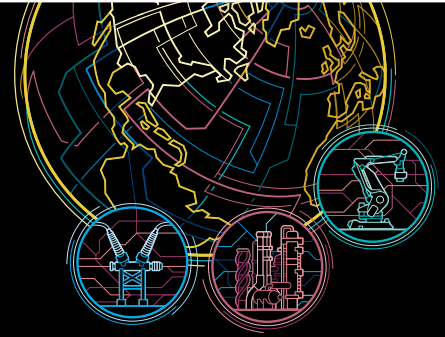


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Automation & Power World NEW! Distributor Day March 2, 2015



Selling more of ABB's existing offering to accessible customers is a strategic focus, and that is what companies like Baldor and Thomas & Betts bring to ABB. The distribution channel serves as a way to drive organic growth. In its first year, Distributor Day strives to strengthen our relationships with existing partners, facilitate mutual exploration and drive profitable growth through the distribution channel.

Why would a distributor want to attend?

- **See it all under one roof** – Many distributors find it difficult to grasp all that a large supplier like ABB has to offer. APW is the chance to see all of the products, experts, and solutions in action!
- **Enhance supplier and end-user relationships** – ABB has a dedicated distributor program this year, Distributor Day. Distributor Day provides a chance for distributors to meet with you, product experts and ABB leadership. It is also a great place for distributors to bring end users for hands-on product opportunities.
- **Invest in their future** – Industry professionals can benefit from networking, education seminars, hands-on training and industry forums. 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 they attend can be downloaded after the event which may be applied to Professional Development Hours.

Who would benefit from attending?

All distributor employees attending Automation & Power World are welcome and encouraged to attend. Others, including sales reps and end users may of course attend APW on March 2, but we request that participation in the Distributor Day lunch is reserved to distributors and their sales reps only.

What to expect

Distributor Day is a way to show ABB's commitment to selling products through distribution. It is also a way to attract new distributors and introduce cross division opportunities that would develop our existing channel. With these goals in mind, we have built a half day program designed to give distributors an inside look at ABB and APW 2015.

Distributors will first sit down to lunch and hear from America's region manager, Greg Scheu. Following lunch, distributors will have the opportunity to attend educational curriculum sessions of their choice and go on a guided tour of the Technology & Solution Center (TSC). The TSC is the place to see it all. Distributors will experience a guided tour complete with talking points so they can feel confident taking their end-users around the show floor throughout the week.

At the end of the day, there will be a toast to distribution followed by a reception in the TSC.

How to promote

Distributor Day is new to APW this year, so we need your help communicating the benefits of attending to your distributors. Take advantage of digital promotion materials including an email signature banner, invitation email template and a Top 10 leave behind. Best of all, attendance at Distributor Day is Free! Distributors can register and reserve their spot for the inaugural event at www.abb.com/apw. (See next page for agenda).

Automation & Power World Distributor Day | March 2, 2015

Agenda-at-a-glance – Distributor Day Monday, March 2

11:00 AM		Distributors arrive early to pick up badge			
11:30 AM					
12:00 PM		Private Distributor lunch (speaker Greg Scheu) 12:00 PM - 1:00 PM			
12:30 PM					
		Blue Group	Orange Group	Green Group	
1:00 PM	Technology & Solution Center open Distributor lounge open	Customized Technology & Solution Center tour	Business Forum, Education & Training Sessions	Business Forum, Education & Training Sessions	
1:30 PM					
2:00 PM		Break			
2:30 PM		Business Forum, Education & Training Sessions	Customized Technology & Solution Center tour	Business Forum, Education & Training Sessions	
3:00 PM					
3:30 PM		Break			
4:00 PM		Business Forum, Education & Training Sessions	Business Forum, Education & Training Sessions	Customized Technology & Solution Center tour	
4:30 PM					
5:00 PM		Town Hall followed by reception in the Technology & Solution Center 5:00 PM - 7:00 PM			
5:30 PM					
6:00 PM					
6:30 PM					
7:00 PM					
Evening			Everyone is on their own for dinner		