

Maintenance Alley at PIRM 2010

The largest and longest-running process industry conference of its kind

The 23rd annual Process Industry and Maintenance Reliability Conference (PIRM)

assembles premier industry leaders at a unique forum designed specifically to showcase cost-effective solutions to everyday safety and productivity dilemmas. PIRM provides your company with face-to-face access to some of the most highly qualified managers across a spectrum of industries, including

- Pulp/Paper
- Power
- Rubber
- Food Processing
- Oil/Gas
- Plastics
- Mining
- Consumer Products
- Iron/Steel
- Wood
- Food Production
- Chemical
- Aluminum
- Metal Processing

Why exhibit?

Where else can you find a larger, more targeted audience at such an affordable price?



At PIRM you have the opportunity to showcase and demonstrate your products and services to a desirable cross-section of potential buyers. Co-located for the first time with TAPPI's popular and well attended PaperCon2010, your company's exhibit will be highly visible to all conference goers as part of the

new "Maintenance Alley," prominently situated within the PaperCon exhibit hall. PIRM attendees are eager to learn new ways to reduce downtime, become efficient, produce higher and more consistent quality and reduce energy costs. Past events have brought more than 100 operations and maintenance professionals together to learn, share and bring back to their companies new ideas and improvement solutions – many of which may come directly from your exhibit tables.

Exhibitor Criteria

Maintenance Alley will showcase products and services that are designed to help process industry professionals meet reliability and maintenance goals, including safety, reliability and maintenance management, root cause problem elimination, financial improvement strategies, lean maintenance and more.

- To secure your booth in Maintenance Alley, exhibitors must:
- Offer products or services that directly support general maintenance and reliability goals;
- Booth theme must focus on maintenance and reliability drivers;
- Highlight company's maintenance and reliability goals;
- Display booth collateral which reflects maintenance and reliability products or services.

Just A Few Reasons to Exhibit

- PIRM is a highly-targeted conference and exhibit with a 20-plus year track record of success
- An exhibitor-qualified prospects ratio of four plant people per exhibit booth
- Quality vs. Volume - highly-targeted attendees allow qualified buyers to network with each exhibitor, plus this year an expanded audience from the pulp, paper, paper-board, engineering, printing, converter and related industries attending PaperCon2010
- Optimal Exhibit Hours – Maintenance Alley open only when attendees are not in session, eliminating hours of "dead traffic" and allowing exhibitors to participate in conference sessions
- All PIRM lunches and receptions are located in the exhibit hall.



Exhibit Cost

Standard booth rates apply

Ready to start reaching out to a highly targeted audience of prospects?

Contact: Shane Holt, Exhibit Sales Manager
+1.352.333.3345 or PaperCon@naylor.com



TWENTY-THIRD
PROCESS INDUSTRY RELIABILITY
AND MAINTENANCE CONFERENCE
MAY 2 - 5, 2010 • ATLANTA, GA • WWW.PIRMCONFERENCE.ORG

