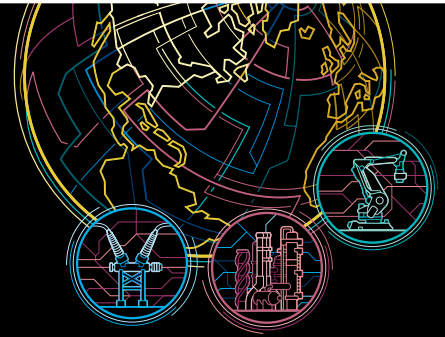


Register today!

Harnessing the power of change

Automation & Power World

March 2-5, 2015 | Houston, TX
www.abb.com/apw



Greg Scheu,
President, Americas

personally invites you to attend

ABB Automation & Power World

March 2-5, 2015

George R. Brown
Convention Center
Houston, Texas

Register today!

Bring this mailer to the Concierge desk in the APW 2015 Technology & Solution Center to receive a special gift.

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

I want to extend an invitation for you to join us in Houston, March 2-5, 2015, and experience for yourself all that APW has to offer. Together with many customer attendees, 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 and taken the event and our solutions to the next level. We've made some exciting modifications for this event, which you can read more about on the following pages. What hasn't changed is our commitment to making APW 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.

Event registration is now open - and new this year, there is no conference fee to attend. For information and to register, visit us at www.abb.com/apw2015.

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



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

What's new in 2015

Re-designed conference content to provide you with practical information you can put to use immediately:

- Daily headline keynote speakers delivering insightful presentations to energize, inform and inspire
- Conference tracks developed around applications and best practices for industry, utilities and infrastructure
- Greater access to hands-on training courses
- Industry forums designed to facilitate peer to peer dialogue and problem solving of challenges and issues unique to your industry

Exhibit floor organized around you to maximize and simplify your experience:

- Dedicated solution pavilions showcasing the breadth of ABB's integrated offerings for chemical, oil & gas; industry; transport and infrastructure; and utilities
- Technology & Solution Center featuring ABB and partner products and solutions from source to socket: Generate, Transmit and Distribute, Connect, Operate and Optimize, and Sustain

Your FREE event registration lets you:

- See the newest offerings from ABB and our partners
- Take part in hands-on training
- Network with peers and experts
- Design your own learning agenda
- Go home with practical information to help your business succeed

Educational opportunities

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.

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 can be downloaded after the event, which may be applied to Professional Development Hours.


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