasonable to assume that two of the presentations will have immediate value to your company and that one practical solution to a problem can be developed from conversations with exhibitors and colleagues. Furthermore, you can obtain personal satisfaction and make long term contacts by participating in one or more technical committee meetings during the evening. A conservative estimate of the return-on-investment for the TURBO EXPO experience is 3 to 1. The benefit is further enhanced when you consider the fact that the information gathered is compressed into a cycle time of less than one week as opposed to 10 to 50 weeks for a typical research project or supply chain improvement.

Personally, I have found attending TURBO EXPO over the past 20 years to be a benefit to me both personally and professionally. I know my employer and my employer's clients have also benefited significantly. I trust that you will come to ASME TURBO EXPO 2000 in Munich and continue to work with the IGTI leadership team to implement the continuous improvements necessary to maintain TURBO EXPO as the premier gas turbine conference in the world.