



AUTOMATION WEST

CONFERENCE, TRAINING, AND EXHIBITION

1-3 MAY 2006 TRAINING • 2-3 MAY 2006 CONFERENCE & EXHIBITION
LONG BEACH CONVENTION CENTER • LONG BEACH, CA

Exhibit Space Prospectus

Set Sail for Success

UTILITIES

PETROCHEMICAL

PHARMACEUTICAL

FOOD & BEVERAGE

WATER/WASTEWATER

CONSUMER PRODUCTS

INDUSTRIAL EQUIPMENT




Be a Part of the Most Significant Gathering of Automation & Control Decision-Makers, Specifiers, and End-Users in the U.S. Western Region


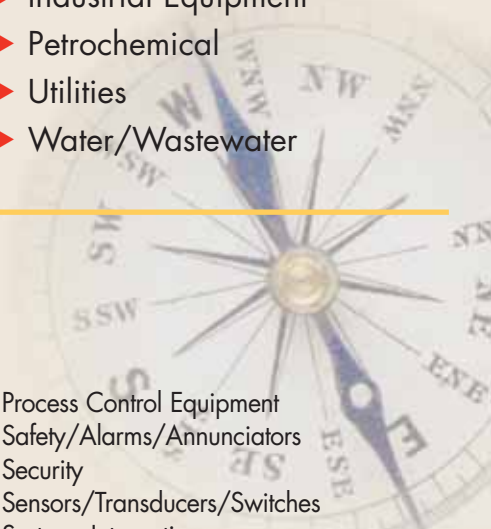
- ▶ **Increase sales.**
- ▶ **Expand market share.**
- ▶ **Reaffirm existing industry relationships.**
- ▶ **Reach key buyers and product specifiers.**
- ▶ **Establish new business relationships.**
- ▶ **Launch new products.**
- ▶ **Exhibit at ISA Automation West 2006.**

Designed to meet the information and education needs of automation and control professionals in the vital western region, ISA Automation West offers suppliers and users an opportunity for information exchange and solutions for current workplace challenges.

Promote Your Products, Services, and Solutions to These Qualified Regional Buyers:

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- ▶ Control Systems Engineers
 - ▶ Engineering Management
 - ▶ Measurement, Testing, Quality & Standards
 - ▶ Plant Information & Systems Integration
 - ▶ Product Engineers
 - ▶ Research & Development
 - ▶ Systems Design Engineers
 - ▶ Technical/Engineering Support

Working in These Industries

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- ▶ Consumer Products
 - ▶ Food/Pharmaceutical
 - ▶ Industrial Equipment
 - ▶ Petrochemical
 - ▶ Utilities
 - ▶ Water/Wastewater
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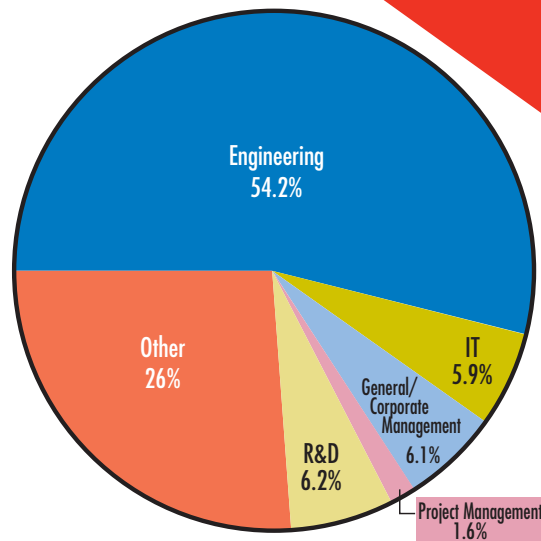
ISA Automation West Defines the Market

If your products are listed here, or are related to these technologies and solutions, ISA Automation West 2006 attendees are your target.

- Analyzers
- Automation Software/Tools
- Calibration Equipment/Standards
- Connectors/Relays/Blocks/Fittings
- Control Systems and Software
- Controllers/Control Systems/DCS/PLC
- Data Acquisition/SCADA/Data Devices/Data Management
- Data Communication and Protocols
- Enclosures
- Environmental/Pollution/Facilities Monitoring
- Ethernet/Connectivity/Networking
- Flow
- HMI/Monitors/Computer Peripherals
- Industrial Computers/Embedded Technology
- Instrumentation
- Level
- Plant Optimization
- Pressure
- Process Control Equipment
- Safety/Alarms/Annunciators
- Security
- Sensors/Transducers/Switches
- Systems Integration
- Temperature
- Test and Measurement
- Valves/Actuators/Final Control Elements
- Wire/Cable/Marking Systems
- Wireless/RFID

Audience Profile

ISA Automation West 2004 hosted some 1,500 professionals responsible for the following functions:



With a move to the center of Southern California – Long Beach – ISA Automation West 2004 professional attendance grew a whopping 71% over 2002.

Sail into the Multi-Million Dollar Industrial Base of the U.S. Western Region

The chart below provides a snapshot of the manufacturing production of ISA Automation West targeted markets in this dynamic region. With millions in production, demand for automation and control products and services is strong. Accessing this key industrial market has never been easier.

Gross State Product (millions of current dollars)

	Chemicals/ Pharmaceuticals	Food & Beverage	Utilities including Water/Wastewater	Oil & Gas including Petroleum	Industrial Equipment	Total by State
California	14,103	15,627	21,007	12,464	54,307	117,508
Arizona	533	957	2,914	14	8,791	13,209
Idaho	647	935	762	4	2,805	5,153
New Mexico	100	294	1,117	2,177	3,097	6,785
Oregon	573	1,506	1,791	35	9,974	13,879
Utah	629	722	1,177	266	982	3,776
Washington	1,150	2,559	2,214	370	4,134	10,427
	\$17,735	\$22,600	\$30,982	\$15,330	\$84,090	
					TOTAL:	\$170,737

*Statistical information provided by the U.S. Department of Commerce Bureau of Economic Analysis-Based on 2002 estimates of Gross State Product

Chart Your Course for Success and be included in ISA's Comprehensive Attendance Promotion Campaign

When you confirm your participation at ISA Automation West 2006, your company will benefit from the multi-faceted promotional effort deployed in the U.S. Western Region. This campaign is designed to ensure awareness in the local market and bring the right buyers to your booth.

Direct Mail – Sent to thousands of ISA Members and regional attendee prospects, ISA's comprehensive direct mail campaign ensures event awareness and encourages attendance.

Advertising – ISA advertises in many of the industry's leading publications to further promote the event to potential attendees and buyers. Plus, as an exhibitor, you receive free listings in all ISA Automation West promotional programs and online.

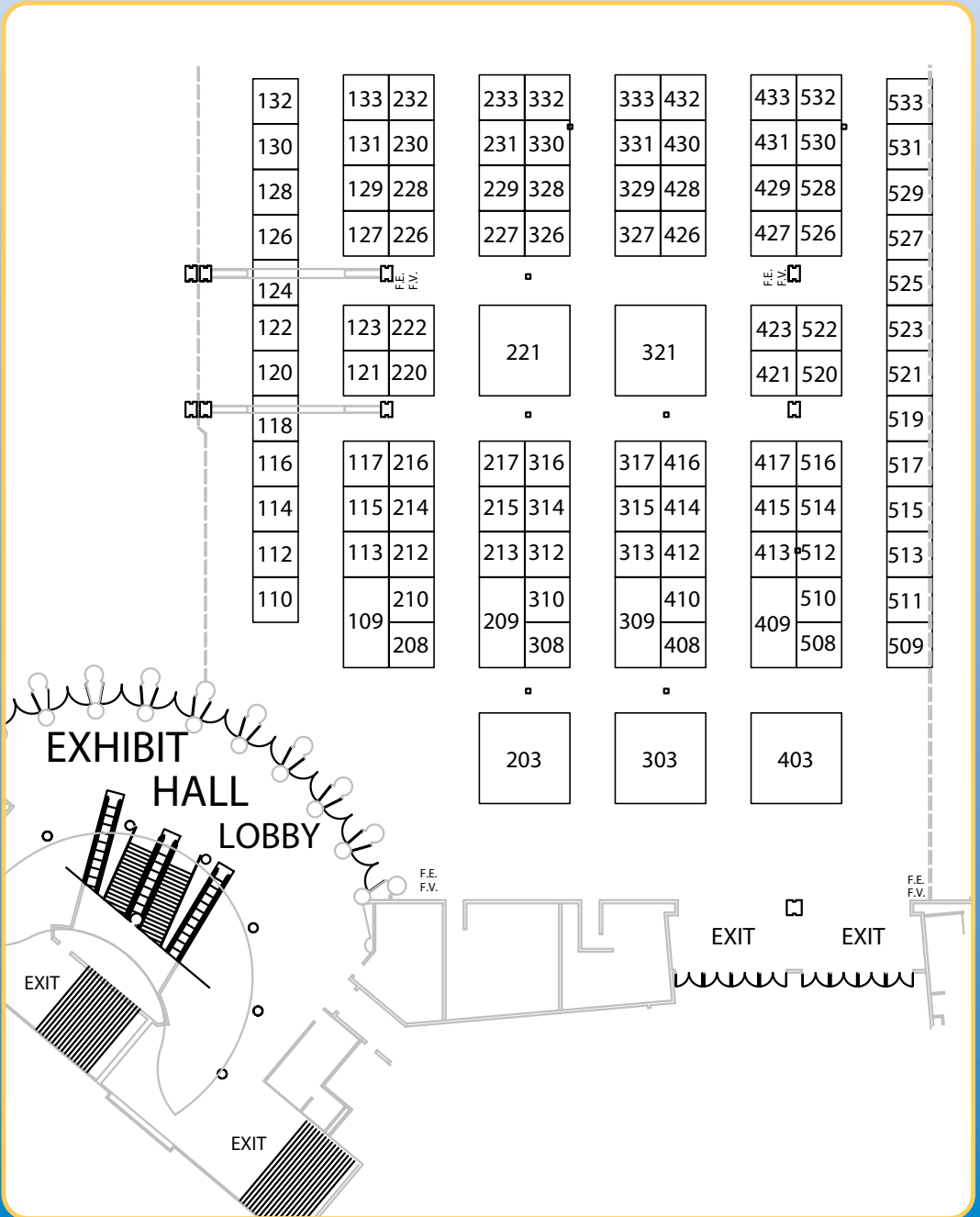
Public Relations – ISA generates news releases and calendar alerts to encourage editorial coverage in all major industry publications and to ensure attendees and buyer awareness.

Grass Roots – The Western region continues to be one of the strongest ISA membership bases in the U.S. ISA Automation West is supported and endorsed by all local ISA sections, and members of these sections are using their networks to spread the word and provide promotional information to production facilities throughout the region.

Web Promotion – As an exhibiting company, your company name and product information will be part of ISA's online promotion of the 2006 event, providing you with continuous and direct promotional links to prospective buyers worldwide.



ISA Automation West 2006 Floorplan



Long Beach Convention Center — Exhibit Hall B

Reserve Your Exhibit Space Early – For Best Locations!

Complete the enclosed Exhibit Space Contract and indicate the required space size and three location options in order of preference. Location options may be selected from the floor plan on the back of this page. Return the signed contract with the required deposit. No contract will be processed or space assigned without the required deposit in U.S. funds.

Space Rates:

Exhibit Packages:

- ▶ Option A: 10' x 10' space, back wall drape, side wall drape and company name on booth sign...\$1,475 per unit
- ▶ Option B: (Option A plus): 9' x 10' carpet, 1- 6' skirted table, 2 chairs, wastebasket and one time cleaning prior to show opening...\$1,725 per unit

Additional Options:

- ▶ Corner fee – \$125 each (island space charged for 4 corners)
- ▶ Co-tenant fee \$250 each



Payment Schedule:

- ▶ 50% of total exhibit fee must accompany the signed Exhibit Space Contract.
- ▶ 100% of the total exhibit fee must be paid by 16 January 2006.
- ▶ ISA reserves the right to sell or reassign exhibit space if full payment is not received by 16 January 2006.

Gain Technical Advantage with ISA ▼ ▼ ▼ ▼ ▼

Timely and relevant conference programming will address the needs of professionals working in key targeted industries. Programmed in five tracks, the ISA Automation West 2006 Technical Conference will cover the following areas:

- ▶ Industrial Networking Communications & Security
- ▶ Measurement & Instrumentation
- ▶ Safety & Reliability
- ▶ Emissions Monitoring & Control
- ▶ MSMUG (Microsoft Manufacturers' User Group) & Packaging, presented by OMAC (Open Modular Architecture Control Users Group)

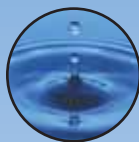
\$170.7 Million Dollars of Production in Targeted Industries Means Strong Business Opportunities for Your Company!



\$17,735 Million
in Chemicals/Pharmaceuticals



\$22,600 Million
in Food & Beverage



\$30,982 Million
in Utilities including Water/Wastewater



\$15,330 Million
in Oil & Gas including Petroleum



\$84,090 Million
in Industrial Equipment

Regional Manufacturing Production in Targeted Attendee Industries

To reserve your ISA Automation West 2006 exhibit space, contact:

ISA—The Instrumentation, Systems, and Automation Society 

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