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DIGITAL PLANT Conference Announces ARC Advisory Group as Co-Host for DIGITAL PLANT 2011

HOUSTON. December 20, 2010 – DIGITAL PLANT, The Plant Asset Lifecycle Event, is pleased to announce that it has come to agreement with the ARC Advisory Group to serve as a Co-Host for the upcoming DIGITAL PLANT 2011 Conference occurring December 5-7, 2011 in Houston, Texas at the Houston Marriott Westchase Hotel.

“We are extremely pleased to work with the ARC Advisory Group as a Co-Host for DIGITAL PLANT 2011. The ARC Advisory Group has an excellent reputation for being a leading and reliable source of information and advisement for all industries on how to achieve superior results during all phases of the plant asset lifecycle. ARC’s involvement and expertise will only increase the overall value and take away benefits for all process, power and offshore industry professionals who attend DIGITAL PLANT 2011.”, said Sean Guerre, President of the TradeFair Group.

“We look forward to being a Co-Host of DIGITAL PLANT 2011. We feel that with the collaborative efforts of The ARC Advisory Group and DIGITAL PLANT and industry professionals we will be able to provide real world conference content and data that will assist plant owners/operators improve performance, increase value and reduce risk across the entire lifecycle of the plant.”, said Andy Chatha, The ARC Advisory Group, President & Founder.

For information on speaking opportunities please contact Cassie Davie at cassied@tradefairgroup.com or 713-343-1891

For information on sponsor/exhibit opportunities please contact Julien DuPont, Sales Director at juliend@tradefairgroup.com or 214-358-5359.

About DIGITAL PLANT

DIGITAL PLANT 2011 is being produced by the TradeFair Group, an Access Intelligence Company. DIGITAL PLANT 2011 is the premiere plant lifecycle conference for the chemicals, power, oil and gas, offshore, and pharmaceuticals industries. DIGITAL PLANT features a content-rich program, addressing the critical factors for plant operations, maintenance, design, and construction. The presentations are prepared and delivered by world-leading practitioners from owner, engineering-procurement-construction, and equipment supplier companies dealing with process industry thought leadership, pulse of technology and best practices. For more info., please visit www.digitalplantexpo.com

About TradeFair Group

A leading energy industry information provider, with conferences, tradeshow, e-media and print publications for the oil, gas, chemical, petrochemical, power generation and renewable energy industries, TradeFair Group, an Access Intelligence Company, produces events throughout North America, and its publications and online properties serve a global marketplace. Additional information is available at www.TradeFairGroup.com.

About The ARC Advisory Group

Founded in 1986, ARC Advisory Group is the leading research and advisory firm for industry. Their coverage of technology from business systems to product and asset lifecycle management, supply chain management, operations management, and automation systems makes them the go-to firm for business and IT executives around the world. For the complex business issues facing organizations today, their analysts have the industry knowledge and first-hand experience to help their clients find the best answers. ARC's mission is to provide their clients with the best practices and strategies to achieve operational excellence and superior results. They focus on simple yet critical goals: improving operational performance, return on assets, total cost of ownership, project time-to-benefit, and shareholder value. Additional Information is available at www.arcweb.com