

# TOP 10 REASONS

to attend Automation World 2007!



**ABB Automation World 2007** is an event designed by engineers and business people like you to ensure maximum value for all attendees. Every year a group of customers from a variety of industries meet with ABB to design the Automation World event program. Everything from workshops topics to exhibits gets reviewed and critiqued. This vital input is then used to redesign and fine-tune the event to provide maximum benefit to you, the attendee.

This document contains the top 10 reasons why the Customer Advisory Board thinks that you should attend Automation World 2007 along with event details to support their decision. Please review this list; we hope it provides you with your best reason yet to justify attending ABB's Automation World in 2007.

**10 Learning and personal growth.** With 300 workshops, hands-on exhibits and 2000 attendees expected from throughout North America, the event gives you an unparalleled opportunity to learn new ideas, see new solutions and benchmark against the best. For 3 full days you will have non-stop access to obtain new knowledge to benefit your company and help grow in your career. Many attendees return every year; because these three days are some of the most valuable they spend at any event!

**9 Hands-on and ISA training with CEUs.** In addition to the regular agenda, two special bonus features have been added to provide you even more reason to attend. Based on customer input we have included even more hands-on training so that you can really learn new skills that would otherwise require dedicated training sessions at much higher cost. ABB is providing many of these as part of its free technical training program. In addition, the Instrumentation, Systems and Automation society (ISA) will be holding six scheduled one-day training sessions in conjunction with the event that offer Continuing Education Units (CEUs). More details on the ISA courses can be found at [www.abb.com/automationworld](http://www.abb.com/automationworld).

**8 Enable companies to become more productive and lower costs.** Many of the customer led workshops describe how they used technology, services or application improvements to become more productive and lower costs. We are all in very competitive markets, come and learn from other businesses, industries and ABB experts about how your can improve your competitiveness and quality. You'll be pleasantly surprised how your peers are willing to discuss with you what worked in their business and why. They understand that by sharing this information, they open up dialogue and learn ideas from others to further improve their business.

**7 Tremendous amount of technical information and key ABB experts under one roof.** It would be impossible to attend any other event, meeting or show where you would have such complete access to ABB's latest technical knowledge and experts in one location. As the world's largest automation supplier (source: Control Magazine, December 2005) there will be one of the broadest displays of products, services and solutions ever displayed by a supplier in one location. In addition all the product managers, application engineers, R&D specialists etc. that support this offering will be available to talk with you and address any questions, comments or ideas you have.

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**6 Meet with ABB product development experts.** How do you reach the engineers working on tomorrow's Automation solutions? Meet today at Automation World and tell them in person what you would like to see included in future product and system development. While changing technology can bring benefits to your business you may never have dreamed of, application of this new technology can be shaped by your real-world experience. Don't miss this unique opportunity to meet with ABB's global product development experts to hear where they see technology taking Automation in the future and giving them your feedback on what you would like to see that technology do for you.

**5 Solutions for total life cycle costs and product management.** While the initial capital investment in projects is important, the total life cycle cost is the best way to measure the real ROI of your assets. Besides the breadth of technology on display and a wide variety of application knowledge, ABB's Automation World also features asset management solutions and reliability approaches that enable you to better manage your automation investment to reduce total life cycle costs. By utilizing these systems and collaborating with ABB and other customers at Automation World, you can significantly reduce the life cycle cost of your investment.

**4 Staying abreast of new product offerings and technologies.** The Automation marketplace moves quicker and quicker as technology advances. In only 3 days learn the latest technology trends and products that can help your business now and in the future. Workshops include a future-view of Automation technology led by ABB's Chief technology Officer (CTO) and an update on wireless technology. In addition get hands-on access to ABB's latest new products and hear from their technology partners about new solutions that you need to know about.

**3 Getting more value out of your current investment.** Whether you have an ABB product or one from our heritage companies e.g. Bailey, Fischer & Porter etc., this event is also committed to providing you with information that helps you get more out of your current investment. Workshops and training is offered on how to utilize features or imbedded technology you might not be aware of to bring increases in performance and improve lifecycle costs. Also, see how relatively low cost upgrades to your existing investment can bring major ROI.

**2 Contacts and networking with peers.** A major benefit to attending Automation World cited by many return participants is the great opportunity it provides to meet fellow professionals and learn from each other. Every year, based on feedback from attendees, we increase the opportunities to network with your peers in a relaxed atmosphere. In 2007 there are more evening receptions in the exhibit hall, a welcome dinner on the Monday evening before the event starts, and offsite event at Universal Studios and two cafes in the exhibit hall. Not to mention the fact that all attendees have breakfast and lunch together in a single location every day. Take advantage of this great opportunity to meet a wide variety of automation users that combined have 1000's of successes to share with you.

**1 Learn how to collaborate.** The number one benefit to attending ABB Automation World 2007 is that you will learn how to "collaborate for results" that is the theme for this year's event. Many of the world's most successful business leaders cite collaborating with other companies as the single biggest benefit to their business. Collaboration helps solve problems, identify opportunities and develop best-in-class programs that will help you and your business succeed. Join ABB, our partner companies, sponsors and fellow customers in a unique environment that enables us all to collaborate to better serve our respective customers, employees and society in general.

***You won't want to miss Automation World 2007!***

**Register Today!**

**[www.abb.com/automationworld](http://www.abb.com/automationworld)**

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