

Connect. Learn. Succeed.  
ABB Automation & Power World  
May 18–20, 2010 – Houston, Texas

Overall event sponsor:



Power and productivity  
for a better world™ **ABB**

# ABB Automation & Power World

## May 18–20, 2010

### ABB Automation & Power World 2010 Customer Advisory Board

Patrick Batten  
E.I. DuPont

Rick Boepple  
ExxonMobil Development Company

Robert Browning  
The Dow Chemical Company

Martin Bruce  
NOVA Chemical Corporation

Donald Chu  
Consolidated Edison Company

Lynn Congos  
American Electric Power

John Grace  
Carnival

Royce King  
ConocoPhillips

John McInerney  
Westinghouse Electric Company

Martin Narendorf  
CenterPoint Energy

Renee Perry  
Fluor Supply Chain Solutions

Rodney Phillips  
Allegheny Power

Jon Shaddock  
AmerenUE

Chris Taylor  
Alcoa

Roberto Velasco  
Grupo IDESA



Last spring, amid the worst recession in a generation, more than three thousand professionals from 40 countries and a wide range of industries gathered for ABB Automation & Power World. The event focused on energy efficiency and industrial productivity, two vital elements in any business' approach to remaining competitive in difficult and uncertain markets.

This year ABB will once again convene a meeting to give our customers and technology partners a unique opportunity to connect with and learn from one another, as well as to meet and interact with ABB product developers and executive management. The focus of the event will again be on energy efficiency and industrial productivity because, while the economy shows signs of improvement, these imperatives remain vitally important for all businesses to remain competitive.

To ensure that ABB Automation & Power World delivers the solutions you need, the program was developed with the guidance of a Customer Advisory Board. This group of end-users reflects the diverse industrial and utility marketplace and has strong opinions about what attendees, like you, need from an event like this. ABB, in conjunction with the Customer Advisory Board, has designed this year's event to give you real ideas and solutions that you can take back and use immediately.

I hope you will join us in Houston to connect, learn and succeed at what promises to be the best conference and exhibition we have hosted to date.

Best regards,



Enrique Santacana  
President and CEO  
ABB North America

# ABB Automation & Power World Agenda-at-a-Glance

## Meeting and Meal

### Locations

All meetings and meals will be held at the George R. Brown Convention Center.

### Event Hotels

The rate for the event hotels is \$159 + tax per night.

### Hilton Americas

1600 Lamar St.  
Houston, TX 77010  
Telephone:  
+1.713.739.8000  
Connected to the George R. Brown Convention Center

### Hyatt Regency Houston

1200 Louisiana St.  
Houston, TX 77002  
Telephone:  
+1.713.654.1234  
Located eight blocks from the George R. Brown Convention Center

### Four Seasons Hotel

1300 Lamar St.  
Houston, TX 77010  
Telephone:  
+1.713.650.1300  
Located four blocks from the George R. Brown Convention Center

Please note: The rate of \$159 depending on availability will be offered 3-days before and 3-days after the event.

Complimentary shuttle transportation will be provided between all the event hotels and the George R. Brown Convention Center during the conference and scheduled events.

	Monday, May 17	Tuesday, May 18	Wednesday, May 19	Thursday, May 20
7:00 a.m.		Breakfast	Breakfast	Breakfast
8:00 a.m.		General Session with ABB CEO Joe Hogan	Workshops Session 6	Workshops Session 12
9:00 a.m.		Break	Break	Break
9:30 a.m.		Workshops Session 1	Workshops Session 7	Workshops Session 13
10:30 a.m.		Break	Break	Break
11:00 a.m.		Workshops Session 2	Workshops Session 8	Workshops Session 14
12:00 p.m.		Lunch	Lunch	Lunch and Speaker
1:30 p.m.		Workshops Session 3	Workshops Session 9	Workshops Session 15
2:30 p.m.		Break	Break	Break
3:00 p.m.		Workshops Session 4	Workshops Session 10	Workshops Session 16
4:00 p.m.		Break	Break	Break
4:30 p.m.	4:30-5:30 p.m.	Workshops Session 5	Workshops Session 11	Workshops Session 17
	Walk 'n Run Event			
Evening Events	6:00-7:30 p.m. Reception in Exhibition Hall 7:30-9:30 p.m. Dinner/Entertainment	5:30-7:00 p.m. Reception in Exhibition Hall	6:30-9:30 p.m. Customer Appreciation Event	

## Full conference (\$800 full program or \$300 per day) includes:

- Choose from over 400 workshops
- Customer case studies
- Application and product workshops
- Hands-on technical training
- Business Forum
- ARC Inside
- General sessions
- Exhibition hall
- Breakfast and lunch daily
- Welcome reception and dinner
- Customer appreciation event on Wednesday evening

## ABB Incentive Package (valued up to \$4000):

Registrants receive a coupon valued up to \$1500 towards a future ABB purchase and a complimentary ARC business report valued at \$2500!

## One-day courtesy pass (no charge) includes:

- Choose from six workshops focusing on automation, power and energy, and optimization
- General sessions
- Exhibition hall
- Lunch

## Guests

Full conference attendees are welcome to bring a guest to the conference. There is a charge of \$200 a day (May 18, 19, 20) per guest. Guests are welcomed at all meals, evening events and the exhibit hall. Note: Must be 21 years or older.

Guests must register in advance – see registration link on main page to register a guest.

# ABB Automation & Power World Exhibition hall floorplan

## Exhibit hall hours:

### Monday, May 17

Reception in exhibit hall  
6:00 PM - 7:30 PM

### Tuesday, May 18

9:00 AM - 5:30 PM

Reception in exhibit hall

5:30 PM - 7:00 PM

### Wednesday, May 19

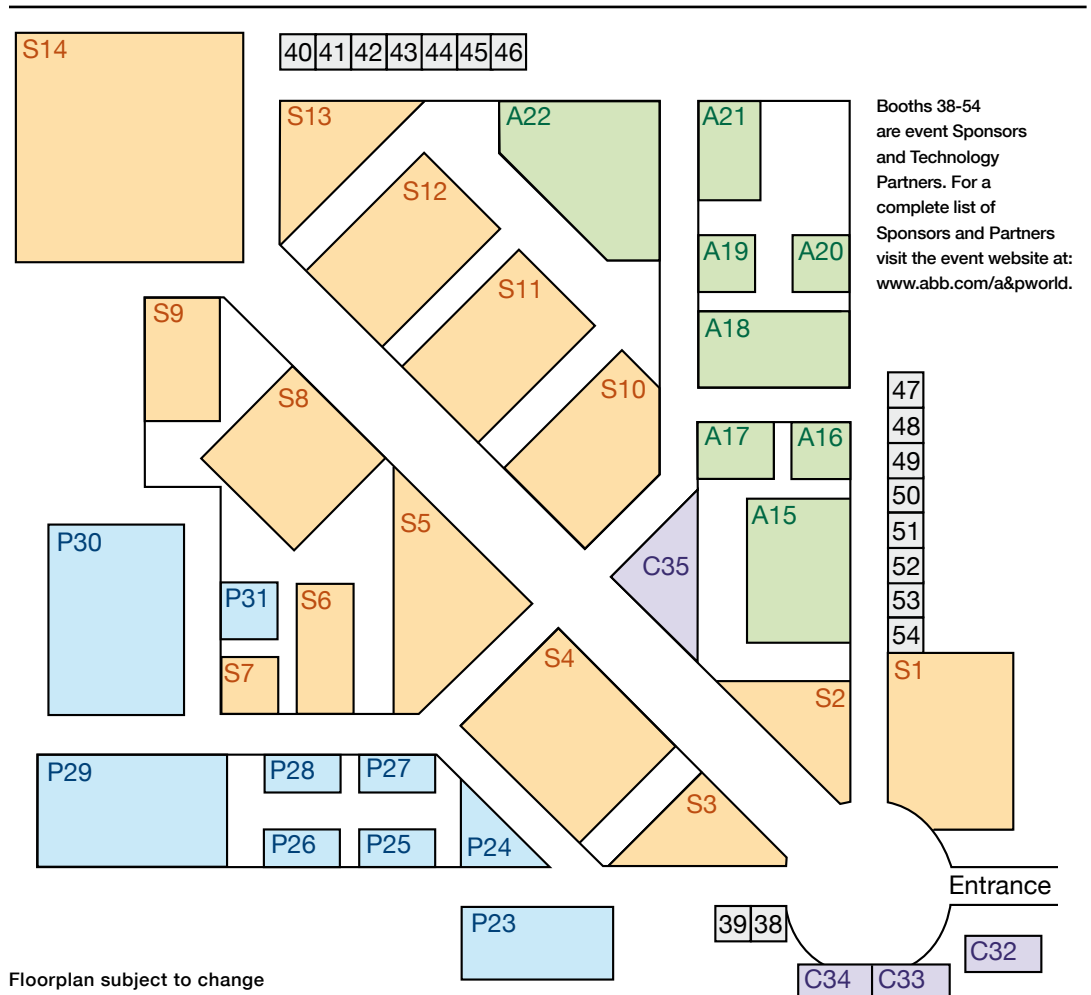
8:00 AM - 5:30 PM

### Thursday, May 20

8:00 AM - 12:00 PM

1:30 PM - 5:30 PM

The exhibit hall features over 100,000 ft<sup>2</sup> of exhibit space dedicated to automation, manufacturing and power solutions. That's almost two football fields containing over 100 tons of equipment and exhibits you won't want to miss!



## Single Line ABB Solutions

- S1 Control Systems Power of Integration Theater
- S2 Integrated Process and Power Automation
- S3 Collaborative Production Management
- S4 Control Systems Support for Life
- S5 Control Systems
- S6 Power Generation
- S7 Power Electronics
- S8 Low Voltage Products
- S9 Low Voltage Systems
- S10 Measurement Products
- S11 Low Voltage Drives
- S12 Low Voltage Motors
- S13 Medium Voltage Motors and Drives
- S14 Medium Voltage Power Products

## Manufacturing and Process Automation Solutions

- A15 Oil and Gas
- A16 Chemical
- A17 Life Sciences, Specialty Chemicals, Food and Beverage
- A18 Pulp and Paper
- A19 Cement, Mining and Mineral Processing
- A20 Water
- A21 Marine, Cranes and Turbocharging
- A22 Robotics

## Power and Utility Solutions

- P23 Renewable Energy
- P24 Smart Grid
- P25 Substation Automation
- P26 Substations
- P27 Network Management
- P28 Grid Systems
- P29 Transformers, Components and Service
- P30 High Voltage Power Products
- P31 Rail

## ABB Corporate Overview

- C32 Exhibit Concierge Desk
- C33 Sustainability
- C34 Health and Safety
- C35 ABB Store

# ABB Automation & Power World

## Become more valuable!

### Reduce cost and increase ROI

Choose from hundreds of application and hands-on workshops that will show you how to reduce cost and increase return on existing investments.

### End-user case studies

Learn how colleagues address challenges found in many industries. ABB Automation & Power World will feature over 60 end-user case studies.

### Industry-specific workshops

Designed to increase your interaction with colleagues, learn best practices, tips and proven methods that will make your job easier and improve your overall business performance.

### Business forum

The business forum offers a series of informative, non-technical workshops and panel discussions on a variety of current critical business challenges.

Some topics include:

- Supplier partnering: a valuable business strategy discussion led by Alcoa
- ABB's automation and power technologies: executive summary and outlook
- CEO town hall meeting
- It's all about leadership
- Manage the energy challenge and stay competitive

### Keep up with the latest technology

See and discuss the latest automation and power technology with the people that develop it. The event provides unparalleled access to product developers, application engineers and R&D managers.

### What is ABB Automation & Power World?

This event delivers over 500 hours of training and 100,000 ft<sup>2</sup> of exhibit space dedicated to automation, manufacturing and power solutions. ABB Automation & Power World has grown every year by providing attendees with unequalled learning and networking opportunities designed to help them grow their business. The event is held for three days and will attract over 4,000 people from more than 40 countries.

### ARC Inside

We have invited the ARC Advisory Group to add their global industry insight into our program. You won't want to miss the ARC Inside workshops offered throughout the conference. In addition, they are providing all full-conference attendees with a complimentary ARC Business Report valued at \$2500.

### Top 10 reasons to attend:

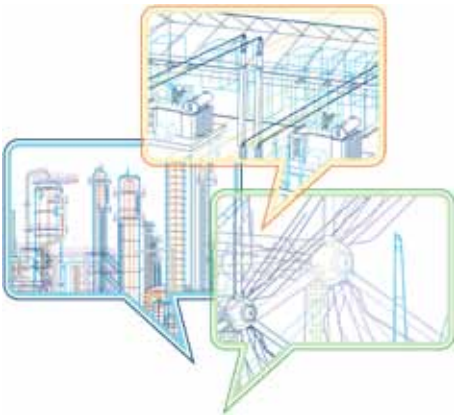
1. Become more valuable, choose from over 400 educational workshops and hands-on training sessions
2. Connect with thousands of peers and industry experts from 40 countries
3. Ask questions of, and give feedback to, ABB product developers and executive management
4. Get up to date with new and emerging technologies and industry trends
5. Learn how to maximize the value from your existing assets
6. Discover how to improve grid reliability, energy efficiency and industrial productivity
7. Apply lessons learned from over 60 customer-presented case studies
8. Focus on critical non-technical issues facing your company in the business forums
9. Succeed professionally by earning certificates of completion for every workshop you attend
10. See the widest range of technologies from one company at one conference

**ABB Incentive Package (valued up to \$4000):**  
All paid full conference registrants receive a coupon valued up to \$1500 towards a future ABB purchase and a complimentary ARC business report valued at \$2500!\*

\* See [www.abb.com/a&pworld](http://www.abb.com/a&pworld) for details

# Contact us

ABB Inc.  
Automation & Power World  
[www.abb.com/a&world](http://www.abb.com/a&world)



Connect. Learn. Succeed.

Follow ABB Automation & Power World:



FOLD HERE FOR MAILING

## ABB Automation & Power World What are last year's attendees saying?

"It is probably one of the best vendor conferences you could possibly attend for learning."

**Eric Swenson**  
**Ulteig Engineers, Inc.**

"Highly recommend the event as a venue that can be tailored to providing one with input on new and existing ABB services/product lines, meeting experts in the relevant fields, and/or exchanging ideas with fellow industry colleagues."

**Gonzalo M. Stabile**  
**enXco Inc.**

"I feel that it is worth the time to attend. This was my first experience and I felt that it was a value added experience."

**Jaime Leonard**  
**Pella Corporation**

"It is a great opportunity to provide feedback to product development managers and to network with peers."

**Michael R. Cutchins, P.E.**  
**Dominion Resources**

"Ability to discuss and interact with very intelligent individuals from around the world."

**Nicholas Urena**  
**Jupiter Aluminum**

"Great learning experience."

**Tom Dinh**  
**Hemlock Semiconductor Corp.**

"It is very important to attend this event, because you will be near experts, developers and experienced people familiar with ABB technologies."

**Nerio Viera**  
**Cementos Catatumbo**

"This was my first ABB event and I thought it was excellent."

**Eric Herr**  
**Ameren Services**

Power and productivity  
for a better world™

