



# EXPO 2007

2-4 October  
Reliant Center, Houston, TX

## ISA EXPO 2007 Bus Station

### *Innovative*

Debuting at ISA EXPO 2007, the Bus Station is the first collaborative endeavor designed to deliver the latest information on industrial bus and field communications in a new and exciting way. Presentations and product offerings for the various networking and communication protocols will be centralized in the uniquely-designed Bus Station, an exciting and innovative venue for both attendees and exhibitors.

### *Comprehensive*

For many years, ISA EXPO has successfully met the communications information needs of users through the development of technical conference content and the showcasing of products in multiple consortium exhibits. With the introduction of the Bus Station, suppliers now have the ability to demonstrate their full inventory of protocol compliant products from one central location. Complete with a theater for exclusive use of its exhibitors, the Bus Station will deliver both technical education and product information. This co-location of technologies, combined with the exhibitor educational presentations, will benefit users and suppliers alike.

### *Effective*

Because the Bus Station is the central distribution hub for protocol compliant technologies and information, suppliers need not support separate exhibits in multiple consortium booths for the various protocols. Participation in the Bus Station is convenient, cost effective, and easy to manage. One comprehensive exhibit within the Bus Station can demonstrate all appropriate product offerings in a synergistic, effective showcase. Suppliers then have the opportunity to customize their solution for each customer and each protocol from a single location.

### *High Profile*

Each Bus Station exhibitor will have a unique booth number to help attendees locate specific suppliers and to accentuate the individual corporate identities of Bus Station participants during the extensive pre-show and on-site promotion of this important new ISA EXPO feature.

### **Call today for more information:**

Carol: (919) 990-9206 • [cschafer@isa.org](mailto:cschafer@isa.org)  
or Chris: (919) 990-9230 • [cjohnson@isa.org](mailto:cjohnson@isa.org)

Standards  
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*Setting the Standard for Automation™*

## Convenient

Bus Station participation includes a turnkey booth structure and services to ensure that your presence is hassle-free:

- 10' x 10' exhibit space
- Hardwall back wall and side walls suitable for graphics and/or product display
- Carpeting
- 1-1000 watt electrical connection
- 6' Draped Table
- 2 Side Chairs
- 1 Wastebasket
- Header with Company Name and logos of all affiliated protocols
- Presentation opportunity in the exclusive Bus Station Theater

\$5,500 per 10' x 10'. Island turnkey booth designs available upon request.

Endorsed by:



**Modbus-IDA**

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