

DOWNSTREAM
CONFERENCE & EXHIBITION
June 11-12, 2019 GEORGE R BROWN CONVENTION CENTER

EXHIBITION & ROI OPTMIZATION GUIDE 2019

With insight from



Downstream's #1 Global Meeting Place for 2019

Welcome to DOWNSTREAM 2019

Renowned as the most significant global meeting place for Downstream professionals, this is where they meet to learn, network and do business.

Over 7,000 Downstream professionals who work in the areas of Engineering & Construction, Reliability & Maintenance, Shutdowns & Turnarounds and Supply Chain & Logistics will convene on Houston June 11-12, 2019 at the George Brown Convention Center to address core challenges, understand the latest technologies that are disrupting their industries, meet and form partnerships with new and existing suppliers and hear from the world's foremost experts and practitioners in their fields.

If you work in or supply services to the Petrochemical, Chemical, Refining or LNG industries make sure you're in Houston June 11-12 for Downstream 2019!



"So happy to have this service available and I recommend it to everyone. Last year it was difficult to research companies and schedule meetings on top of having to do the day to day projects we work on."

MTI Power Services Inc.



CONFERENCE
AT A GLANCE



7000+
attendees



350+
exhibitors



200+
speakers



1000+
owner operators

Utilize Downstream 2019 as your main business development and lead-gen tool next year...



"I was able to meet with everyone that was scheduled. This was absolutely the best trade show that I've attended. I was able to make many more great contacts than I have at other shows. We will be back next year."

Universal Hinge Corp.

Take advantage of our industry leading skills for developing original content, banners, pre-event social media strategies and client target lists that attract the widest pool of potential customers and make it easier to target key accounts on site.

We have the experience running world-class conferences and exhibitions globally, and the world's #1 meeting point for downstream decision makers is no exception. So, make sure you're partnering with us to get the most out of your exhibition opportunity.

Use our simple step-by-step process to supercharge your event ROI

Step 1 Identify your business decision maker

Step 2 Set out your key business development goals for 2019

Step 3 Speak to us to discuss and match the best package to your needs:

Sam Williams

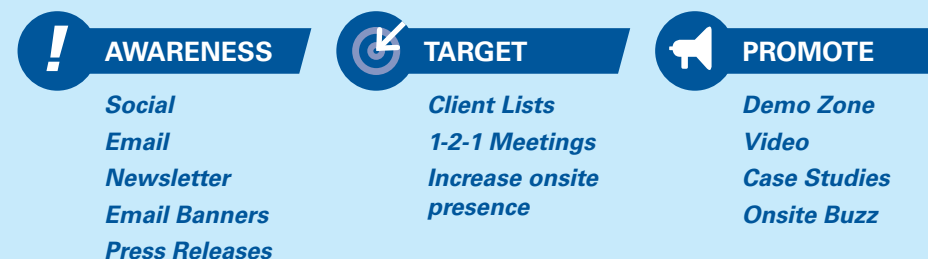
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Once you've confirmed your booth, you're already half-way to boosting your changes of taking key business development goals in 2019

We can help you exceed expectations at Downstream 2019 by working with you in 3 key areas. Piggy back on the marketing efforts of the biggest downstream focused event in history!



Whatever your plans for 2019, this is the #1 meeting point of its type in the downstream industry, think of the OTC of downstream and dream of the success you'll achieve by piggy-backing on the marketing strategy of the largest downstream focused event in history.

Speak to us ASAP to start putting your plan for success together now!



Hilti, ROCKWOOL and Bentley Systems confirm great results from Downstream expo in Houston

With our 350+ exhibition hall expected to be sold out by Christmas, we thought you'd benefit from seeing the stories of a couple of best known supporters. They made the most of their opportunity to grow market share and raise critical awareness of their products amongst key stakeholders. See what they had to say about the event below.



"Once again, the 2018 Downstream PetChem Conference was a success. Great attendance and networking opportunities representing the entire spectrum of our industry"

CDI Corporation



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Bentley Systems – solutions for Advanced Work Packaging and More

Interview with Bentley Systems

Bentley Systems, a software provider for architect, engineer and construction (AEC) infrastructure contractors showcased many solutions at the Downstream Event in a variety of effective ways.

In addition to their booth at the Exhibit, the Bentley team was active in educating Downstream delegates.

During the company's already well-attended demonstration in the Innovation Zone, an additional crowd of people gathered to hear about Advanced Work Packaging (AWP) and Bentley's Construction Solutions.

Abdelghani Sinno, Senior Construction Consultant and Application Engineer for Bentley Systems, demonstrated Bentley's ConstructSim Solution, a technology that enables AWP to be effectively implemented.

Engineering and construction of major capital industrial projects is extraordinarily challenging, with research showing that more than half of projects fail.

Since the first wave petrochemical construction boom, AWP has grown in popularity in North America as a way for owners and contractors to handle the construction boom environment in which schedules, budgets and labor are increasingly tighter.

In extensive research by Construction Industry Institute (CII) and Construction Owners Association of America (COAA), AWP has been proven to be able to reduce total install cost by up to 10% and improve productivity and safety performance by up to 30%.

ExxonMobil, Shell and Dow are some of the majors using AWP for mega projects.

Eric Crivella, Construction Solutions Director at Bentley Systems and Chair of The Advanced Work Packaging Community for Business Advancement (AWPCBA) for CII introduced moderated a panel "Improving Productivity on Major Projects with Advanced Work Packaging" alongside Jamie Gerbrecht of ExxonMobil, Decker Barnard of Zachry Group, and Brian Vogel of Dow Chemical.

Crivella also chaired the Engineering & Construction Track for Major and Small-Midsized Projects at the Downstream Conference.

In addition, Ari Rantasalo, Senior Manager of Consulting for Bentley Systems led a "Going Digital" Workshop.



"Excellent matchmaking service. This made the fee for attendance of the conference worth it for me as a small business man."

GBMC, LLC



Hands on tools and solutions

Interview with Steven Hood and Sarah Nieuwenhuizen of Hilti

Hilti went into the Downstream event to display and demo their latest innovative tools and software; connect with and engage in discussions with VIP's from the major construction groups attending the show; and collect leads for field follow-up – resulting in sales. The result: success.

“We are already realizing results from the show in sales and follow up meetings,” Steven Hood said when asked about the meeting in August 2018.

To some passersby on Seawall Blvd in Galveston, the Galveston Convention Center may have looked like it was under construction; but it was companies like Hilti showing their gorgeous products to help the Downstream Engineering and Construction professionals achieve success.

Hilti took full advantage of the opportunity to showcase some of its best products, displaying many items including:

- **Full 22v cordless tool portfolio relevant to the trade**
- **Hilti Modular Support Systems**
- **Full size mockup of platform constructed from Hilti MI and MQ**
- **POS 180 robotic total station for jobsite layout**
- **Direct fastening (PAT) technology**
- **Optical Tools**
- **SF BT 22-A and SF BT 4A-22 – 22v cordless tools for fastening threaded studs to steel for grating discs with a complete demonstration of the system**
- **Tool Fleet Management**
- **On!Track software for asset tracking and management**
- **Hilti Connect App software for tool maintenance and service**



“I was very pleased with the location, the setting and the discussion group at this conference and gained market insight that was relevant to my business needs.”

JE DUNN CONSTRUCTION



To build momentum for the event, the team at Hilti created press releases and posted their event participation on Social Media platforms like Facebook, LinkedIn and Twitter.

Through networking at events, sessions and in the Exhibition Hall; the team at Hilti was able to meet, engage and build relationships with friends at important companies like Chevron, Cameron LNG, Fluor, Sasol, JE Dunn and Zachry.

“The show is relevant to our model as a solution providing partner and gives us an opportunity to start discussions on our tools, products and services that we bring to the market place,” said Sarah Nieuwenhuizen, a business developer at Hilti.

“We will be back in 2019,” Hood said.



Networking, Innovation Zone and a Corrosion Education

Interview with Phae Emert, ROCKWOOL

ROCKWOOL made a game time decision and signed on as a sponsor only a couple of weeks prior to the Downstream 2018 event. However, the lack of lead time was no barrier to their success. Together, with the Petrochemical Update team, ROCKWOOL prepared a successful marketing campaign and came up with some great ideas for next year's event as well.

First, ROCKWOOL promoted the event on their website and through social media.

At the Exhibition, ROCKWOOL sponsored the networking zone and took advantage of the strategic branding opportunity by bringing in two displays that showcased their ProRox® PS980 with WR Tech™ pipe sections' ability to withstand exposure to fire and water.

"Having never participated in the event, we had no idea how well it would be attended or whether it provide valuable ROI," said Phae Emert, Marketing Manager for ROCKWOOL Technical Insulation in the Americas. "However, we were able to make several high-level connections and build valuable exposure for our brand."

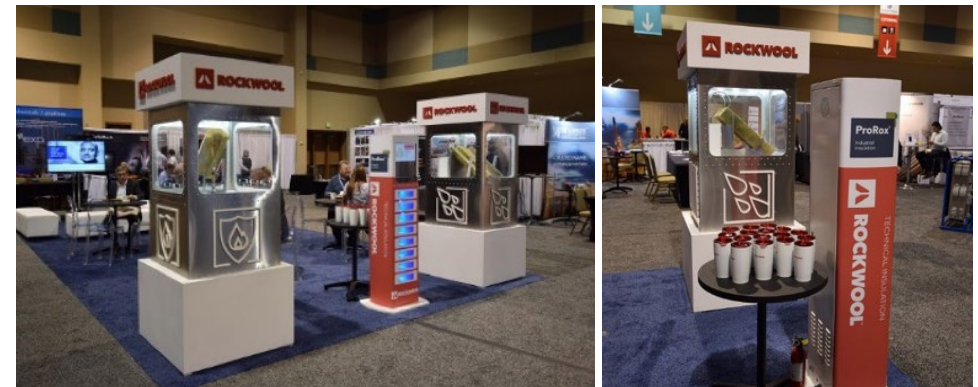
Networking is always the best and most cost-efficient marketing tool any business has. Everyone who attended Downstream was there to network and learn, and many spent a lot of time in the Networking Zone of the Expo.

While Downstream delegates were making new friends in the Networking Zone, ROCKWOOL was able to expand their brand and build awareness with the innovative design and strategic placement of their displays.



"This event was great. From the equipment and exhibits out front to the people we were able to interact with inside, Downstream 2018 was well worth attending."

AMECO



While ROCKWOOL used and liked the idea of the show's meeting service, the team offered some great ideas to make it more technologically advanced for next year's event and suggested that additional time is added into company schedules to improve flexibility.

"Pairing meetings with a virtual introduction that includes photos and contact information would be very valuable," Ms. Emert said.

ROCKWOOL also gave a technical presentation at the Innovation Zone. Because of the zone's location in the Exhibition Hall, many onlookers joined an already nice-sized audience to learn about Corrosion Under Insulation (CUI), and ROCKWOOL'S latest innovation to prevent CUIWR Tech™, or water repellency technology, a unique binder technology that reduces and/or mitigates the effects of CUI. The company's ProRox® with WR-Tech™ is the first open-cell, water repellent insulation on the North American market.



Corrosion Under Insulation

Corrosion under insulation has been neglected for many years, but is now recognized as one of industry's greatest challenges with respect to life of plant. CUI has been the cause of several accidents involving the loss of human life and personal injury, fire and pollution. According to public documents, ExxonMobil has reported that 80% of its CUI events (such as corrosion resulting in leakages) are on pipes, of which 80% is on four-inch or smaller pipes. Another major oil company estimates that CUI accounts for 40-60% of its pipeline maintenance costs. Globally, billions are spent every year on CUI.

Corrosion occurs when unprotected metal (steel and stainless steel) meets water and oxygen, which is nothing out of the ordinary. The special thing about CUI is that you cannot see that the metal is corroding. The metal is concealed by insulation and cladding – and in some cases the problem is not discovered until it is too late, and a pipeline has sprung a leak. The environment under insulation can also be extra corrosive due to high temperatures and sometimes the presence of salts (e.g. chlorides) and other substances that accelerate corrosion.

While, engineers typically protect steel with a coating or metallization– cladding on the outside to prevent the penetration of water and expect the environment should be warm and dry – this is not always the result later. Equipment design is often not optimized to counteract water penetration. The wrong coating system could have been used, or a mistake made when installing the coating. Even the perfect system can be damaged in service, and systems will age. Water can be expected to enter the system at some point and the coating system will no longer offer 100% protection.

Through detailed explanation of case studies and images, ROCKWOOL explained to the audience in the Innovation Zone that CUI is a systemic challenge and must also be treated as such from the design phase through to decommissioning. ROCKWOOL used this time to showcase some its best in class components that mitigate the risk of CUI.

ROCKWOOL stone wool products are open to water vapor diffusion, which means that any water that enters the insulation can also exit again. In addition, the products have very low chlorides, are coating friendly, by being silicone oil free, and are very flexible and strong. All ROCKWOOL, mandrel-wound products utilize



“The Downstream 2018 conference and exhibition was very well organized, encouraged networking, and offered an array of interesting presentations across several very relevant topics for industry.”

BASF Corporation

WR-Tech™, a revolutionary, coating-friendly and water repellent binder technology (a hydrophobic additive) that coats the fibers of the stone wool pipe insulation during the production process, helping to reduce and mitigate the harmful effects of CUI. WR-Tech products do not become brittle over time or after exposure to high temperatures, which means no cracking thus preventing water ingress to the pipe surface.

ROCKWOOL mandrel-wound products for the process industry (ROCKWOOL's ProRox series) have durable water repellency performance throughout the CUI temperature range up to 482°F or 250°C.

ROCKWOOL recently upgraded its mandrel-wound ProRox pipe section series (ProRox PS 960 and PS 980 with WR-Tech), so products now have even better water-repellent properties – proven 5 times less water absorption than any other mineral wool product on the market. These water-repellent properties are maintained at temperatures up to 250°C, which is also unique on the market. As the products absorb less water, they also dry more quickly, and this results in less corrosion.

“Designed to withstand extreme heat and moisture-intensive environments, ROCKWOOL's mandrel-wound ProRox products effectively reduce noise while providing excellent thermal performance, fire resistance and water repellency for the protection of personnel and equipment,” Emert said.

All in all, it was a successful event for ROCKWOOL and the company has agreed to sponsor the Networking Zone at the 2019 Downstream event.

“We really like the format of the event and the relaxed atmosphere of the networking zone lets us interact with the audience and create valuable brand and product awareness in a relaxed environment,” Emert said.

