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## The DIGITAL PLANT Conference January 2010 Newsletter

*Invite Your Boss to DIGITAL PLANT 2010*

Happy New Year!

Each year we must get approval for attending a conference like DIGITAL PLANT. Generally we have to explain the importance of the conference and why it will provide business value for the company that employs us. This year, DIGITAL PLANT calls for a new strategy. Don't ask permission, but instead explain how important it is to have your boss join you at the March 1-3, 2010 conference. Why? We all know that this past year brought many changes to the projects and facilities worlds, some good and some challenging. As we emerge to greater levels of "normalcy", the business issues, market drivers, responding technologies and overall business climate are also evolving. DIGITAL PLANT is a snapshot of that evolution.

*"This is not your father's daratechPLANT".* The sessions this year encompass the broadest set of topics ever seen at a plant conference. Design is still important, but it is one piece of the plant lifecycle. DIGITAL PLANT brings this to life and provides compelling technical and business case studies led by Owner/Operators and EPC's for every phase of a plant, from inception through ongoing safe and effective plant operations. With session titles such as "Data for Life: Real Plant Lifecycle Practices", "Project and Operational Decision Support", and "Information Technologies in an Active Regulatory Environment", there are significant business and technical platforms being addressed. We are hitting the issue of risk head on, both from an operational perspective as well as achieving expected results at the project development phase.

Further, the keynote addresses, with Carlos Cabrera, Former Chairman, President and CEO, UOP, a Honeywell Company, sharing his decades of leadership in delivering technology innovation to a timely address delivered by Bruce A. Strupp, CPE-Design Technology Director and Rob Brawn, Dir. Automation Systems Integration, both with CH2M HILL, yielding an insiders' view of the Masdar project - the game-changing zero carbon footprint city being built in the UAE - will give your boss exciting and thought-provoking ideas and innovation for 2010. Just as important, the conference will design a custom tour of the vendors, giving him the maximum visibility of what is new in the industry in a focused manner. If your boss only has a day, we have a one-day pass to offer a concentrated perspective on what is new.

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!

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### ABOUT DIGITAL PLANT

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

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