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The DIGITAL PLANT Conference February 2010 Newsletter

Technology Up Close and Personal: Digital Plant Conference 2010

With less than one month before the March 1-3 conference in Houston, we wanted to comment on a very special offering provided at DIGITAL PLANT 2010. This is the convening of the **technology tours**, which will allow people to get a comprehensive view of all major sponsors through **pre-scheduled two-hour owner and EPC-focused reviews**. As a result, the sponsors can tailor their briefings to either an owner or an EPC perspective, increasing the relevance of what is presented and demonstrated. Our experience from last year was overwhelmingly positive, and we are expanding the time slots available. This is great opportunity to ensure that everyone (particularly your boss) will get the maximum benefit from the conference.

Technology companies today have such a diverse set of offerings that they require numerous "stations" to view all of the functions. Visiting each booth can literally take hours to get a complete view of the full range of offerings. By creating small groups, each vendor can afford to invest both the time and preparation required to **deliver a complete briefing**. With this, if individuals want to go back and dig in further, they know exactly the areas that are of most interest. Moreover, within two hours, each tour participant will be able to **view, compare, and analyze up to five different offerings**. Start the day with the **keynote and plenary sessions**, and then move into a comprehensive technology tour. I cannot imagine a better way to orient your busy executives on the **state and benefits of plant technology and best practices**.

So, stick your head in your boss's office and let him/her know that you have a great idea on how to gain valuable information and best practices for your business - DIGITAL PLANT 2010!

Still need to sign up for the Technology Tours? Call Jill Dean with the DIGITAL PLANT Conference at 713-343-1880 to sign up for a tour!

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DIGITAL PLANT is organized by TradeFair Group, an Access Intelligence Company. For the latest info on DIGITAL PLANT, visit www.digitalplantexpo.com. For info on becoming a Sponsor and/or Exhibitor, contact Julien DuPont at 214-358-5359 or julind@tradefairgroup.com. For info on speaking or serving on the Advisory Board, contact Allison Hughes at 713-343-1870 or allisonh@tradefairgroup.com.

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Are you a sponsor or exhibitor at DIGITAL PLANT 2010 with a newsworthy story for our monthly newsletter? Please e-mail your submittals to Allison Hughes at allisonh@tradefairgroup.com for consideration.

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