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Hypertherm Associates Announces SHOP TALK LIVE Virtual Industry Event Scheduled for October 10 and 11, 2023.

Company breaks new ground through innovative virtual event and platform

HANOVER, N.H.—September 15, 2023— Hypertherm Associates, leading manufacturer of industrial cutting systems and software, announces [SHOP TALK LIVE](#) a global industry virtual event scheduled for October 10 and 11, 2023.

Attendees will have the opportunity to engage virtually with industry peers and experts to discuss industry trends that affect day-to-day operations. The event will include virtual hands-on workshops, cutting demonstrations to learn new techniques, live discussions and tips and tricks to streamline operations.

"The trade show industry is continuing to evolve and adapt to changing trends and technologies in order to provide a valuable experience for attendees and exhibitors. With SHOP TALK LIVE, we are not only embracing these changes but also leading the way in setting new standards for accessibility, personalization, technology integration, and sustainability in trade shows." said [Hypertherm Associates](#) Executive Vice President of Sales and Marketing Hidde van Hoeven. "We are looking forward to meeting with others in our industry to experience together, a journey of knowledge sharing, inspiration, and connection."

The event will be broadcast from the company's new virtual platform environment SHOP TALK, making this anything but a standard webinar. Through the new virtual SHOP TALK studio, the company will be breaking new ground, creating opportunities to exchange ideas that will deliver an exceptional and immersive experience.

Visit the event page to access the full event program and list of speakers. Join SHOP TALK LIVE and register [here](#).

Over the course of the event, there will be the opportunity to hear from a remarkable lineup of speakers, thought leaders, and experts in various fields. The sessions will encourage active engagement by attendees.

Attendees will also have access to SHOP TALK, the new 3D platform, 24/7. The recorded sessions and other valuable content featuring Hypertherm Associates' multiple technology solutions will be available to help customers and partners run their business anytime they need it.

About Hypertherm Associates

Hypertherm Associates is a U.S. based manufacturer of industrial cutting products and software. Its products, including Hypertherm plasma and OMAX waterjet systems, are used by companies around the world to build ships, airplanes, and railcars; construct steel buildings, fabricate heavy equipment, erect wind turbines, and more. In addition to cutting systems, the company creates CNCs, and software trusted for performance and reliability that results in increased productivity and profitability for hundreds of thousands of businesses. Founded in 1968, Hypertherm Associates is a 100 percent Associate-owned company, employing approximately 2,000 Associates, with operations and partner representation worldwide. Learn more at www.HyperthermAssociates.com.

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