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Harnessing the power of change

ABB Automation & Power World

March 2-5, 2015 – Houston, Texas

Event sponsor:



www.microsoft.com/abb

Power and productivity
for a better world™



Register today to attend!

ABB Automation & Power World – March 2-5, 2015

Why do engineers, managers, business and technology leaders return to Automation & Power World year after year?

- Try out new products and solutions
- Talk with peers and ABB experts about industry trends
- Network with peers and industry leaders
- Bring back new ideas to impact your own business
- Maximize the use of existing resources
- Make new connections
- Gain expertise

Every year we listen to you, our attendees, about the features, offerings and topics we need to add or expand, and the information that can help you and your business right now. From the vast exhibit space of the Technology & Solution Center to one-on-one interactions with ABB's specialists, Automation & Power World is dedicated to helping you and your company succeed.



Greetings from ABB,

Since 2009, ABB Automation & Power World has brought together professionals from utilities, industries and infrastructure for our premier educational and collaborative event in North America.

I want to extend you an invitation to join us in Houston, March 2-5, 2015, and experience for yourself all that ABB Automation & Power World has to offer. Together with many customer attendees and presenters, we will have ABB technical experts, industry leaders, ABB management and business partners focused on how we succeed together in facing the opportunities and challenges ahead.

Working closely with our Customer Advisory Board, we've built on our past success to take the event and our solutions to the next level. Part of this evolution was the debut of our first-of-its-kind SmartStream digital conference series. We tapped into the same spirit of innovation as we designed our Houston program, ABB Automation & Power World 2015: Harnessing the power of change.

We've made some exciting modifications to this event, which you can read more about on the following pages. What hasn't changed is our commitment to making ABB Automation & Power World the most valuable use of your time. Our goal is to give you an innovative look at new ideas, trends and technologies that will impact the way your company moves forward in a rapidly changing business landscape.

For the first time ever, event registration is FREE for our customers and industry professionals. Visit www.abb.com/apw/2015 to register or for more information about the event.

We are excited to see you at ABB Automation & Power World 2015: Harnessing the power of change.



Regards,

Greg Scheu
Member of the Group Executive Committee
President, Americas

What's new in 2015?

ABB Automation & Power World – March 2-5, 2015

Thousands of engineers, managers, executives and ABB technical experts will converge in Houston for this premier educational event.

If you've never attended an Automation & Power World before, keep reading to learn more about why you need to attend. If you're a past attendee, here are some highlights of what's new this year:

- **Daily headline keynote speakers:** Start your conference day with insight and inspiration on topics such as power and productivity, thriving in change and the impact of the human factor in engineering and leadership. See more about keynote speakers on the following pages.
- **Industry forums:** Join others from your industry to share experiences and discuss the challenges and issues you're facing now and can expect to deal with in the future.
- **Free full conference registration:** Attend any of the educational sessions from our conference curriculum, take part in networking events with your peers, visit the Technology & Solution Center and more – without paying a registration fee.
- **Redesigned conference content:** Find the technical training most relevant to you from over 300 educational workshops, forums, panel discussions and hands-on training courses, in conference tracks developed around applications and best practices for industries, utilities and infrastructure.
- **Dedicated solutions pavilions:** Want to see the full range of what ABB has to offer for your industry? Our customer solution pavilions for chemical, oil & gas; manufacturing industries; transport and infrastructure; and utilities will showcase the breadth of ABB's integrated offerings.
- **Redesigned Technology & Solution Center:** With over 120,000 square feet of exhibit space arranged to follow the flow of energy from source to socket, our exhibit floor has been organized to make it easier for you to find the products and solutions you're looking for.

What hasn't changed...

Our commitment to deliver practical knowledge, networking opportunities and the largest number of products, technologies and solutions in one place at one time.

Q. What does it cost to attend ABB Automation & Power World 2015?

A. NEW in 2015 there is no registration cost to attend Automation & Power World.

NEW in 2015: Peer-to-peer round tables

Be sure to leave time in your agenda to attend the new peer-to-peer roundtable discussions on Tuesday from 5:15 PM - 6:15 PM. Seating is limited!

Peer-to-peer discussions provide valuable interaction and networking with others from similar industries, companies and expertise. Make new contacts, talk with your peers, and enjoy a couple of drinks along with some snacks during this special networking opportunity.

Roundtable discussion topics:

- Multi-generation workforce: building collaboration
- Where is Rosie the Riveter in 2015?: How organizations can attract, retain and advance talent
- Cooling tower efficiency
- DOE Regulations
- Reduce the size and weight for large compressor drivers on offshore applications
- The USDA and the food industry
- All things solar
- Leveraging smart grid technology to manage distributed energy resources
- Functional safety
- Incorporating cybersecurity best practices into your strategy for maintenance, upgrades and beyond
- Integration of safety and process automation
- The Internet Of Things from a practical perspective
- Aging power equipment
- Transformer resiliency
- Energy storage
- Grid modernization

HVDC applications in North America and US markets

The digital substation

www.abb.com/apw/2015

Daily keynote speakers

Inspire - inform - energize

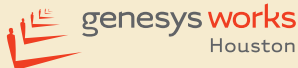


ABB is proud to support
Genesys Works

ABB and the ABB Foundation will sponsor Genesys Works, a non-profit organization whose mission is to enable economically disadvantaged high school students to enter and thrive in the economic mainstream by providing them the knowledge and work experience required to succeed as professionals.

The donation will be used to fund materials, facilities and equipment expenses related to the upcoming 2015 summer training program, 40 Days/40 Ways, which is the first critical phase of Genesys Works' 14-month Meaningful High School Internship Program. 40 Days/40 Ways is an intensive 8 week program that will train nearly 300 low income students from 22 high schools in five school districts throughout Houston in technical and professional skills that will prepare them to assume a paid corporate internship during their senior year of high school.



Ulrich Spiesshofer
Chief Executive Officer, ABB Ltd.

Tuesday, March 3 at 8:30 AM – Power & productivity

Since joining ABB in 2005, Ulrich Spiesshofer has held several key positions during a period of tremendous growth, first as Head of Corporate Strategy, Supply Chain Management and Mergers & Acquisitions and later as head of ABB's Discrete Automation & Motion division and, since 2013, as CEO. In his ten years with the company, Spiesshofer has played a key role in the acquisitions of Baldor Electric, Ventyx, PowerOne and Thomas & Betts, moves that dramatically expanded the company's presence in North America and solidified ABB as the global leader in power and automation.



Alan Mulally
Ford CEO (retired 2014)

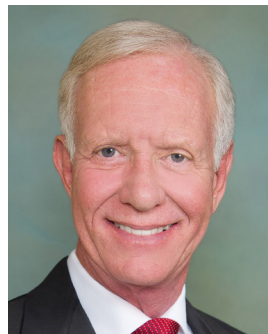
Wednesday, March 4 at 8:30 AM – The human factor

In 2006, the Ford Motor Company suffered a devastating 12.7 billion dollar loss. At the time, Ford had witnessed a downgrade in stock-value and its brand mismanaged; however, under the leadership of a newly appointed president and CEO, Alan Mulally, the organization saw a remarkable return to profitability and was later in fact the only American car manufacturer to not accept a bailout from the United States government. With Mulally's vision and commitment, Ford was able to recommit itself to quality, develop a comprehensive strategy and implement a new sense of identity. His renowned leadership skills transformed Ford into one of the world's leading automobile companies and the #1 automobile brand in the United States. Mulally expounds on his strategic leadership and inspires audience members to explore their own set of skills as they apply to and enhance their organization.



ARC will provide an **ARC Strategies Report "Overcoming Automation Challenges."**

Attendees can stop by the ARC booth to have their badge scanned to receive the free report electronically as a .pdf file. The estimated retail value of this report is \$2500.



Captain "Sully" Sullenberger
Pilot (retired)

Thursday, March 5 at 8:30 AM – Thriving in change

Chesley B. "Sully" Sullenberger, III has been dedicated to the pursuit of safety for his entire adult life. While he is best known for serving as Captain during what has been called the "Miracle on the Hudson," Sullenberger is a safety expert and accident investigator, serves as the CBS News Aviation and Safety Expert, and is the founder and chief executive officer of Safety Reliability Methods, Inc., a company dedicated to management, safety, performance and reliability consulting.

Upon graduation from the United States Air Force Academy, Sullenberger served as a fighter pilot for the Air Force from 1975 to 1980. He advanced to become a flight leader and a training officer, attaining the rank of captain. After serving in the Air Force, Sullenberger became an airline pilot with Pacific Southwest Airlines, later acquired by US Airways, until his retirement in March 2010.

Prior to gaining worldwide attention, Sullenberger was an active and ardent safety advocate throughout his four-decade long career. He was selected to perform accident investigation duties for the United States Air Force, and served as an Air Line Pilots Association (ALPA) representative during a National Transportation Safety Board investigation.

Business and Industry Forums

Discussions on timely issues, trends and technologies



Industry Forums

Discussions and insights on current topics and trends affecting your industry

Industry forums are a new APW curriculum program element focused on timely and important issues unique to specific markets. They are designed to facilitate peer-to-peer dialogue, provide insights on unique industry challenges and explore ramifications of pending regulation and game changing events, developments and technologies.

- Chemical, Oil & Gas
- Data Centers
- Manufacturing
- Marine
- Metals
- Mining & Minerals
- Power Generation
- Pulp & Paper
- Transmission & Distribution
- Water & Waste Water
- Wind & Solar Energy

Business Forum

Dedicated project management track added for 2015!

Part of the APW curriculum, the Business Forum program features less technical oriented sessions that are suitable for both business management and technical audiences alike. Here you'll find discussions on business trends, market conditions, personal and professional development and a complete track dedicated to project management. You won't want to miss these Business Forum favorites:

Town Hall with ABB CEO Ulrich Spiesshofer

This special session is exclusively for ABB customers and partners. Hear about ABB's vision for the future direct from CEO Ulrich Spiesshofer and other ABB senior managers. Join in a candid and open discussion on a range of topics focused on facing the challenges in today's global marketplace.

ABB's Research and Development outlook with CTO Claes Ryttoft

Chief Technology Officer Claes Ryttoft provides insights on recent innovations like DC breakers and alternatives for SF6 gas. He also pulls back the curtain on ABB's nine targeted research areas.

Customer Celebration – Wednesday evening, March 4



You won't want to miss this special customer appreciation concert event exclusively for Automation & Power World attendees. The evening will kick off with a special guest appearance from ABB's own Digital Output band. Followed by a special appearance by the legendary **Kool & the Gang**.

So bring your good times – and your laughter, too – and join your fellow attendees for an evening of music, food and fun.

Education and training opportunities

ABB Automation & Power World – March 2-5, 2015

The education and training curriculum is arranged in easy to navigate tracks developed around applications and best practices for industries, utilities and infrastructure:

Best practices in industry

- Innovation in automation technology
- Maintenance strategies
- Optimizing plant assets
- Process safety and security
- Transforming operations

Best practices for infrastructure

- Lean construction
- Solving information and transportation challenges

Best practices for utilities

- Asset management
- Distributed energy resources and renewables
- Grid modernization
- Reliability and resiliency
- Safety and regulatory compliance

New and updated products

- Discrete automation and motion
- Low voltage products
- Power products
- Power systems
- Process automation

Technical training

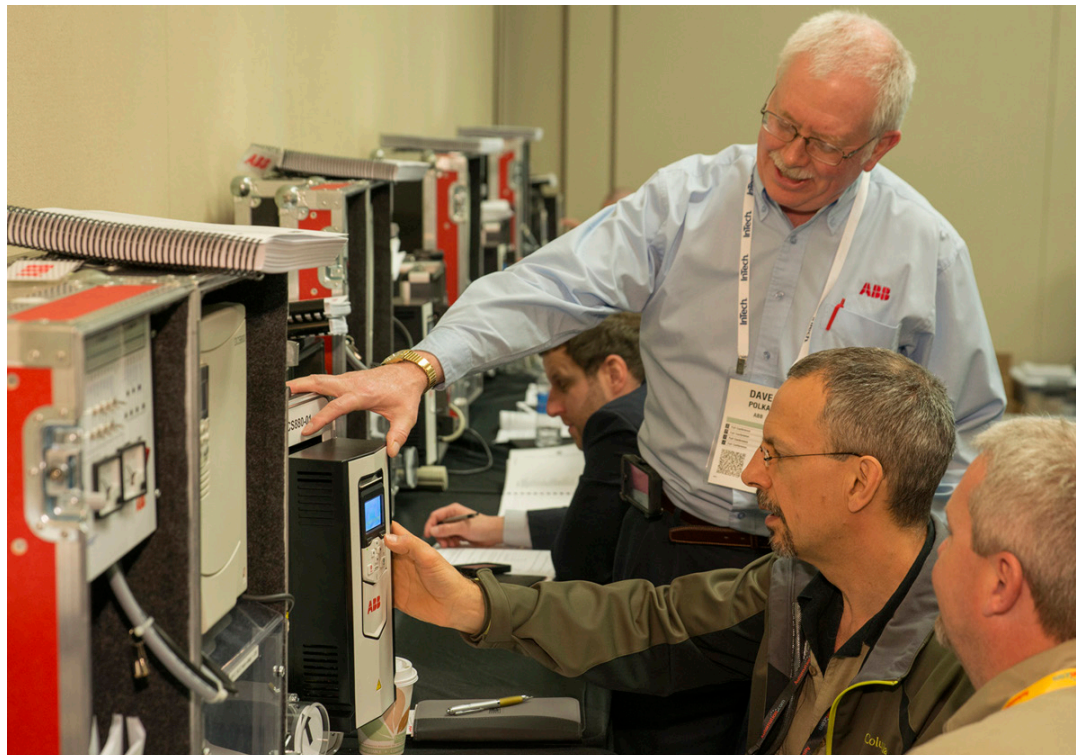
- Distribution automation
- Drives, PLCs, servos and motion
- Essential automation
- Low voltage products
- Power 101
- Power services
- Process engineering 101
- Symphony Plus
- System 800xA Extended Automation

Event registration

Register for ABB Automation & Power World and event hotels by visiting the event website at www.abb.com/apw/2015

There is no conference fee to attend; however, you must be registered to attend.

Hotel accommodation information can be found on the event website at www.abb.com/apw/2015



Education and hands-on training opportunities at APW

Choose from hundreds of educational workshops, forums, panel discussions and hands-on training courses, and create your own customized learning experience. Workshops focus on the topics and issues important to you and are presented by technical experts, end users and industry specialists.

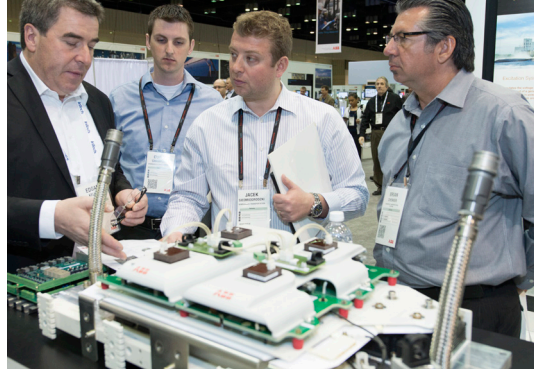
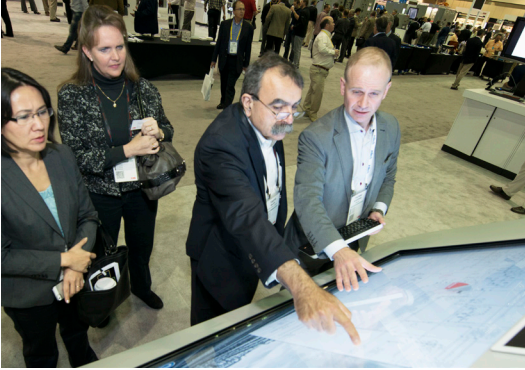
You can use our web-based Sample Agenda Builder to read session descriptions and start creating your own conference plan. Just visit <http://apw2015agenda.com>. Also available on www.abb.com/apw/2015 you can look at the course schedule and abstracts sorted by time slot or by track name.

ABB is an IACET (International Association for Continuing Education and Training) Authorized Provider and is able to award CEUs (Continuing Education Units) on select workshops. In addition, transcripts showing all workshops you attend – up to 15 during the course of the full conference – can be downloaded after the event, which may be applied to Professional Development Hours (PDHs).

Q. How can I choose what educational training to attend?

A. You can build your own agenda by using the APW web-based Sample Agenda Builder. You can find the link to the Sample Agenda Builder on the event website at www.abb.com/apw/2015 or by visiting <http://apw2015agenda.com>

Technology & Solution Center ABB Automation & Power World – March 2-5, 2015



Networking...experts...solutions...new trends...it's all there.

The 2015 Technology & Solution Center will house the largest portfolio of ABB products, solutions and services in North America. Learn from the experts, plus see for yourself and gain hands-on access to the software and technologies that:

- Reduce energy and maintenance costs
- Improve safety and compliance
- Keep teams more mobile and more connected
- Reduce work-in-progress inventory
- Provide complete industry-specific solutions from source to socket
- Make the most of current assets

At evening networking receptions and informal discussions, meet and interface not only with exhibitors and technology experts but with your peers, industry leaders and technology partners.

Q. What experts will be on hand at ABB Automation & Power World?

A. ABB's executive management, the developers behind ABB's newest solutions and the engineers and project managers who work with ABB clients on-site every day, are eager to answer your questions, hear your suggestions and trade technology insights.

Stay connected and join the APW community!

Follow Automation & Power World and take advantage of the latest social media outlets for updates to the agenda and curriculum. Also keep current with event news!



You Tube:
youtube.com/user/abbapworld



Facebook:
facebook.com/abbapworld



Twitter:
twitter.com/abb_APW
(hashtag #ABBAPW)



LinkedIn:
Join the ABB Automation & Power World group

Event registration is now open and new this year there is no registration fee to attend.

For more information and to register, visit us at:
www.abb.com/apw/2015

Need more information?
Event information is available on the event website or by calling our 24-hour help line:

800-HELP-365

(800-435-7365). Press option zero (0) and ask for Automation & Power World 2015 support.

An event designed by your peers

ABB Automation & Power World Customer Advisory Board

2015 Customer Advisory Board

ABB extends our sincere gratitude to our 2015 Customer Advisory Board. With the help of this group of industry experts, Automation & Power World is designed to give you real ideas and solutions that you can take back to your organization and use immediately to improve your bottom line. The Board provides input into many aspects of the event, from workshop content and the Technology & Solution Center to the networking opportunities you experience throughout the event. This group of customers reflects the diverse power and automation marketplace and has strong opinions about what attendees need from an event like this.



Doyle Broom
ExxonMobil



David Coates
Alcoa



Andrew Dolan
American Transmission



Arnold Fry
Duke Energy



Chuck Grice
Wesco



Kishia Haberle
Fluor



Randy Hoppe
Microsoft



Kenneth Jackson
DuPont



Kevin McSweeney
PG&E



Richard Mullaly
Vale



Matt Neal
Wood Group Mustang



Jon Prince
IBT Industrial



Ken Posey
AEP



Jon Shadduck
Ameren



Jim Williams
Motion Industries

Thank you,
Customer
Advisory
Board 2015.

Whether it's collaborating with experts about new ways to strengthen your business or learning about new innovations in technology and smarter devices that can help your operations run more efficiently, we have it all at ABB Automation & Power World 2015: Harnessing the power of change.

What makes Automation & Power World the "must attend" event in 2015?

1. Free full conference registration – for the first time ever!
2. Customize your learning experience and choose from hundreds of technical workshops, panel discussions and hands-on training courses designed to address today's biggest business challenges.
3. Connect with thousands of your peers and industry experts to discuss best practices and industry trends, and take home practical advice to deal with your company's specific operating issues.
4. Earn professional development hours (PDHs) for every workshop you attend, up to 15 total for the entire four-day event; some workshops even offer Continuing Education Units (CEUs).
5. Attend fascinating and relevant keynote sessions and industry forums focused on current hot topics, such as tomorrow's energy delivery, human factors and thriving in change.
6. Get up to date with new and emerging technologies and industry trends to help you prepare for tomorrow's business needs.
7. Meet with peers in your own industry, as well as those with similar responsibilities in other industries, to share information on what's worked – and what hasn't – when dealing with comparable issues or projects.
8. Ask questions of, and give feedback to, ABB product developers and executive management.
9. Further develop your critical, non-technical skills in the business forums.
10. And of course, as always, see the widest range of technologies from one company at one conference!