BuilConn™

Networked Building Systems Forum 2004

Energy Management • HVAC • Access Control • CCTV • AV • IT Networks • Lighting • Integration • Security • Life Safety • Smoke Control

Web Services

TCP/IP

XML

Wi-Fi

SOAP

Convergence

If you don't know about these, you should.

THE Integration Event for 2004

BuilConn Preview

April 13-16, 2004 Dallas, TX

Discover the universe of LonMark® International.

The LonMark logo is widely recognized worldwide as the symbol of open systems. Now it is taking a different shape. The LonMark Interoperability Association is now LonMark International, an independent global membership organization created to promote and advance the business of efficient and effective integration of open, multi-vendor control systems utilizing ANSI/EIA/CEA 709.1 ("open systems") and related standards. The LonMark standard is expanding to support entire systems encompassing tools, web services and system integration. Our presence and membership is growing worldwide through local affiliates. So is demand for open LonMark solutions. Take a closer look at how membership can help your company. Learn more about the changing shape of things to come by visiting our website at www.lonmark.org.

LonMark® International

www.lonmark.org

LonMark International is sponsoring the LonWorks® MasterClass & Developing XML/Web Services Products on Friday, April 16th at BuilConn.

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FREE INFO: 132

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ES Engineered Systems

This supplement produced in conjunction with Engineered Systems Magazine. We extend our sincere gratitude to their organization and to the advertisers who made this possible.

For more information about BuilConn 2004 or to register, call +1(972)714-0500 or visit
www.builconn.com

Get in on the Ground Floor

By Robert Beverly
Editor, Engineered Systems

Before the ground floor, there was no BuilConn, and Engineered Systems didn't even have a building automation columnist. Still, the stars were aligning. A variety of building technologies were marching toward greater efficiency and flexibility. A variety of owners were probably getting tired of dealing with so many different systems to make a building function the way common sense suggests it should. And I'm quite sure that a large number of people in the HVAC, IT and security businesses were wishing they could find a good way to make more money.

Convergence on the horizon

Back at ES, we recruited controls veteran Ken Sinclair to provide a monthly look at building automation. Shortly thereafter, a recurring theme started emerging from his page: New capabilities are developing, but they blur some existing lines of responsibility. We'll call it "convergence." Giving owners what they want (simplicity and performance) is becoming easier, so customers will notice if you're giving them anything else. Compartmentalization is not an option; you need to know something about other facility systems in order to survive. You could even learn enough to attract some of this new integration business, if you'd like.

Building a second story

Ken's convergence mantra dovetailed perfectly with the BuilConn philosophy, and ES believes in the message. Having built the ground floor last April, BuilConn is readying its second story. The second story is still easily accessible for those on the ground floor. This story will involve more people, and it will elevate their perspective a little more through the accumulation of more shared ideas and know-how. Most importantly, those who help write this second story in Dallas will be in a better position to create their own happy endings back home.
Take the quick flight up to join us in April, and see what there is to see.

Welcome to the BuilConn 2004 Preview

Friends,

The past twelve months have been an extraordinary time in our industry. While new buzzwords, constant change, innovative technologies and new players with new roles have dominated industry chatter, we are all seeing cautious optimism dominating in an economy that is without a doubt in the upturn cycle.

Convergence has been the label used to describe the intersection of building systems, security, IT and the Internet - we have only just begun to see the impact of TCP/IP and the web browser, yet we are being introduced to yet another new technology, namely XML and Web Services, the influence of which remains to be seen.

Another key issue coming into view is the huge influence of enterprise systems. The world's leading organizations are getting lean and mean; efficiency in the enterprise is being driven by the use of sophisticated Enterprise Resource Planning (ERP) systems. Savvy organizations are now looking at the IT department to change their facilities from a necessary expense into an asset that can contribute to the bottom line.

Open systems are now a reality. Technology leaders have come to realize that they need to work together to bring value to facility owners, not to promote technology for its own sake. The ultimate open system, the Internet, has been a wake-up call to ensure the vision of interoperable systems becomes the norm.

As the organizer of BuilConn, I am very pleased to have been involved in these developments. BuilConn 2003 was in many ways a turning point for many of the above trends, and I am excited to be able to invite you to participate in BuilConn 2004 to further push the envelope and bring the integrated, intelligent building a step closer to reality.

Whether you are a technologist, integrator, contractor or consultant in HVAC, security or any of the related disciplines, or if you are new or an expert to the integration subject, we are sure that BuilConn 2004 will provide you with valuable insights that will enhance and improve your business in this new landscape.

I hope to see you in Dallas in April.

Warm regards,

Anto Budiardjo
BuilConn Organizer

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What is BuilConn?

THE Event for Network Building Systems

- **Conference** - get the whole story
- **Expo** - get the right tools
- **Networking** - get the right contacts

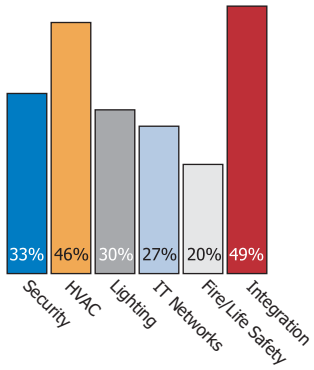
Astounding technological advancements have permeated every aspect of the buildings industry, and building owners and managers now have a mass of critical information available to them through the use of the networked devices installed within their buildings. As building systems increase in number and become progressively integrated and intelligent, there exists an unlimited potential of strategic, economical and logistical benefits as the industry learns to harness this information through the IT infrastructure.

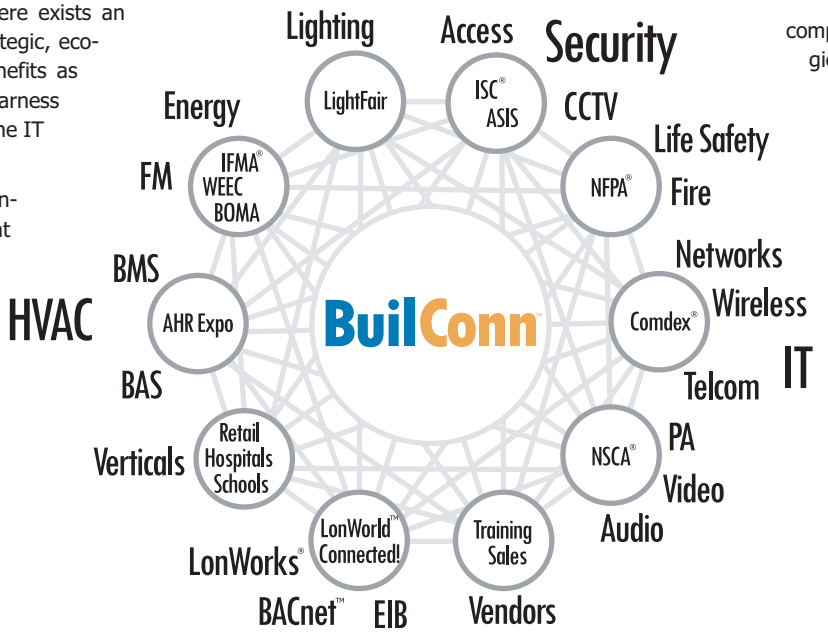
Building owners and managers now demand that any system installed within their building – access control, HVAC, lighting, security, etc. – must work seamlessly and in conjunction with the corporate IT infrastructure. As this trend evolves into the norm, building owners' demands and their expectations of controls professionals are increasing exponentially; integrators and contractors are now often viewed as the expert when it comes to the multiple building solutions installed throughout their building. Building professionals must be very knowledgeable of not only their system, but how it interacts with all the other systems involved to achieve whole building integration.

BuilConn is the only annual gathering of industry stakeholders representing the numerous disciplines within the realm of the networked building systems industry that provides a comprehensive view of the technologies and solutions enabling whole building integration. A primary attraction of BuilConn is the unbiased, unique mix of content unavailable at any other industry event. BuilConn stresses the importance and inevitability of IT convergence with the wide array of building systems including HVAC, security, lighting control, access control, CCTV and open systems technologies. With in-depth coverage on all issues pertaining to the integrated, intelligent building systems industry, BuilConn addresses each topic from both a technical and commercial perspective. This strategy affords attendees with a comprehensive view and understanding of how these changes will impact their own organization and role in the industry.

Designed specifically for integrators, contractors, dealers and consultants, BuilConn speaks to all the technologists and manufacturers who face the unique challenge of designing and integrating building systems so they operate together to provide building owners, managers and occupants with increased value.

What Attendees are Involved With





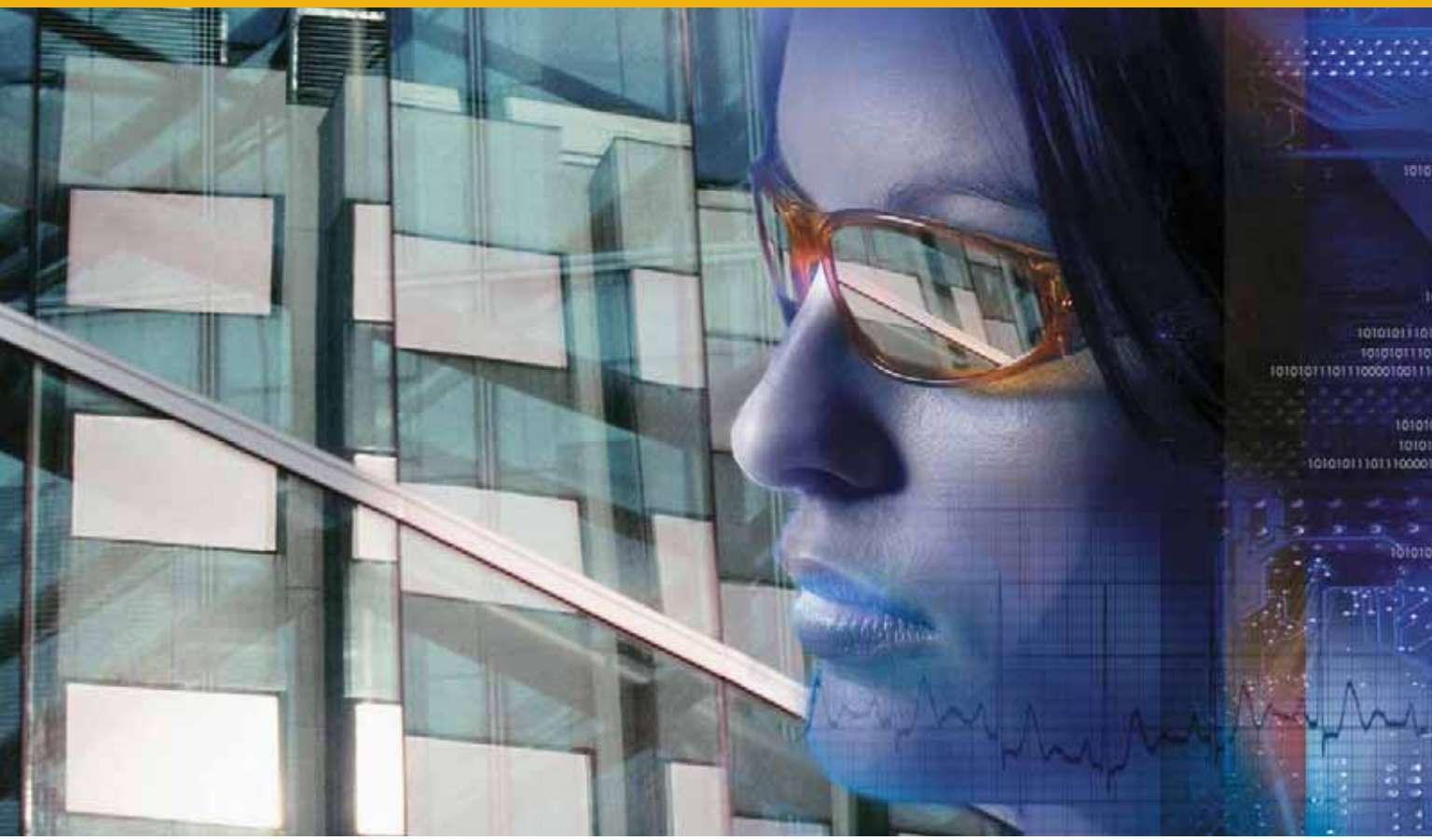
The Building Systems industry is made up of a diverse and complicated mix of disciplines and sub-industries, each with its own associations and events, focused to deal with each area's own complex issues.

BuilConn Highlights

- Keynote Speakers and General Sessions
- Conference Tracks
- Trade Show and Exposition
- Networking Opportunities
- Finale Gala and Receptions
- Building Systems BootCamp
- Building Systems MasterClass
- Workshops and Roundtables

Building Systems BootCamp™
Building Systems Conference™
Building Systems MasterClass™
Building Systems Expo™

Buildings that use LonWorks open systems reflect great results.



When it comes to getting results from building automation systems, nothing delivers like LonWorks® open systems. If you are a specifier or integrator who wants to grow your business by supplying solutions that help your customers achieve the results they demand, then you should talk to Echelon. Gain a competitive advantage. Expand your business. Improve your quality of service and increase your profit margins. Offer customers unlimited system expansion and freedom of choice. Generate new revenue with services like energy management and IP based monitoring and control.

Let your next building project reflect your success. LonWorks open systems can help.

For more information on Echelon technology, products, and training, visit booth 120 at BuilConn, or go to our website at www.echelon.com/bas, or call +1 888 ECHELON.

ECHELON®

www.echelon.com | Booth 120

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BuilConn is made possible by a broad network of industry support which extends beyond the scope of the three BuilConn Boards. BuilConn's support network enables us to bridge the gaps between the numerous industry sectors and open the lines of communication so that the organizers may deliver to our attendees an objective and comprehensive view of the buildings industry. It is this support network that assists and approves the technical and commercial content and provides us with a sounding board that enables us to extract the issues and concerns of the multiple sectors within this burgeoning industry.

BuilConn Advisory Board

Collectively this board represents the BuilConn audience, and it is comprised of significant industry leaders whose task it is to ensure the issues and concerns of the various perspectives within the buildings industry are represented and addressed at BuilConn. The Advisory Board includes integrators, contractors, dealers and consultants each heavily involved in one or more segments of the networked buildings industry.

- Tim Baer, Manager Systems Automation, Frank M. Booth Design Build Company
- Rob Hudson, President, Cohesive Automation
- George Huettel, President, Cyrus Technologies, Inc.
- Jerry Jannicelli, President, Technical Building Services, Inc.
- Jay Looney, Managing Partner, Clearview Management Consultants
- Jack Mc Gowan, President, Energy Control, Inc.
- Dan Moceri, President and CEO, Convergint Technologies
- Tim Potter, President, Advanced Building Solutions, Inc.
- Bob Phillips, Security Consultant, Phillips & Associates
- Bob Ricucci, CEO and President, Protection Service Industries LP
- Bill Simpkins, Sales Manager, Climatec

BuilConn Industry Board

The Industry Board is made up of leaders and key members of industry associations and groups operating in and around the building systems market. The purpose of this particular board is to ensure all issues and concerns of the various disciplines within the intelligent and integrated buildings industry are thoroughly addressed at BuilConn. The perspectives in representation include: HVAC, energy management, access control, open systems philosophies, life safety and IT.

- Glen Allmendinger, President, Harbor Research
- Robert Beverly, Editor, Engineered Systems Magazine
- John Carter, COO, Biometrics Corporation
- Barry Haaser, Executive Director, LonMark® International
- Tracy Markie, President, Engenuity Systems Inc.; Chairman, LonMark International
- Tom Rauscher, President, Archi-Technology, LLC
- Carl Ruther, President, BIG-NA
- James F. Young, President, Realcomm
- Bill Zalud, Editor, Security Magazine
- Ron Zimmer, President, CABA

BuilConn Technology Board

The objective of the Technology Board is to ensure all technical information delivered at BuilConn is relevant, objective and of critical interest to the conference attendees. Comprised of 12 technologists with significant expertise, the Technology Board is an extensive cross-section of the industry including security solution providers, HVAC and energy management professionals, and IT companies throughout the nation. The vast array of subject experts ensures BuilConn presents a balanced and thorough representation of the networked buildings industry.

- Peter Beare, Principal, Peter Beare and Associates
- Alex Chervet, Product Marketing Manager, Echelon Corp.
- Paul Ehrlich, Building Automation Division, Trane; Chairman, oBIX
- Keith E. Gipson, CEO and CTO, Impact Facility Solutions
- Earl Gray, CTO, ARAS Systems Inc.
- Jim Lee, President and CEO, Cimetrics Inc.; President, BACnet Manufacturer's Association
- Peter Manolescue, Senior Consultant, securityXML, Ltd.
- Kirk McElwain, Technical Director, CABA
- John Petze, President and CEO, Tridium Inc.
- Anno Scholten, Vice President of Engineering, eStructures, Inc.
- Ken Sinclair, Editor and Owner, AutomatedBuildings.com
- Lars Van der Haegen, Product Management/Communications, Belimo Aircontrols (USA) Inc.

"BuilConn's vision is spot-on: Integrated, Intelligent Buildings."
Ron Zimmer, President and CEO, CABA

"Undoubtedly the most important conference for integration."
Jim Lee, President, BACnet Manufacturers' Association

"BuilConn is the event where it all comes together."
Barry Haaser, Executive Director, LonMark International

"As the birth place of oBIX, attending BuilConn is a must."
Paul Ehrlich, Chairman, oBIX

Temperature
Humidity
Power Monitoring
Pressure
Flow
Specialty Sensors
Test Equipment
Output Transducers
Lighting Controls
Miscellaneous
HVAC Controls
Actuators & Dampers
Control Valves
Enclosures
Power Supplies
Relays & Contactors
Panel & Installation Materials
Network & Wireless
Hazardous Locations
Technical Reference

A Resource Worth Reaching For... The Kele Catalog

Available in print, CDROM, or via the web, the Kele catalog is comprised of virtually everything automation contractors need to complete an automation system. It's a definite "must have" if you are in the business of working with temperature controls and building automation.

Whether you are a purchasing agent, project manager, or technician in the field, with its extensive product line and resourceful tools, Kele is sure to be the resource to reach for when service and solutions matter most!

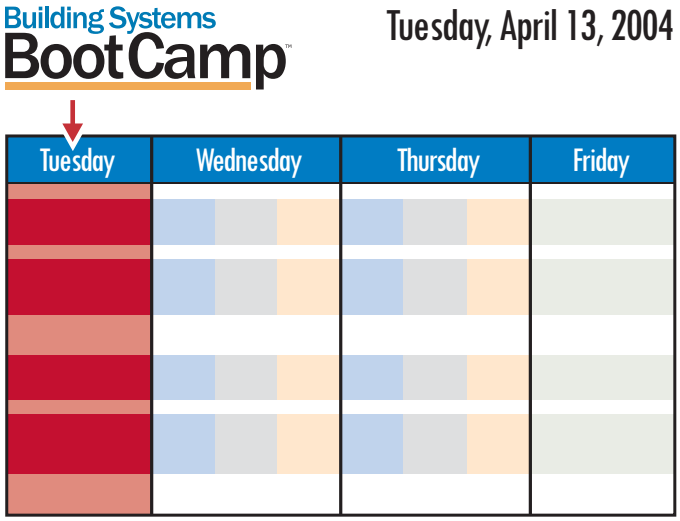
Kele™ *It's All Part of the Package* ™

For more information and for a free catalog, contact Kele. 901-937-4900 • www.kele.com • info@kele.com
FREE INFO: 164

Building Systems BootCamp

The Building Systems BootCamp is a one-day, multi-track seminar providing a comprehensive overview of the numerous components relating to building systems including HVAC, security, CCTV, lighting, XML and Web services, and open systems technologies.

- **Obtain a comprehensive snapshot of the buildings industry**
- **Understand the basics of networked building systems**
- **Discover the infrastructure required for tomorrow's buildings**
- **Become familiar with the landscape of a complementary industry sector**



The BootCamp will help explain the basics of networked building systems with a particular focus on the infrastructure required for tomorrow's buildings.

Three separate tracks afford each attendee with a customizable introduction to the full breadth of the industry. Whether an attendee is just embarking on a career as an integrator, needs to brush up on some new technologies, or just wants to learn more about how all the disparate industries relate to each other, the BootCamp is the perfect preparation for the big event–BuilConn.

BootCamp sessions are 90 minutes each and are designed to provide the attendee a basic understanding of the subject matter so they can best take advantage of the BuilConn conference sessions on the following two days. BootCamp attendees are free to move between tracks as they desire subject only to available space.

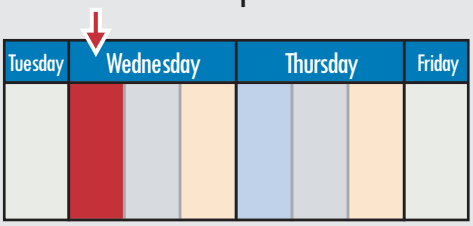
Track 1: Fundamentals - With topics including structured cabling, Ethernet, TCP/IP and wireless, this BootCamp track will provide the attendees with the "nuts and bolts" of networked buildings and offer a high-level look at the basic components that make integration possible. The pros and cons of each connectivity method will be discussed and a situational analysis will decipher which method works for best for certain environments and customers.

Track 2: Technologies - There are several communication methods available that enable interconnectivity and interoperability, some that have been in the playing field for a while and some just arriving on the scene. This BootCamp session will explain the major open systems contenders–LonWorks®, BACnet, Modbus and OPC–and their place in the integration equation. And, with the rise of XML and Web Services, these sessions will also discuss the best ways in which these protocols can efficiently work together.

Track 3: Industries - In the true spirit of networked building systems, all the disparate systems within a building must be considered in order to realize whole building integration. This session will take a look at the many sectors that together make up Networked Building Systems including HVAC, access control, lighting and CCTV. A focus will also be placed on working with the variety of personnel and differing decision-making processes encountered with each sector.

Jim Young - Track Leader

Focus on Owners & Operators



The real estate executive–known in buildings industry circles as the end user–is inherently a different type of customer than the typical facility manager or building operator. They have a completely different set of concerns and interests, and it's not necessarily the technology that they want to hear about.

Hear first hand from key building owners and operators about their challenges and pains, and learn the difference between building owner types such as commercial, corporate and institutional. Understand what motivates building owners to make investments and how these individuals calculate and value ROI. Appreciate the value of providing services that customers find valuable–one of the best ways to retain customers in the world of open systems.

Bio: With over 12 years experience in real estate and technology, Mr. Young is one of the leaders in the field and brings a unique perspective to the topic. It is his goal to help transform commercial real estate from a paper-based, analog industry to a "digital" model of the 21st century.

Mr. Young is one of the founding partners and co-producer of Realcomm, the world's largest and most recognized conference on technology for the commercial real estate industry. As President of The Jamesan Group/ REApplications, Mr. Young is involved in some of the largest and most successful automation projects in the industry. The goal of this organization is very simple: to create integrated information systems for the industry, which will result in more accurate, timely and efficient operations.

The Big Vision - Devices in Our Lives

Anto Budiardjo - President, Clasma, Inc.

This general session combines the BuilConn and M2M Expo audiences and focuses on communicating the vision of connected devices affecting our lives, from buildings to other areas impacted by control devices.

Marketing Device Technology

Anders Axelsson - Senior VP of Sales & Marketing, Echelon Corporation

Merely connecting devices, especially to the Internet, does not deliver the full economic benefits that are so often touted as a result of Internet-enabled devices. Delivering sustainable, measurable and significant economic results to endusers, property owners and tenants requires an open device level networking approach combined with a standards-based network connectivity infrastructure. Mr. Axelsson will provide insights into the benefits of connected device networks and the infrastructure needed to deliver them.

Security, Part of Our Lives

George Rodriguez - VP Security & Law Enforcement Relations, GVI / Samsung CCTV

As an experienced security professional working in the government sector for many years, Mr. Rodriguez will provide a perspective of the interplay of security, technology and devices and how they have helped him work through resolving challenges at incidents such as the Oklahoma City bombing, agencies such as the TSA and corporate environments including Yellow Transportation.

Working Together with Technology

Michael Lang - President & CEO, AIRDESK, Inc.

The role of wireless technologies for buildings is increasing. Mr. Lang, a leading figure in end-to-end wireless solutions, brings a perspective of how the industry can work together and collaborate to deliver M2M technology solutions to end users that seek benefit from enormous technological advancements available today.

Building Systems of Tomorrow

Paul Ehrlich - Business Development Leader, Trane

As a visionary with significant experience in the development and evolution of building technologies, Mr. Ehrlich from Trane's Global Controls Business will provide BuilConn attendees with an unprecedented perspective of how building systems can contribute to enterprises that now view facilities as strategic assets that factor in to bottom line results.

IT as Part of Our Buildings

Wolfgang Wagener, Ph.D. - Manager, Real Estate Market Development, Cisco Systems, Inc.

As the convergence of IT and building systems becomes a key aspect of this industry, the role played by infrastructure companies become critical. Mr. Wagener will provide the audience with an insight of how an Internet enablement company can contribute to the vision of intelligent buildings.

FREE INFO: 162

BuilConn Agenda

Wednesday, April 14

Building Systems BootCamp

	Track 1 Focus on Owners and Operators	Track 2 Building Systems Technology	Track 3 Networks, Wireless and Security
7:30	Track Sponsored by: realcomm	**Welcome Breakfast and Keynote Addresses** Networking opportunity during breakfast	
10:00	**Current Facility Challenges** Speaker: Jim Young, Realcomm Of key importance to the building systems industry is a clear understanding of the issues facing building and facility owners. This session presents a perspective from an individual who understands the dynamics of owners and operators of buildings.	**Technology Impact to Buildings** Speaker: Chris Kurt, Microsoft Corporation Technology plays an ever-increasing role in enabling the intelligent building of tomorrow. This session will communicate a vision of how technology can make a significant impact to the effectiveness of buildings.	**A Virus in your Building?** With computer viruses regularly making headlines, is there a fundamental risk that a virus can undermine the reliability of a building system? Network security expert discusses the likelihood of this scenario.
10:45	**The Building & Facility Landscape** Not all building owners and operators have the same business motives, and this makes selling and servicing them difficult unless you understand their driving forces. This session describes the different types of owners and operators that play a critical role in purchasing building systems.	**Status of Open Systems** Moderator: Ken Sinclair, AutomatedBuildings.com A panel representing key open systems initiatives in the building systems industry will provide updates of their activities as well as strategic direction of how they plan to work together and provide valuable contribution to integrated buildings of tomorrow.	**Converging IT and Security** This session will delve into the interaction between IT and security, the interplay between logical and physical security that almost all organizations are now being expected to deal with.
11:30	Building Systems Expo	**Lunch and Expo** Eat, network and see the Latest Developments from top industry manufacturers	M2M expo and conference
2:00	**Selling to Owners & Operators** Moderator: Dan Moceri, Convergint Technologies This panel of owners and operators will discuss their issues and concerns, hot points of purchasing building systems and how they measure ROI when it comes to integrated building systems.	**XML/WS Mega Panel Discussion** Moderator: George Huettel, Cyrus Technologies, Inc. The key subject of XML and Web Services will be discussed by experts in the field, specifically how they will enable integration of disparate systems found in buildings. Panelists will provide live examples of how XML and Web Services work to achieve these goals.	**Life Safety and Integration** Moderator: Dan Moceri, Convergint Technologies This panel discusses how to design an integrated building so it adds value to life safety instead of undermine this critical element of buildings.
3:00			**Biometrics & ID Technologies** Moderator: Bob Phillips, Phillips and Associates With facility users playing a key role in managing security in addition to comfort and cost control, biometrics technologies are set to be a significant factor to the whole building integration of tomorrow.
3:45	**Break**		
4:00	**Servicing Owners & Operators** Moderator: Jack Mc Gowan, Energy Control, Inc. Owners and operators will discuss their challenges in managing their facilities and help the audience understand how they can effectively service them during the life of their buildings.	**Innovation Workshop: New Ideas & Approaches** Moderator: Tim Baer, Frank M. Booth New technologies are being developed around us on a daily basis, and this workshop session will look at innovative ideas and approaches that may have a significant impact to integrators, owners, consultants and operators of modern buildings.	**Workshop on Security & Legal Risks** Moderator: Bob Ricucci, Protection Service Industries This session of panels will discuss the risks attached with implementing integrated security systems. Topics include management and measurement of risk assessment as well as legal implications of implementing monitoring systems.
4:45			
5:30	Building Systems Expo	**Evening Reception and Expo** Relax, network and see the latest developments from top industry manufacturers	M2M expo and conference
8:00			

All content, agenda and speakers are subject at any time, go to www.builconn.com for the latest information

Thursday, April 15

Building Systems Conference™

Track 1 Working with the Enterprise	Track 2 Industry Trends Driving Change	Track 3 Critical Technology Developments	
		Track Sponsored by: myFacility Facility Solutions, Inc.	7:30
	Breakfast and Keynote Addresses Networking opportunity during breakfast		
Buildings, Key to Business Continuity With buildings becoming a more important asset to the enterprise, the impact of facilities to the continuity of business is something that organizations are starting to measure. This session provides reasons why this is important and how corporate executives are looking to manage this issue.	**Industry Overview** Speaker: John Petze, Tridium Inc. The building controls, automation and integration industry has evolved over this past decade of technological advancements only to find itself at a critical junction where change is the only constant.	**Technology Drivers** Speaker: Earl Gray, ARAS Systems Inc. Listen to an expert integrator and keen proponent of technology illustrate the driving forces and current trends in new technology from the IT and consumer worlds—the same driving trends that will have a major impact on building systems.	10:00
The Reach of Enterprise Systems Enterprise resource management systems is providing one of the fundamental reasons why corporations are becoming more efficient in handling the complex array of resources that affect the bottom line - this presentation will explore the scope of corporate initiatives that comes under ERP systems.	**The Distribution Challenges** As the industry changes, technologies evolve into commoditized solutions, and the distribution landscape will change to suit new ways of sourcing products and solutions. This session draws the picture of the changing role of the distributor.	**Gateways: Promising or Passé Solution?** Moderator: Bill Simpkins, Climatec Gateways: Are they good or bad? Do they provide real solutions, or just an intermediate stop along the way to open systems? Will gateways be required if open systems become an everyday reality?	10:45
Building Systems Expo™	**Lunch and Expo** Eat, network and see the latest developments from top industry manufacturers	M2M expo and conference	11:30
Integrating with the Enterprise Moderator: Tim Potter, Advanced Building Solutions, Inc A panel of building and enterprise technologists will discuss and show how building systems can add value to enterprise systems, specifically how building systems professionals can work in the new realm of enterprise application integration.	**New Revenue Models** Moderator: Bob Ricucci, Protection Service Industries The impact of new technologies is likely to provide significant new ways of conducting business. Of key importance are recurring revenue models that provide enormous value to suppliers and customers alike. **Video, Voice & Data Integration** Moderator: Gerry Jannicelli, Technical Building Services, Inc. This panel discusses the issues, challenges and benefits of integrating video, voice and data with the IT infrastructure in today's organizations. The panel delves into integration, bandwidth, security and availability issues.	**TCP/IP Tunneling** Moderator: Gerry Jannicelli, Technical Building Services, Inc. With the pervasive TCP/IP protocol becoming the only protocol commonly acceptable in corporate IT networks, experts on this panel discuss key ways of using it to carry non-TCP/IP traffic.	2:00 Building Systems MasterClass 3:00
	Break		3:45 4:00
Enterprise Energy Management Moderator: Jack Mc Gowan, Energy Control, Inc. With techniques of managing the use of energy evolving and driving building controls and automation, the playing field of energy management is being taken to another level - the enterprise - where savings can multiply many fold.	**Cooperating & Competing** Speaker: Lars Van der Haegen, Belimo Partnering is becoming a standard way of doing business. Integrators and other building stakeholders are finding themselves in a position of cooperating and competing with their new partners—a phenomenon known as "coopetition". **Developing & Selling Your Company** Moderator: Bob Phillips, Phillips & Associates With integrators and contractors developing their businesses for eventual sale, this session discusses how best to position your organization for such an outcome.	**Wireless Networks: Has the time come?** Moderator: Rob Hudson, Cohesive Automation Experts from wireless industries gather to discuss likely wide deployment of wireless in buildings systems, from short-range to long-range and mesh wireless technologies, options are presented as to their impact on buildings.	4:45
	BuilConn Awards Gala Relax, network and see who takes home the "Buildy" for 2004	BUILDY AWARDS	5:30 8:00

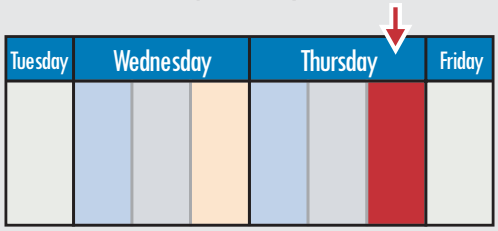
Building Systems MasterClass

This intensive, one-day Building Systems MasterClass provides in-depth and hands-on exposure to the intricacies of the technologies that enable networked buildings. With a specific focus on communication protocols and methods, two of the MasterClass tracks will delve into the specifics of LonWorks®, BACnet®, XML and Web services. These MasterClass tracks–Open Systems and XML & Web Services–will focus on product development and project integration utilizing these technologies or a combination of these technologies.

- **Receive in-depth training on the latest technologies enabling networked buildings**
- **Dig deeper into the business issues that affect the buildings industry**
- **Learn tricks of the trade when it comes to specifying open systems**
- **Learn how to develop XML and Web Services products**

Ken Sinclair - Track Leader

Critical Technology Developments



Critical Technologies are creating the pivot points for our transition to our new found presence in corporate enterprises. There is a wide-array of key technologies that are significantly impacting networked building systems. Are you aware of them? Experts are using a wide variety of strategies to leverage these technology developments and strengthening their business and value propositions to their customers.

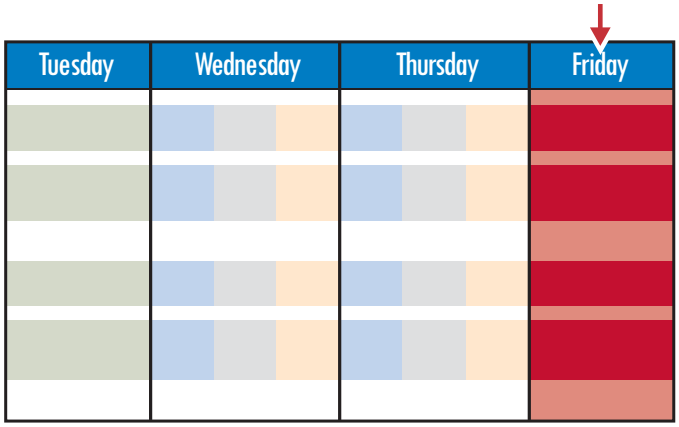
Key questions facing the industry today? Gateways; are they good or bad, do they provide real solutions or just an intermediate stop along the way to open systems? Will gateways be required once and if open systems become an everyday reality. What about the pervasive TCP/IP protocol predicted to become the only protocol commonly acceptable in corporate IT networks?

There is also the debate of the wide deployment of wireless in buildings systems, from short range to long range and mesh wireless technologies, what are their impacts on buildings?

Bio: Mr. Sinclair has been in the Building Automation Industry for over 35 years as a service manager, building owner's representative, energy analyst, sub-consultant, and consultant. Ken has been directly involved in over 100 conversions to computerized control. Ken is a founding member and a Past President of both the local chapter of AEE and the Vancouver Island Chapter of ASHRAE. The last five years his focus has been on AutomatedBuildings.com his online magazine.

Building Systems MasterClass™

Friday, April 16, 2004



For the business-oriented attendee, the Integration Business track delves into the intricacies of the bid-spec process unique to the integrated, intelligent building.

MasterClass sessions are three-and-a-half hours each and will provide more in-depth technical coverage than is dealt with at BuilConn. MasterClass attendees are free to move between tracks as they desire subject only to available space.

Track One: Open Systems - Open Systems has been a prevalent topic in the past decade, and engineers and integrators are becoming more comfortable working with the two leading technologies: LonWorks® and BACnet®. The two sessions of this track will provide a detailed look at each of technology with subject experts, or "Masters", sharing their perspectives on and experiences with each protocol. The majority of the session will be dedicated to workshops where the Masters will address how they have dealt with the most frequently encountered issues and their solutions to common obstacles. Ample time will be dedicated to fielding questions from the audience.

Track Two: Integration Business - As much as technology is critical to the evolution of the buildings industry, the business side of the equation is where sales are generated. The session, Specifying Open Systems, focuses on the bid-spec process unique to the integrated building and the technological challenges faced when specifying integrated buildings. The Business Development Workshop will present a panel of successful business leaders who have excelled in building their organization in regards to people, operations, financial models and sales. Listen to these experts discuss the difference between the integration and contracting businesses and how this distinction enables success.

Track Three: XML & Web Services - This track features two sessions dedicated to the use of XML and Web Services to provide interoperability. The first MasterClass session, Developing XML/Web Services Products, is designed for the hardware engineer interested in integrating an XML/Web services product into their product line. The second session, Integration Using XML and Web Services, is targeted at systems integrators and consulting engineers who want to use XML and Web Services as an integration technology.

Track sponsored by:

LonMark® International

Break out of the box
and into the **OPEN**

TALON® is the next generation Staefa building control system that gives you choices. With TALON, you get all the benefits of proven Staefa open systems technology using multi-protocol compatibility, including LonWorks®, BACnet® and more. So you can build an open control network that fits your clients' needs instead of your vendors'.

With TALON, you can access building information from anywhere using a web browser or wireless web device. And you can easily control energy and comfort levels to keep costs down and satisfaction up. Best of all, TALON is backed by a factory-certified dealer network with offices in every major market throughout North America. So you get expert service and support when you need it.

If you're feeling a little confined specing proprietary building control systems, visit us on the web for more information. You will find your Certified Staefa TALON Dealer at:
www.staefa.com/open

Staefa Control System **TALON**
CAPTURING OPEN SYSTEM ADVANTAGES

Powered by niagara FRAMEWORK™ LONMARK® BACnet™

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Endorsing Associations

The Protocol wars are over. BuilConn is the home of the ceasefire.

Nowhere else will you find the leading associations in today's building control marketplace come together for a common goal. BuilConn fosters the cooperative effort of these groups as they define the future of Smart Buildings and work together to create a new vibrant marketplace.

"BuilConn provides objective materials and substantive networking opportunities for integrators, specifiers and facility operators in the vital area of intelligent building systems. We are pleased to contribute to and support Clasma's efforts to reach a large number of industry professionals within the large building/integrated sector."

Ron Zimmer, President & CEO, Continental Automated Buildings Association (CABA)

"Universities are constantly looking for new and innovative integration solutions, and BuilConn is the only forum that directly addresses these technologies. BuilConn brings together the right mix of professionals and technologists who prove to be a great resource. I really appreciate the many opportunities that BuilConn provides to network with these individuals."

Carl Ruther, Chairman, BIG-NA BACnet Interest Group - North America

"The networked buildings industry is perfectly suited for BACnet technology, and I believe BuilConn is an ideal venue for communicating this. BACnet has found a home at BuilConn where the entire buildings industry is presented objectively and without bias. The issues discussed at this event are respectfully addressed in relation to all segments of this industry."

Jim Lee, President, BACnet Manufacturers' Association

"BuilConn is unique in that it focuses entirely on building automation, and covers lighting as well as all other areas of the intelligent building. An educated specifier and owner are vital to the proper implementation of advanced building solutions, and BuilConn is a leading vehicle of education and access to products. The Lighting Controls Association is dedicated to educating building owners and managers and specifiers concerning the application, operation and benefits of lighting automation. Lighting automation is proven to save energy, meet new energy codes, support participation in the Green Building Council's LEED program, enhance the building environment for workers, increase building value and provide other benefits. The Lighting Controls Association is pleased to support this important event and work with BuilConn to share information about applications, products and benefits to the construction industry."

Craig DiLouie, Communications Director, The Lighting Controls Association

"BuilConn attracts high level executives serious about open, integrated control systems. The content is rich and varied, but delivers real value to attendees attempting to get to the bottom of the open systems puzzle. Whether people are interested in learning about open specs, integration or enterprise connectivity through XML, this event delivers it all.

LonMark International supports BuilConn because it addresses the key issues confronting industry executives today. No other forum provides the level of depth and knowledge required to run successful operations in the new millennium. BuilConn provides LonMark International with a rich forum to meet with members in the building automation industry and to learn about exciting trends impacting our members."

Barry Haaser, Executive Director, LonMark International

"oBIX (Open Building Information Xchange) is a focused effort by industry leaders and associations working toward creating a standard XML and Web Services guideline. oBIX' purpose is to facilitate the exchange of information between intelligent buildings, enable enterprise application integration and bring forth true systems integration. Supporting BuilConn is a logical fit for oBIX, as the individuals and companies involved in developing the effort are all participants and supporters of the event. In addition, the venue is the perfect place to roll out our latest developments and tap into the collected intelligence of the leaders in the industry."

Paul Ehrlich, Chairman, oBIX

M2M Expo and Conference Benefits BuilConn Attendees

Co-located with BuilConn 2004 is the premier M2M Expo and Conference, a first-of-its-kind event focusing on the burgeoning machine-to-machine space. M2M defines the way machines communicate, how they use data, and most importantly how the world interacts with them. The potential for this market is enormous, for unlike the finite nature of human-devices, the number of devices in the M2M world is only bound by the usefulness of the information provided.

Although different terminology has been used to describe it, M2M communication has been commonplace in the buildings industry for decades, albeit with proprietary and limiting platforms of the past. The

people technologies opportunities ideas

M2M Expo and Conference will provide BuilConn attendees the opportunity to evaluate a broader array of technologies highly relevant to the networked buildings systems industry. As a primary adopter of M2M solutions, buildings industry professionals will see the immense value of mining data from smart devices to increase the value of their customer's investment. Attendees of both conferences will network with M2M industry leaders including technology suppliers, adopters, OEMs, integrators and investors.

For further information on the M2M Expo and Conference, please visit

www.m2mexpo.com

M2M expo and conference

M2M Expo and Conference is held in partnership with:

M2M Magazine Spinnaker Venture Partners HR Harbor Research, Inc.

About the Organizer

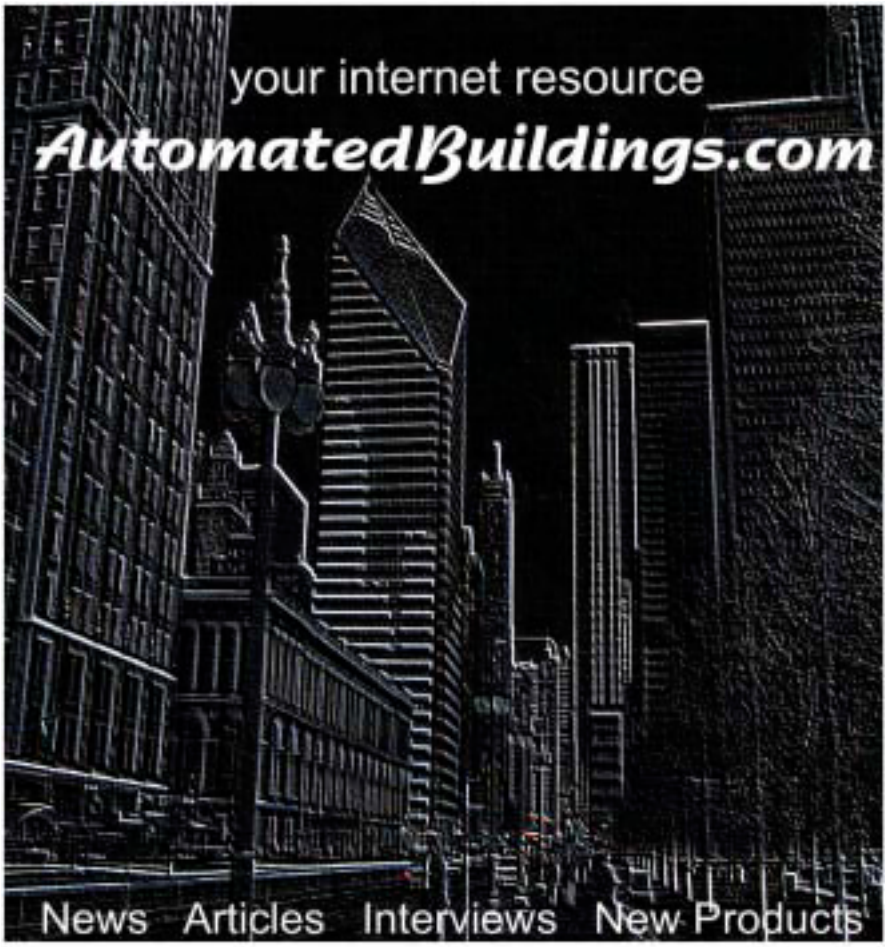
CLASMA

Dallas-based Clasma, Inc. is a marketing, public relations and tradeshow company specializing in the building systems and emerging device connectivity industries. Clasma is the organizer of BuilConn, the first conference and tradeshow to focus on the integrated and networked building systems market. Clasma is developing and organizing the M2M Expo and Conference as well as number of other events in 2004 to expand the horizon of building systems and M2M adoption in North America and Europe.

The Clasma team consists of a small number of individuals, each having built their career in the HVAC, Security and IT industries. Collectively, their experience allows the organization to focus efforts in this space assisting companies with the full range of marketing functions, including the often daunting task of transitioning products from the initial concept to the development phase and ultimately market deployment. It is this industry knowledge, understanding and experience that enables Clasma to effectively identify and target an audience to produce long lasting results.

Services Offered:

- Event Marketing & Planning
- Product & Corporate Branding
- Corporate Messaging & Positioning
- Product Rollouts
- Collateral Concept & Design
- Advertising Campaigns
- Public Relations
- Web & Multimedia Design



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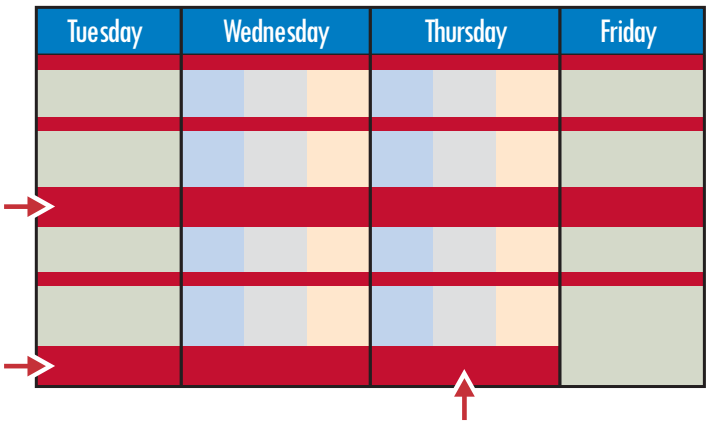
Networking Opportunities

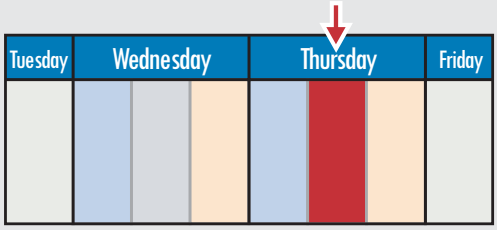
One of the most important parts of any industry event is the networking aspect, and BuilConn is no exception. Ample opportunities abound during the conference where you will meet like-minded individuals who are on the same path to whole building integration. From refreshment breaks and lunches to the Expo Reception and Industry Gala, BuilConn stresses the importance of networking as these are they people who may become invaluable resources in the future. And, with such a focused and qualified audience, BuilConn provides the perfect environment with just the right number of people allowing you to interface with the majority of attendees.

- **Meet like-minded individuals on the same integration path**
- **Find resources for future integration projects**
- **Discover potential "coopetition" partners**
- **Engage yourself in an ongoing conversation with the buildings community**



Tracy Markie - Track Leader

Industry Trends Driving Change



Hear experts from a variety of industry perspectives (i.e. security, HVAC, open systems) talk about the trends that are driving change in the building systems industry. Understand the direction of the industry from distribution's point of view including the impact of wholesalers, super integrators, specialists, technology consultants as well as technology specialists. Discover how new technologies such as the emergence of recurring revenue models are affecting the way business is conducted, while integrators and other building stakeholders are finding themselves in a unique position of both cooperating and competing with their new partners–a phenomenon known as "coopetition". Also recognize the driving force and likely effect of product commoditization, controls packaging and electronics in large mechanical products.

Bio: Tracy Markie is co-founder and president of Engenuity Systems, Inc. and has 20 years of experience in the control systems market. Engenuity is now the leading distributor of LonWorks® and other open systems products in the world representing more than 55 companies offering over 2,000 products.

A published author and presenter, Mr. Markie's articles on the subjects of automation and the use of networks in control and sensing systems have appeared in more than a dozen national publications. In addition, Mr. Markie and his company was one of the founding members of the LonMark International where he now serves as Chairman of its Board of Directors.

Introduction of the Buildy Awards

To increase awareness of the benefits of whole building integration and honor successful implementation strategies, the BuilConn organizers have introduced the "Buildy" Awards program. Whether the primary specialty is access control, HVAC, lighting, security, IT, the Buildy Awards recognize individuals and organizations who have stepped up to the challenge of integrating a system into the entire scheme of a building. These individuals and organizations support the vision of networked building systems in which all the disparate systems within a building are seamlessly integrated together providing the building owner and manager greater value from their investment.

Given the multiple facets of the integration process, four award categories have been established for the Buildy Awards.

- Vision - This award will be presented to the industry professional who best demonstrates a vision of whole building integration and interoperability through advocacy, promotion, educational and training endeavors.
- Best Integration Project - Awarded to a systems integrator, the recipient of this award demonstrates the ability to efficiently integrate a wide array of building systems together and successfully enable operation over a corporate IT infrastructure.
- Best New Product - This award honors a manufacturer whose new product or service overcame a significant challenge, enhanced or simplified the integration process.
- Best Building - This award will be presented to the building owner or consultant with the most progressive building technology supporting the vision of whole building integration. The building must be currently occupied.

The Buildy Awards will be presented at the Industry Gala on the final evening of BuilConn, April 15. The most up-to-date information including rules and a list of nominees are available at www.builconn.com.

Your Recipe for Great Buildings

BuilConn™
Networked Building Systems Forum 2004

THE Integration Event for 2004

- **Conference** - get the whole story
- **Expo** - get the right tools
- **Networking** - get the right contacts

BuilConn 2004 is the only expo and conference providing a perfectly integrated blend of the technologies and applications of security, HVAC, access control, lighting and IT for tomorrow's Integrated and Intelligent Buildings.

BuilConn is a four-day forum where significant initiatives powered by the industry, open protocol technologists and trade organizations are creating best practices and standards that will make whole building integration a reality. Getting in on the ground floor will ensure you have the insight and know-how to maneuver within this converging industry that will change the way consultants, systems integrators, manufacturers, distributors and contractors deliver solutions.

"As the birth place of oBIX, attending BuilConn is a must."
Paul Ehrlich, Chairman, oBIX

"BuilConn is the event where it all comes together."
Barry Haaser, Executive Director, LonMark International

"Undoubtedly the most important conference for integration."
Jim Lee, President, BACnet Manufacturers Association

"BuilConn's vision is spot-on: Integrated Intelligent Buildings."
Ron Zimmer, President & CEO, CABA

Register Now!

Register now for BuilConn 2004 and join like-minded industry leaders as we collectively define this new space and set the stage for true Integrated and Intelligent Buildings.

April 13-16, 2004 Dallas, TX

brought to you by: CLASMA

endorsed by: BMA BACnet Manufacturers Association, LonMark International, CABA, BIG-NA, LCA, oBIX

for more information visit: **www.builconn.com**

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FREE INFO: 152

Building Systems Expo

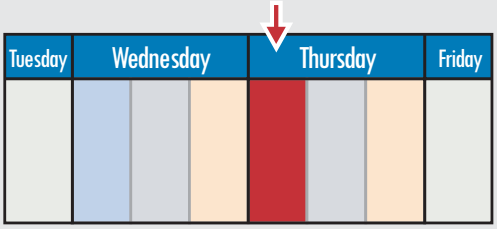
Unique Expo Layout

The Building Systems Expo introduces you to the major players who are enabling whole building integration with unique technologies, products and solutions. Designed with a Town Hall in mind, the expo layout contains plenty of seating for ad hoc discussions and networking, and it features all aspects of the buildings industry from access control and lighting to HVAC, CCTV and IT. Both lunches will be served in the expo hall, and door prizes will be handed out every 15 minutes making it not only a trade show but an exceptional networking event. Attendees will also benefit from seeing live product demonstrations in the Sponsor Theater or get hands-on exposure to the latest technologies in the Product Demonstration Area–all located within the Building Systems Expo!

- **Meet the major player enabling whole building integration**
- **See live product demonstrations from BuilConn sponsors**
- **Find new solutions to your integration challenges**
- **Take advantage of a great networking opportunity**

Peter Manolescue - Track Leader

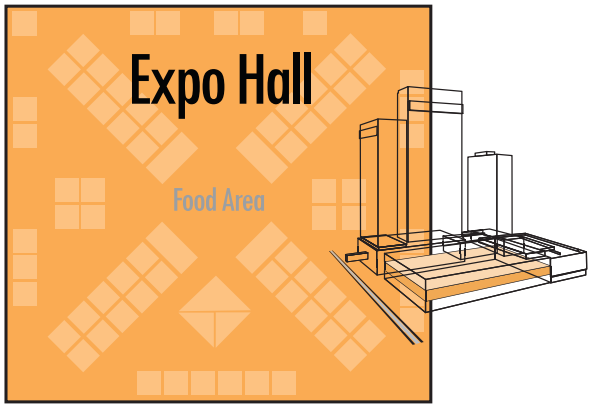
Working with the Enterprise



Disparate industries and technologies have collided over many decades in an un-coordinated, almost random fashion to create today's modern building control systems. Integration and interoperability are major challenges in nearly every facility. Tomorrow's building will use IP signaling for most of its systems. The only question remaining seems to be over what media the signal will travel and how this interfaces with enterprise systems.

The relationship between buildings and enterprise systems is becoming increasingly important. In order for buildings to become an asset instead of a liability, integrating the building systems into the enterprise is a necessary step. This track examines the key issues, beginning with the extent of an enterprise's reach to complete enterprise integration. Particular attention will be given to integrating the energy and facility management functions with explanations of how this process can significantly reduce operation costs. Physical and logical security integration practices will also be explored.

Bio: A qualified Aeronautical Engineer, Peter spent 10 years in IT working on networks and computer-aided design and more recently he became a Sun Certified Java programmer. Since 1989 he has worked with international security manufacturers such as Fichet-Bauche, GE/Interlogix, Honeywell/Ademco, Baxall, Pelco and Ultrak in the UK, France, Germany and Belgium where he now lives; posts included Sales and Marketing Director, General Manager and Managing Director. As Senior Consultant for securityXML Ltd, Peter advises companies on how to use XML/Web Services technologies to develop new products and services to exploit growing market opportunities.



Past and Present Exhibitors include:

ActivMedia Robotics, LLC
Adept Systems Inc.
American Auto-Matrix
Automated Logic Corporation
Automation Components Inc.
Axis Communications
B&B Electronics Manufacturing Co.
Belimo Aircontrols
BMA-BACnet Manufacturers Association
BIGNA
BNP Media
CABA (Continental Automated Buildings Association)
CBL Systems LLC
Cimetrics Inc.
Clasma Inc.
Clearview Management Consultants, LLC
Contemporary Controls
Control Tech Supply Company, Inc.
Distech Controls Inc.
Echelon Corporation
Engenuity Systems, Inc.
Envenergy, Inc.
eStructures, Inc.
FieldServer Technologies
Gridlogix, Inc.
Hirsch Electronics Corporation
Honeywell International Inc.
ICS, Inc.
Impact Facility Solutions
Intelli-Site, Inc.
KMC Controls, Inc.
LonMark Interoperability Association
MAMAC Systems, Inc.
Novus Technology, Inc.
Plexus Technology Inc
PureChoice, Inc.
Realcomm
Richards-Zeta Building Intelligence, Inc.
Security International, Inc.
Setra Systems
Smart Controls, LLC
Staefa Control System
Strata Resource, Inc.
The Kele Companies
Tridium, Inc.
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RZ

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Media Sponsors:

ES Engineered Systems

SDM®

ENERGY USER NEWS

Security

Endorsed By:

LonMark® International

CABA

BMA BACnet Manufacturers Association

BIG-NA

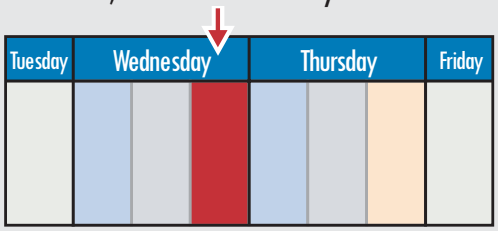
oBIX™

The BuilConn organizers and the members of our advisory, technology and industry boards wish to thank all of our sponsors for their generous support of BuilConn 2004. It is these companies who have enabled BuilConn to provide the high quality content and unique networking events.

A great deal of planning and significant financial resources are needed to produce the foremost integration event, and there was tremendous support from all segments of the industry. With the continued participation and support of the following sponsors, our event continues to grow and prosper. Thanks to all for another successful year!

John Carter - Track Leader

Networks, Wireless & Security



Today more than ever IT managers find themselves involved in the decision process for security systems. As the need to provide improved life safety, employee accountability and asset tracking has increased, more systems are utilizing the IT system backbones of their corporate enterprise. Digital video and access control systems provide critical information and control to security managers. These systems over the past few years have migrated from low speed proprietary LANs to enterprise systems operating across the infrastructure established and controlled by IT managers. This requires a partnership between security professionals, IT manages and the integration companies who install these systems. Understanding how these systems operate over corporate networks and how to make the IT manager a partner is critical to the success of any firm pursuing security interaction today.

Bio: Mr. Carter is the President and Chief Operating Officer of Biometric Corporation. Prior to joining Biometric Corporation Mr. Carter was Sr. Vice President of Government Business at Isotag Technology, Inc., a worldwide leader in anti-terrorism/anti-counterfeiting. Mr. Carter was formerly Vice President of Business Development for Ultrak, and began his career working on the Space Shuttle project as an engineer for a NASA contractor and moved into the security industry as an Engineering Director. He has been involved in the security industry for 20 years and is a member of the Security Industry Association (SIA) Board of Directors and Vice President of SIA's Executive Council. John chair's SIA's Government Sales and Marketing Advisory Group and is a member of SIA's Homeland Security Advisory Group. John is an advisory to policy makers and agency officials in relation to Homeland Security and has developed systems for the military, federal buildings, airports and many commercial installations.

For information on sponsoring or exhibiting at BuilConn 2004, go to www.builconn.com

4 Ways to Register

Online
www.builconn.com

By Phone
+1(972) 714-0500

By Fax
+1(972) 714-0509

By Mail
Clasma, Inc.,
1425 Greenway Drive
Suite 220, Irving, TX 75038

All BuilConn 2004 activities including BootCamp, Expo, and Conference, will be held at the Adam's Mark Dallas which is the official conference hotel.

BuilConn Special Room Rates are $109 for a Deluxe Room and are available until March 26th. To book rooms at this rate please contact the hotel directly and be sure to mention BuilConn.

Adam's Mark Dallas
400 North Olive Street
Dallas, TX 75201
Hotel Phone Direct: +1(214) 922-8000
Hotel Fax Direct: +1(214) 922-0308

The Adam's Mark Dallas is located downtown in the heart of the Dallas Arts and Financial District, on the DART Light Rail Line. It is located within walking distance of the Historic West End District, the Deep Ellum District, Majestic Theater, Farmers Market, American Airlines Center, Meyerson Symphony Center, and the Dallas Museum of Art.

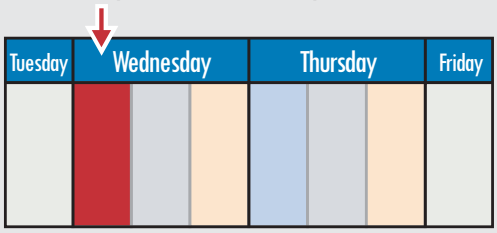
When should I arrive and leave?

If you are attending the Building Systems BootCamp - please arrive the evening of Monday, April 12. Since sessions begin at promptly at 8:00am on Tuesday and Breakfast at 7:00, this will give you ample opportunity to arrive and register. Otherwise plan on arriving Tuesday, April 13. Be sure to arrive in time to attend the welcome reception on early evening Tuesday and plan on staying for the Thursday night Industry Gala and birthday bash to maximize your networking opportunities.

Clasma has arranged for special "zone fares" with American Airlines which does not require Saturday night stayover. To book these fares contact the American Airline's Meeting Services Desk at 1-800-433-1790 and reference BuilConn and this code: A2944AD. Visit www.builconn.com for more information.

Anno Scholten

Building Systems Technology



Although the economic environment might have improved marginally last year, technology continued to progress significantly albeit quietly. These changes are about to create a lot of commotion and noise and have a huge impact on the industry. Among the changes are updated standards initiatives such as LonMark and BACnet and radically new ones such as oBIX that are focused on XML and Web Services. Clearly XML and Web Services are rapidly impacting every industry by providing new methodologies for data exchange for man-to-machine and machine-to-machine communications. No other technology is receiving such unprecedented attention across such a wide spectrum of industries. The building system industry is equally caught up in this new wave and it will significantly affect buildings of tomorrow.

Bio: Mr. Scholten is Executive Founder and Vice President of eStructures Inc with a primary responsibility for product development. Mr. Scholten manages the development of eStructures products including EntryMinder, a LonWorks-based card access controller and BuildingMinder.Net a distributed ASP delivered card access system based on XML and Web Services. Anno is experienced at management in both the start-up phase and large company environments and has over 20 years experience in the building automation systems market.

Registration Form

	Tuesday April 13	Wednesday April 14	Thursday April 15	Friday April 16	On-Site	Pre-Registration 10% Off until March 31	
Multi-Day Passes							
Conference Pass		■	■		$995	$896	☐
BootCamp Pass	■	■	■		$1,395	$1,255	☐
MasterClass Pass		■	■	■	$1,395	$1,255	☐
Best Value! Full Pass	■	■	■	■	$1,595	$1,436	☐
Single-Day Passes							
BootCamp Only	■				$495	$446	☐
Conference & Expo		■			$595	$536	☐
Conference & Expo			■		$595	$536	☐
MasterClass Only				■	$495	$446	☐
Non-Conference Passes							
Expo Pass		Expo & Lunch; Expo & Reception	Expo and Lunch		$195		☐
Networking Pass	Welcome Reception	Opening Session; Expo & Lunch; Expo & Reception	General Session; Expo and Lunch	Industry Gala	$595		☐

- A discount is available for members of our endorsing associations, to receive the code contact us or your association directly.
- Groups of 5 or more are provided with a group discount, please contact BuilConn at **+1(972)714-0500.**

Association Discount **-10%**
Code: _____

Total Amount Due: $ _____
(all amounts and discounts are subject to verification)

Personal Information - Please make additional copies for multiple registrations.

First Name _____ Middle _____ Last Name _____

Company or Organization _____

Title _____

Address Line _____

City _____

State/Province _____ Zip/Postal Code _____ Country _____

Work Phone _____ Ext. _____ Fax _____

E-mail Address (receipt and confirmation will be sent here) **For registration policies, visit www.builconn.com/registration**

Please indicate the area of work you and your organization are involved with:
(check all that apply)

- ☐ Security
- ☐ HVAC / Energy
- ☐ Lighting
- ☐ IT Networks
- ☐ Fire / Life Safety
- ☐ Building Systems Integration
- ☐ Mechanical, cabling and other

Which associations are you or your organization a member of:

- ☐ BACnet
- ☐ LonMark
- ☐ ASHRAE
- ☐ ASIS
- ☐ CABA
- ☐ SIA
- ☐ BOMA
- ☐ BICSI

other: _____

Hotel Reservation - Adam's Mark Dallas - Room will not be charged unitil check-in

Nights Stay:
- ☐ Monday, April 12
- ☐ Tuesday, April 13
- ☐ Wednesday, April 14
- ☐ Thursday, April 15
- ☐ Friday, April 16

Bed Type:
- ☐ King
- ☐ 2 Doubles

Room Type:
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