



FEBRUARY 4 – 7 • PHOENIX, ARIZONA  
POINTE SOUTH MOUNTAIN RESORT

# Honeywell Momentum Conference 2007 Building Control Systems

# HONEYWELL MOMENTUM CONFERENCE

## 2007 Building Control Systems

February 4 – 7

Pointe South Mountain Resort  
Phoenix, Arizona



### **Dear Prospective Partner,**

Would you like to access 300 of Honeywell's top commercial building contractors and distributors?  
Now you can.

Honeywell is offering a select group of key businesses an invitation to participate in Momentum, Honeywell Building Control Systems' conference and trade show that will draw Honeywell's biggest and best heating, ventilation and air conditioning (HVAC) contractors and distributors for commercial buildings.

Momentum runs from Sunday, February 4 through Wednesday, February 7, 2007. It offers Honeywell's contractors and distributors an opportunity to experience intensive educational workshops and panel discussions, demonstrations of Honeywell's newest products, technical applications and industry trends. And it offers you an opportunity to meet with a very influential audience of buyers!

You may participate in Momentum in numerous ways:

#### **Trade Show**

Exhibit at Momentum's trade shows — 3-hour events occurring on two days. Honeywell's contractors and distributors who attend the show make the purchase decisions or consider products for future purchases. Exhibiting at Honeywell's Momentum trade show is an effective way to make customer contacts and tap into the large commercial HVAC market.

#### **Training Workshop**

Present your company's product or service at one of Momentum's training sessions. Honeywell's contractors and distributors will attend numerous workshops. We have left many of these workshops open, giving you a perfect opportunity to communicate your message and demonstrate your product to this elite group of HVAC veterans.

#### **Advertising**

Advertise in Momentum's Conference Planner that will be distributed to all attendees. Your company will also get some visibility on the official Momentum Web site.

#### **Sponsorships**

Sponsor one of Momentum's many events including the Big Game party, golf outings, networking events, literature, meals — or promotional items such as ice bars or cigar bars. We have many different sponsorship options to fit most any budget.

Your participation in Momentum will put you in front of many qualified buyers. Space and opportunities are limited, so please act quickly.

With best regards,

A handwritten signature in black ink that reads "Dave Molin". The signature is written in a cursive, slightly slanted style.

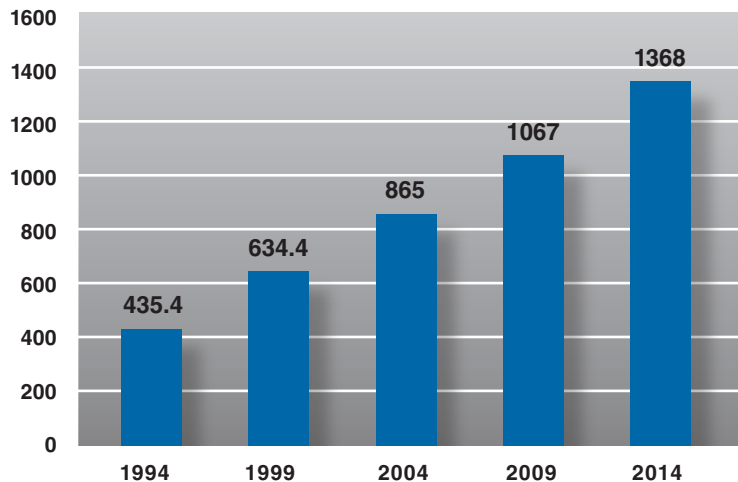
Dave Molin  
General Manager  
Honeywell Building Control Systems

# The Booming Commercial Buildings HVAC Industry

The amount of money spent on commercial building construction is expected to increase for the next seven years. This industry includes a diverse group of buildings — convenience stores, restaurants, universities, churches and prisons. Regardless of the variety of activities, floor space in the sector was dominated by four activities — office, warehouse and storage, mercantile and education. Those four markets accounted for 62 percent of commercial floor space and half of the commercial buildings in recent studies.

- The nonresidential construction sector is seeing the healthiest business conditions in the last 10 years.
- Nonresidential construction recovery continues with balanced growth between commercial/industrial and institutional sectors nationally.
- Overall growth of a commercial contractor is high (112 – 124%) compared to other contractors.

## Commercial Building Construction Expenditures, in Billions, 1994 — 2014



Commercial building construction expenditures have been increasing since 1994 and are expected to continue to increase through 2014.

Source: Freedonia Group

# About Honeywell Commercial Building Control Systems

Commercial builders, HVAC contractors, building automation specialists and heating equipment manufacturers rely on the sensing and control expertise and innovation of Honeywell's Commercial Building Controls Systems' (BCS) business. Honeywell commercial products, components and systems deliver temperature control, comfort, energy conservation and safety in more than 5 million buildings worldwide.

Honeywell has been a pioneer in HVAC products since 1885 and continues to be on the leading edge of product development to improve building performance and energy savings. From individual innovative commercial products including programmable thermostats, economizers, variable frequency drives, sensors and valves to complete building management systems, Honeywell BCS delivers building comfort. Our goal is to do a great job for our customers every day in quality, delivery, value and technology.

Honeywell's wide-ranging commercial BCS portfolio spans:

- Thermostats, zoning controls and indoor air quality solutions
- Commercial Components including direct coupled actuators, mod motors, dampers, economizers, pneumatics, sensors, variable frequency drives and valves
- Building Automation Systems

For more information about Honeywell's products, visit [customer.honeywell.com](http://customer.honeywell.com).

## Honeywell's Authorized Contractors

Contractors that will be attending Honeywell's Momentum conference include Authorized Controls Integrators (ACI) and Automation & Control Specialists (ACS).

### *What Is An ACI Contractor?*

An ACI contractor is a sophisticated building control system integrator expert in engineering, installing and servicing HVAC controls, products, applications, and systems for large, complex commercial buildings. An ACI contractor is authorized by Honeywell to install Building Automation Systems, Commercial Components (direct coupled actuators, mod motors, dampers, economizers, pneumatics, sensors, variable frequency drives) and thermostats.

### *What Is An ACS Contractor?*

An ACS contractor is typically a sophisticated mechanical contractor with a controls division expert in HVAC products, applications and systems for medium-to-large commercial buildings. An ACS contractor is approved by Honeywell to install Building Automation Systems, Commercial Components (direct coupled actuators, mod motors, dampers, economizers, pneumatics, sensors, variable frequency drives) and thermostats.

## Honeywell's Authorized Systems Distributors

Honeywell's Authorized Systems Distributors (ASDs) are our top-tier commercial distributors. In conjunction with Commercial Control Distributors (CCD) and General Wholesalers (GW), Honeywell's ASDs and their numerous branch locations offer contractors commercial controls/integration, engineering support, access to Honeywell HVAC commercial products and provide training and service solutions. ASDs are authorized by Honeywell to sell Building Automation Systems, Commercial Components and thermostats.

Of Honeywell's ASDs, several have attained the elite status of Diamond Distributor, a program designed for ASDs that achieve exceptional business results and positively position Honeywell in the local marketplace. This program takes the business partnership to a higher, more effective level and provides benefits to the distributor, their contractor partners and Honeywell.

## Honeywell Commercial Controls Distributors

Honeywell's Commercial Controls Distributors (CCDs) are similar to ASDs; however, they are authorized to sell Light Commercial Building Solutions (LCBS), Honeywell's Web-based Building Management System.





# Trade Show Attracts Ready-to-Buy Crowd



Two evenings of the conference will include a 3-hour trade show attended by Honeywell's key contractors and distributors looking for HVAC products and services like yours. From educational seminars to special networking opportunities, Honeywell has created a comprehensive experience that will attract successful HVAC contractors and distributors that will add excitement to this trade show. By the time the trade show opens, they are motivated and ready to shop.

We are extending to you an opportunity to exhibit at each trade show. This is where purchase decisions will be made, and it's where you need to be to continue building relationships and sales with the HVAC market. With the vigorous growth of the HVAC industry, Honeywell's Momentum trade show is positioned for excellent results.



Monday, February 5, 2007 6:30 p.m. – 9:30 p.m.  
Tuesday, February 6, 2007 6:30 p.m. – 9:30 p.m.

Show Floor Size: 20,000 sq. ft.

### ■ Cost

10' x 10' booth includes:

- Booth space
- Line listing in Conference Planner and on Momentum Web site in bold
- \$3,495
- \$500 per person that staffs the booth (includes meals and training)

10' x 20' booth includes:

- Booth space
- Line listing in Conference Planner and on Momentum Web site in bold
- \$6,995
- \$500 per person that staffs the booth (includes meals and training)

### ■ Value-Added Bonuses: What you Get Beyond a Booth

Exhibiting at Momentum's trade show comes with a long list of perks designed to help you maximize your promotional exposure and sales. These value-added bonuses include:

- FREE listing in the Honeywell Momentum Conference Planner which attendees take home and refer to frequently.
- FREE listing on event Web site so attendees know who you are and where you are.
- FREE access to training, functions and the Big Game party with your sales staff and important customers. (Available on a first-come, first-served basis.)
- FREE promotion and publicity through Honeywell's aggressive show marketing. We'll target our

contractors and distributors through a wide variety of communication channels, including literature, direct mail, e-mail messages and Webcasts.

- Punch card issued to attendees to visit your booth. All cards completely punched will be entered into a drawing for fabulous prizes.

### Important Trade Show Notes

- No Honeywell distributor or contractor may exhibit at the trade show.
- Honeywell discourages direct sales to contractors at this event if the contractors are currently purchasing your products through a network distributor.

### ■ Training Workshop



Honeywell's contractors and distributors will attend workshops covering a variety of timely topics, including practical knowledge about Honeywell's innovative new products, improving

management and sales effectiveness, and HVAC industry trends and tools.

We have reserved some workshops for you to:

- Communicate your message
- Demonstrate your product to this elite group of HVAC veterans
- Grab 45 minutes of their undivided attention

Register today! First come, first served. Cost: \$8,995

### ■ The Big Game Party

The Big Game is poised to kick off on Sunday, February 4. Honeywell is planning a party for its Momentum attendees. Sponsorship includes logo on napkins and plates, signage, opportunity to provide gifts for attendees (cost to be incurred by sponsor) and more.

- Sunday, February 4, 2007 Cost: \$13,995  
3:00 p.m. – 7:00 p.m.



# Sponsorships

There are many different types of events or items you can sponsor at Momentum to fit most budgets. Below are some of the choices available. Deadline to sponsor is December 1, 2006. First come, first served.

## ■ Cigar Bar

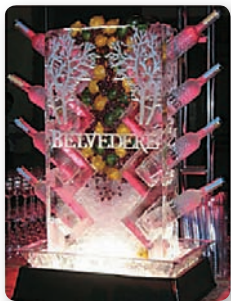
A professional cigar roller will hand-roll and distribute cigars for all attendees. A table will be set up outside the trade show area. Your company logo will be placed on signage at the cigar bar. You provide the logo, we'll create the sign.



- Monday, February 5, 2007  
6:30 p.m. – 9:30 p.m. Cost: \$2,995
- Tuesday, February 6, 2007  
6:30 p.m. – 9:30 p.m. Cost: \$2,995
- Both Nights: Cost: \$5,495

## ■ Vodka Ice Tree

Vodka ice tree engraved with your company logo.



- Monday, February 5, 2007  
6:30 p.m. – 9:30 p.m. Cost: \$2,995
- Tuesday, February 6, 2007  
6:30 p.m. – 9:30 p.m. Cost: \$2,995
- Both Nights: Cost: \$5,495

## ■ Ice Bar

Make a statement by sponsoring the ice bar, a 7' x 4' sculpture made entirely of ice, with your company logo carved into the front. You provide the logo, we'll take care of the rest.



- Monday, February 5, 2007  
6:30 p.m. – 9:30 p.m. Cost: \$4,995
- Tuesday, February 6, 2007  
6:30 p.m. – 9:30 p.m. Cost: \$4,995
- Both Nights: Cost: \$9,495

## ■ Martini Ice Luge

Attendees will flock to your martini ice luge. Your company logo will be placed on an easel next to the luge. You provide the logo, we'll create the sign.



- Monday, February 5, 2007  
6:30 p.m. – 9:30 p.m. Cost: \$2,995
- Tuesday, February 6, 2007  
6:30 p.m. – 9:30 p.m. Cost: \$2,995
- Both Nights: Cost: \$5,495

## ■ Hotel Guest Room Literature Delivery

In-room delivery of sponsor literature with label or note card identifying company as a proud sponsor of Momentum. Each attendee will receive delivery of the literature. Literature to be supplied by the sponsor by January 15, 2007.

- Quantity of each literature piece required: 500 Cost: \$5.00 per room

## ■ Breakfasts and Lunches

Give your company a high profile by sponsoring breakfast or lunch on Monday, Tuesday or Wednesday (only breakfast). Your company name will be prominently displayed on signage. So get the word out about your products — prospects are sure to eat it up.

- Monday, February 5, 2007  
7:00 a.m. – 8:00 a.m. Cost: \$3,995  
12:00 p.m. – 1:00 p.m. Cost: \$3,995
- Tuesday, February 6, 2007  
7:00 a.m. – 8:00 a.m. Cost: \$3,995  
12:00 p.m. – 1:00 p.m. Cost: \$3,995
- Wednesday, February 7, 2007  
7:00 a.m. – 8:00 a.m. Cost: \$3,995
- All Three Breakfasts: Cost: \$9,990
- Both Lunches: Cost: \$5,995

## ■ Breaks

Sponsor a break (or two) and prospective customers will remember your name when it comes time to make a purchase decision. While they mingle with colleagues, prospects will see your company name prominently displayed. This opportunity could be the break you need to take your customer relationships to the next level.

- Monday, February 5, 2007  
9:45 a.m. – 10:00 a.m. Cost: \$1,995  
3:00 p.m. – 3:30 p.m. Cost: \$1,995
- Tuesday, February 6, 2007  
9:45 a.m. – 10:00 a.m. Cost: \$1,995  
3:00 p.m. – 3:30 p.m. Cost: \$1,995



# Advertising

## ■ Momentum Conference Planner

When Honeywell's contractors and distributors register at the resort, they will receive a welcome package that includes an informative Honeywell Momentum Conference Planner. This guide will include a complete listing of trade show exhibitors, trade show layout, training sessions, biographies of conference speakers and more. Don't miss this opportunity to promote your company's products or services by sponsoring an ad (artwork provided by sponsor).

- Full-page, 4-c inside page  
4 available  
Cost: \$799
- Two-page, 4-c spread  
1 available  
Cost: \$1,249
- Full-page, 4-c inside front cover  
1 available  
Cost: \$1,249
- Full-page, 4-c inside back cover  
1 available  
Cost: \$1,249

# Resort Information

Pointe South Mountain Resort is a Four-Diamond resort located on 220 acres featuring 640 spacious all-suite accommodations. Located six miles from Sky Harbor International Airport, the Pointe South Mountain Resort offers unique dining experiences and recreational amenities including golf, tennis, spa, biking and horseback riding. Pointe South Mountain Resort is the proud recipient of the Best Guest Relations Award from The American Hotel & Lodging Association. A true Arizona resort experience awaits you.

Pointe South Mountain Resort  
7777 South Pointe Parkway  
Phoenix, Arizona 85044  
Phone: 866-267-1321  
Fax: 602-431-6535  
<http://www.pointesouthmtn.com>

## ■ How to Register

You will receive an official e-mail from Honeywell inviting you to register for Momentum. If you don't receive an email, you're welcome to contact us at [building.controls@honeywell.com](mailto:building.controls@honeywell.com).

**Registration Deadline**  
**December 15, 2006**

**Refund Policy**  
**No refunds or cancellations after December 15.**



# Momentum



**Honeywell Momentum Conference  
2007 Building Control Systems**

February 4 – 7 • Phoenix, Arizona  
Pointe South Mountain Resort

**Automation and Control Solutions**

In the U.S.:

Honeywell

1985 Douglas Drive North  
Golden Valley, MN 55422-3992

In Canada:

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35 Dynamic Drive  
Toronto, Ontario M1V 4Z9

In Latin America:

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Miami, FL 33178

[www.honeywell.com](http://www.honeywell.com)

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**Honeywell**