



Harnessing the power of change ABB Automation & Power World March 2-5, 2015 | Houston, Texas



Greetings from ABB,

On behalf of our entire event team, I want to thank you for attending Automation & Power World in the past and helping shape what is now our premier educational and collaboration event in North America. Without your participation, we would not have the networking and experience sharing that your fellow attendees have consistently told us make Automation & Power World a must-attend event.

Working closely with our Customer Advisory Board, we've built on our past success and taken the event to the next level. As a previous attendee, I want to extend a special invitation for you to join us in Houston, March 2-5, 2015, for ABB Automation & Power World 2015: Harnessing the power of change.

We've made some exciting modifications for this event, and I hope you will join us and experience for yourself all the new features Automation & Power World has to offer:

- Keynote sessions from Ulrich Spiesshofer, CEO of ABB; Alan Mulally, former CEO of Ford Motor Company; and Chesley "Sully" Sullenberger, former pilot and current aviation safety expert
- Luncheon keynotes sponsored by Microsoft on the Internet of Things (Tuesday) and cyber security (Wednesday)
- Daily industry forums designed to facilitate peer-to-peer dialogue and problem solving for challenges unique to that industry
- Dedicated industry pavilions showcasing the breadth of ABB's integrated offerings for utilities; transport & infrastructure; chemical, oil & gas; and industry
- Greater access to hands-on training courses, offering the opportunity to earn Professional Development Hours (PDHs) or, for select courses, Continuing Education Units (CEUs)

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.

Full conference registration is FREE for our customers and industry professionals. Just visit www.abb.com/apw2015 to register or for more information about the event.

We are excited to have you be a part of ABB Automation & Power World 2015: Harnessing the power of change. And to show our appreciation for your attendance this year and in the past, just bring a copy of this letter to the Concierge desk in the Technology & Solution Center to receive a special alumni gift.

I look forward to seeing you in Houston.

Regards,

Greg Scheu
President, Americas

Register

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