



MARCH 13–16, 2017 | HOUSTON, TEXAS

APW is now
ABB Customer World
Save the date!

Take part in APW, now ABB Customer World

Join us for Distributor Day March 13

In conjunction with APW, now ABB Customer World, Distributor Day offers a unique program designed especially for our trusted partners. Capitalize on this one-of-a-kind opportunity to build end customer relationships, talk one-on-one with industry experts and see all the latest ABB equipment, technologies and solutions.

WHY ATTEND?

Network and build relationships

Congregate with thousands of your peers, industry experts and ABB leadership to discuss industry trends and future business possibilities. APW, with the new name ABB Customer World, is a great place to bring your customers for conversion opportunities or to close an order.

Training for yourself and your customers

Choose from over 300 educational sessions, plenary sessions and daily keynotes. Earn professional development hours (PDHs) and CEU credits for the sessions you attend. Join us on Monday for distributor employee training. Whether you are new to the industry or a longtime employee, come to realize the full spectrum of ABB's solutions.

Access to leadership, experts and products all in one place

Ask questions and give feedback to ABB product developers and executive management on the show floor. Expand your technical expertise with immediate access to all the experts you need under one roof!



Designed to facilitate mutual exploration and cross division opportunities for our distributors, Distributor Day 2017 offers you an invaluable, premier glimpse into the solutions and products on the forefront of the industry today. Mark your calendars now for March 13, 2017. For more information about APW, now ABB Customer World, visit: www.abb.com/acw

AGENDA

- Distributor lunch
- Three hours of distributor specific content
- Executive leadership Q&A panel
- Sessions on how to sell ABB's value in key market segments
- Sessions on selling ABB's value in distribution product groups
- Reception in the 120,000 sq. ft. Technology & Solution Center

APW, NOW ABB CUSTOMER WORLD 2017, 2017 IS FREE FOR ABB CUSTOMERS, DISTRIBUTORS & OTHER INDUSTRY PROFESSIONALS!

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