



**MTUNITED**

**GARDNER**  
Business Media, Inc.

**AMT**

**AMT CONTACT**  
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**FOR IMMEDIATE RELEASE**

**August 3, 2021**

## **Press Release**

### **The Association For Manufacturing Technology and Gardner Business Media Announce the Launch of MT United, a Joint Venture Showcasing Manufacturing Technology**

**McLean, Va. (August 3, 2021)** — AMT – The Association For Manufacturing Technology and Gardner Business Media (GBM) today announced the launch of MT United, a joint venture of the two leading organizations to empower North American manufacturers with data, analysis, and strategic information for accelerated growth, innovation, and global competitiveness. MT United encompasses the entirety of manufacturing technology (MT) through industry-focused events, expansive media content, data and market intelligence products, coverage of IMTS – The International Technology Show, and public/private investment opportunities.

“MT United immediately creates the largest integrated print, digital, and in-person network platform in the manufacturing technology ecosystem,” said AMT president Doug Woods. “Our combined expertise, industry knowledge, and resources generate a powerful synergy of comprehensive market access and industry intelligence for the MT community to meet its strategic business and information needs.”

“We are thrilled to incorporate the AMT and IMTS brand offerings with GBM’s portfolio. The prospect of year-round engagement with the MT community is exciting,” said GBM President Rick Kline Jr. “Through our collective resources, we will develop strategic new products and services to meet business needs as new technologies are embraced by the industry.”

#### **A robust partnership**

AMT and GBM have a relationship advocating for the MT industry that goes back over 30 years. AMT engaged GBM in 1988 as one of the official media partners of IMTS, codeveloping numerous products, including the IMTS Exhibitor Directory, the IMTS Show Daily, and most recently, the online digital platform IMTS spark. As the industry continues its technological transformation, the two organizations are in the best position to educate, inform, and support North American manufacturers on this journey.

“As our community increasingly adopts digital manufacturing, MT United is dedicated to helping thousands of companies navigate the future,” said Peter Eelman, AMT vice president and chief



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experience officer. “AMT and Gardner are deeply committed to the MT industry, and we are truly excited to have GBM by our side as we continue to grow IMTS.”

“The MT United collaboration offers a tremendous opportunity to support the readers, advertisers, and existing partners Gardner serves,” said Melissa Kline Skavlem, Gardner chief marketing officer. “By developing, collaborating, and bettering a wide range of existing products as well as products in development, we can more nimbly and successfully support the manufacturing technology industry together. While our organizations remain independent, a united approach to critical issues related to our mutually served and rapidly changing industries makes sense.”

#### **Further insight**

“This bold move significantly expands the events, media content, and research capabilities of both organizations and will be a resource for the MT community beyond anything that's previously existed,” said Travis Egan, AMT vice president and chief revenue officer. “Having been a part of both organizations’ leadership teams, I have a unique understanding of the complementary product synergies and shared cultural values that will ensure the success of MT United.”

At a time when technology is shifting business models, the MT United joint venture partnership intends to drive and strengthen the manufacturing community.



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AMT – The Association For Manufacturing Technology represents U.S.-based providers of manufacturing technology – the advanced machinery, devices, and digital equipment that U.S. manufacturing relies on to be productive, innovative, and competitive. Located in McLean, Virginia, near the nation’s capital, AMT acts as the industry’s voice to speed the pace of innovation, increase global competitiveness, and develop manufacturing’s advanced workforce of tomorrow. With extensive expertise in industry data and intelligence, as well as a full complement of international business operations, AMT offers its members an unparalleled level of support. For more information about AMT, visit [www.AMTonline.org](http://www.AMTonline.org).

Gardner Business Media, Inc. – Founded in 1928 with the first issue of Modern Machine Shop magazine, Gardner Business Media (GBM) is North America's leading producer of media, marketing and business management solutions for the discrete parts manufacturing industry. Headquartered in Cincinnati, Ohio, GBM's portfolio includes magazines, tradeshow and technical conferences, digital media, market intelligence, as well as, managed solutions for event and association management, product marketing and sales. For more than 90 years and still today, GBM’s mission is to support and grow the North American discrete parts manufacturing industry by connecting and informing buyers and sellers of manufacturing equipment, technology and services. For more information about Gardner Business Media brands and solutions, visit: [GardnerWeb.com](http://GardnerWeb.com)