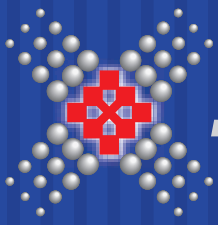


**4th
Annual**



CONTROL's AutomationXchangeSM

Making the Right ConnectionTM



A productive forum of high-level strategic meetings.

The Lodges at Dear Valley
Park City, Utah; August 19-22, 2007

Presented by Putman Media, Publisher of CONTROL Magazine

“All of the vendors were exceptionally well prepared to address our specific needs. They explained the services that they could provide and didn’t pressure me.”

Keith Dennis

Engineering Department Head, Bowater

AutomationXchange (AX) is a revolutionary opportunity for process manufacturers to leverage the expertise of CONTROL’s editorial staff. Our staff will help you stay on top of new technologies and products that can improve your automation, instrumentation, and plant floor integration systems.

- EFFICIENT – AX features concise, uninterrupted, private meetings with pre-determined agendas.

- FOCUSED – Only suppliers with solutions to your initiatives are invited to attend. These suppliers come to the event prepared to address your specific needs.

- INDIVIDUALIZED – Four weeks prior to AX, a private Xtranet is used to exchange initiatives and ideas with suppliers in preparation for the pre-arranged, private meetings.

- XCHANGE – You can network with your industry peers during multiple best-practices sharing sessions.

AutomationXchange helps you:

- Locate new technologies and products that can improve your automation, instrumentation, and plant floor integration systems.
- Facilitate peer-to-peer interaction with other process automation professionals.

AutomationXchange is an opportunity for focused conversations with suppliers who have solutions to your problems. You can also benchmark your preferred suppliers against their competitors and compare best practices with other process manufacturers. You control the agenda at [AutomationXchange](#).



“In two days you pack in what would take two months in terms of calling each vendor and scheduling a trip to their office or scheduling time with them in your office.”

Earl Sullivan
SVP Operations, RxElite

Only companies actively seeking solutions to improve their automation, instrumentation, and plant floor integration systems are eligible to attend *AutomationXchange*.

The event streamlines research and helps you select a qualified solution in a time-effective manner.

AutomationXchange is a service from **CONTROL** magazine created to help process automation professionals improve their automation, instrumentation, and plant floor integration systems. *AutomationXchange* is an opportunity for you to leverage the expertise of our editorial staff to help you and your company find new ideas and solutions from current or new suppliers.

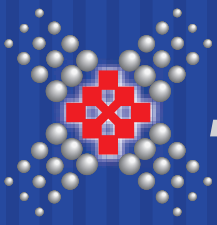


“AutomationXchange puts you in front of qualified people who can address your needs.”

Harry Silverman
Asst. VP Corporate Engineering, L’Oreal USA

“The vendor personnel at the event are very knowledgeable and they are technical.”

Richard McCormick
Mick Automation



CONTROL's AutomationXchangeSM

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