



APRIL 21-23, 2015 | CLEVELAND, OH

Keep Your Knowledge Current



REGISTER TODAY
SAVE \$400

& SCORE A FREE TICKET TO
ROCK & ROLL HALL OF FAME!

Find Your | **SESSIONS**

RELIABLE PLANT CONFERENCE & EXHIBITION

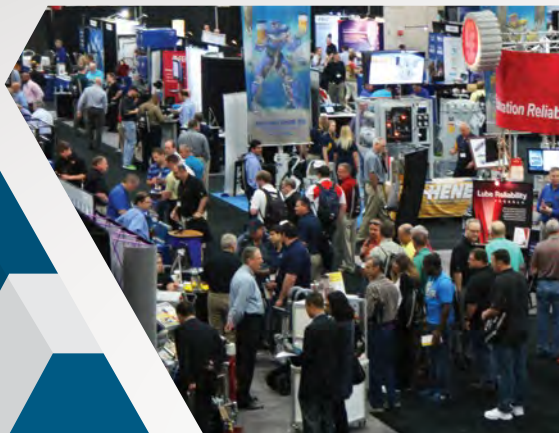
APRIL 21-23, 2015 | CLEVELAND, OHIO

Conference.ReliablePlant.com





APRIL 21-23, 2015 | CLEVELAND, OH



YOU'RE INVITED TO...

Attend the 16th annual RELIABLE PLANT Conference and Exhibition.

If you're looking for the right tools, insight and best-practice solutions for immediate bottom-line returns, *Find Your* **PATH** to the Cleveland Convention Center, April 21-23, 2015.

Reliable Plant serves as the leading, "must attend" annual conference and exhibition for industrial machinery lubrication, oil analysis and reliability professionals. Join more than 1,000 of your colleagues from around the globe and take advantage of specialized *pre-* and *post-*conference workshops, extensive learning sessions and case studies covering today's trends, technologies and issues. Plus, you can explore the expansive exhibit hall of products and services to gain useful insight and practical advice in multiple areas of lubrication, oil analysis and reliability.

Set the bar higher and be the best in your field.

If you want to be among the elite experts in lubrication, you've certainly come to the right place. You will not find another event that provides the depth and detail of information coupled with faculty expertise. Nor will you find another event where most attendees are among the elite in the application of lubricant know-how. By attending Reliable Plant, you'll fine-tune your knowledge in order to precisely match the proper lubricant to the equipment and application. You'll leave Reliable Plant with the skills to make you a more valued expert on your plant floor or in your laboratory.

No other forum gathers industry professionals together and provides an ideal platform to network with decision-makers and peers to gauge what's hot and what's not. Your colleagues and competitors will be there – will you?

Find Your **SOLUTIONS**

Register today at Conference.ReliablePlant.com

new

WHAT'S NEW FOR 2015

- ▶ Pre- and Post-Conference Workshops
- ▶ Nearly 100 Learning Sessions and Case Studies
- ▶ Certificate Track Program – *Choose from Two Tracks!*
- ▶ Dozens of New Exhibitors – More than 100 in all
- ▶ Networking Events

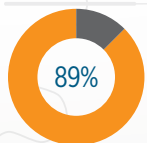
WHAT'S IN IT FOR ME?

- ▶ Gather information, acquire answers and generate ideas to address specific needs
- ▶ See new products and developments in the exhibition hall
- ▶ Visit with exhibiting companies and colleagues
- ▶ Access every facet of industry under one roof

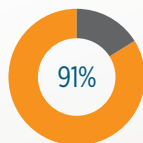
WHY ATTEND?

Reliable Plant Conference covers every facet of industrial lubrication, oil analysis and reliability in one three-day event. Realize immediate bottom-line results by obtaining real-world information and processes that you can put into practice as soon as you get home.

- 1 ► Improve your plant's reliability – learn about real-world deployment processes to sustain your plant's reliability program
- 2 ► Develop powerful connections – exchange ideas with peers, share best practices and expand professional relationships
- 3 ► Stay up-to-date on new technologies – make your job easier
- 4 ► Become more valuable to your company – learn processes to reduce downtime and control costs
- 5 ► Discover solutions that you can implement right away – address specific issues
- 6 ► Save money by deducting conference expenses on your taxes – *yes, this is a valid reason to attend!*
- 7 ► Find new customers, suppliers and resources – generate leads and develop partnerships
- 8 ► Attend specialized half-day workshops – offered before AND after the conference
- 9 ► Share what you learn with co-workers – technical papers and presentations provided to you on CD
- 10 ► Invest in your company – capture information and apply what you've learned on the job



89% of attendees at last year's show said they learned something new among the products and services in the exhibit hall.



91% of attendees said the learning sessions' content and topics were important to their company.



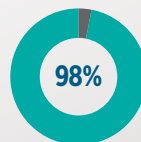
26%

Maintenance and Reliability Professionals/Management



Over 100 gallons of coffee are consumed each year at Reliable Plant

98% indicated that RELIABLE PLANT met or exceeded their overall expectations.



WHO ATTENDS

As a professional in machinery lubrication, oil analysis and reliability, you value best practices to ensure bottom-line results. Whether you're entry-level or a seasoned member of your plant's management team, you'll benefit from the comprehensive schedule of sessions, case studies and peer interactions. Make plans now to attend the 16th annual RELIABLE PLANT Conference and Exhibition to network with and gather information from the following attendees:

Asset Care Planners
CBM Coordinators and Specialists
Chief Engineers
Design Engineers
Engineers & Engineering Managers
Facility Managers
Hydraulic Specialists
Industrial Maintenance Supervisors
Industrial Mechanics
Infrared/Vibration Technicians
Lab Managers
Lube Analysts
Lubrication Technicians & Specialists
Machinery Engineers
Maintenance Engineers & Managers
Maintenance Planners

Managers of Maintenance and Reliability
Mechanical Engineers
Operations Managers
PdM Analysts and Specialists
Planners and Schedulers
Plant Managers & Engineers
Project Leaders
Quality Managers
Reliability Coordinators
Reliability Engineers
Reliability Team Leaders
Reliability Technicians
Safety Managers and Directors
Senior Reliability Engineers
TPM Coordinators and Facilitators
....and more

Connect and network with a diverse group of attendees across all segments of industry from nearly **40 countries.**



WIN A HARLEY!

All registered attendees can participate in the show prize giveaway for a chance to win a sleek 2015 Harley™ from Cleveland Rock and Roll City Harley-Davidson.

HOW DO I WIN?

Check out the latest products and services from sponsoring companies in the exhibit hall. Just stop by each sponsoring company booth during the show, get your entry card stamped and turn your completed card in by 11:00 a.m. on Thursday, April 23, 2015.

WHEN & WHERE?

A random drawing will take place at approximately 11:15 a.m. on Thursday, April 23, 2015 at the show prize giveaway booth. Participation in drawing is open to full conference delegates and qualified guest entrants. Your odds of winning are great – but you **must be present to win**. Yet, one more great reason to attend Reliable Plant 2015 in Cleveland.

2015 Giveaway Sponsors

Air Sentry, Alemite, Analysts, Inc., C.C. Jensen, Esco Products, Inc., Fluitec International, Genesis Solutions, Harvard Corporation, Henek, Hy-Pro Filtration, Indiana Bottle Company, Inpro/Seal Company, Intertek, Lincoln Lubrication, Lubrication Engineers, Inc., Lubrigard, Luneta, MP Filtri USA, Oil Safe, Pall Corporation, RelaDyne, Inc, Royal Mfg. Co., SD Myers, Inc., SGS Herguth Laboratories, Inc., SKF Lubrication, SPM Instruments, Inc., TESTOIL, Total Lubrication Management, Whitmore Industrial, Y2K Fluid Power, Inc.

*Show prize giveaway model may be different from what is depicted in photo. Motorcycle will be purchased in advance and provided by a dealer of Noria's choice. Winning entrant is responsible for title and all applicable taxes (whether local, state, federal or international), surcharges, tariffs, duties, transport shipping and handling charges, and all other charges associated with taking possession of the prize onsite in Cleveland, Ohio. See terms and conditions at Conference.ReliablePlant.com.

CONFERENCE WORKSHOPS

All Workshops - \$225 with Full-Conference Registration | Workshop Only - \$295

Optimize your conference experience by attending specialized pre- and post-conference workshops. Professional development is critical in any line of work. Results show that participation in workshops ensures an enhanced conference experience. Jumpstart your learning and quantify your investment by committing to one or more of the following options:

How to Detect and Control Lubrication Failure Modes



PRE-CONFERENCE

Jeremy Wright – Noria Corporation | Monday, April 20, 8:00 a.m. – 11:30 a.m.

Best Practices for Oil Sampling



PRE-CONFERENCE

Bennett Fitch – Noria Corporation | Monday, April 20, 8:00 a.m. – 11:30 a.m.

Lubrication Excellence Manager's Summit



PRE-CONFERENCE

Jim Fitch – Noria Corporation | Monday, April 20, 1:00 p.m. – 4:30 p.m.

Designing and Implementing an Effective Electric Motor Lubrication Program



PRE-CONFERENCE

Wes Cash – Noria Corporation | Monday, April 20, 1:00 p.m. – 4:30 p.m.

Best Practices for Receiving New Lubricant Deliveries



POST-CONFERENCE

Loren Green – Noria Corporation | Thursday, April 23, 1:00 p.m. – 4:30 p.m.

How to Design, Implement and Maintain a Powerful Oil Analysis Program



POST-CONFERENCE

Alejandro Meza – Noria Corporation | Thursday, April 23, 1:00 p.m. – 4:30 p.m.

Get a FREE Noria training coupon

Valued at \$1,295!*

Full conference registration includes a \$1,295 training coupon which can be used toward Noria's lubrication or oil analysis training courses for up to one year. Use it yourself or give it to a co-worker. It's like attending the conference and getting Noria training for free!

"This conference was worth the time to attend. The sessions were outstanding. I enjoyed the knowledge all the speakers shared. It was **valuable information**. This was my first year to attend, and I have enjoyed the conference."

- JIMMIE HENRY, GE OIL AND GAS

**Terms and Conditions: Only one coupon issued per person. Coupon is transferrable within your organization and must be presented when registering for the training. Coupon is valid for Noria public training course in the United States taking place between April 24, 2015 and April 25, 2016, or online courses purchased prior to April 25, 2016. Coupons are given to full conference (Tuesday-Thursday) attendees who pay their conference registration fee and attend the conference. Speakers and exhibitors are not eligible unless paying full conference registration fees. Coupons may not be used for private onsite training.*

LEARNING SESSIONS

HERE'S A QUICK LOOK AT SOME OF OUR LEARNING SESSIONS

More sessions are being added weekly. Stay up-to-date on the latest sessions by visiting Conference.ReliablePlant.com

NEW FOR 2015

Pick and choose from more than 90 sessions you would like to attend or follow one of the guided certificate tracks.

CERTIFICATE TRACKS!

Choose either the **Lubrication Professional Track** or the **Reliability Professional Track** and attend at least one session on each of the topics listed. Sessions will be identified, and attendance will be tracked. Track attendees will be granted access to a VIP lounge and breakfast roundtable discussion as well as receive a certificate of completion.

Care to join this elite group of speakers at our event?

There's still time to contribute your case studies, personal expertise and innovative ideas to our conference agenda. Share your insight and submit your abstract to editor@noria.com or online at Conference.ReliablePlant.com.

LUBRICATION

Oil Analysis

How to Obtain a Representative Oil Sample

Bennett Fitch, Noria Corporation

Driving Reliability with 1-Minute Inspections

Jeremy Wright, Noria Corporation

Developing an Effective Oil Analysis Program

Bennett Fitch, Noria Corporation

Lubricant Selection

Varnish-Free Alternatives for Gas Turbines

Kevin Kovanda, American Chemical Technologies

Guidelines for Selecting Electric Motor Lubricants

Jerry Putt, Noria Corporation

Understanding the Differences Between Synthetics

Wes Cash, Noria Corporation

Get the Lowdown on Your Lubricants:

How to Read a Product Data Sheet

Michael Brown, Noria Corporation

Contamination Control

Combating Contamination with Machine Modifications

Rick James, Noria Corporation

Contamination: The Uninvited Guest

Robert Crowder, Pentair

How to Get the Most from Your Filter Cart

Loren Green, Noria Corporation

Contamination Exclusion vs. Removal: Understanding the Difference

Michael Brown, Noria Corporation

Lubrication Program Management

Using KPIs to Optimize Your Lubrication Program

Wes Cash, Noria Corporation

Service Duty of a Journal Bearing in a Harsh Environment: What's Par for the Course?

David Tiffany, Pioneer Engineering

The Barriers to Lubrication Excellence and How to Overcome Them

Alejandro Meza, Noria Corporation

Lubricant Storage and Handling

How to Design a Lube Room

Rick James, Noria Corporation

Get it Right from the Start: Tracking the Life Cycle of a Lubricant

Jeremy Wright, Noria Corporation

Designing Lube Filtration and Storage

Terry Harris, Reliable Process Solutions

Best Practices for Waste Oil Management

Loren Green, Noria Corporation

RELIABILITY

Condition Monitoring

Predictive Maintenance Program Implementation and Improvement: Roadmap and Pitfalls to Avoid

Aron Brendes, Advanced Technology Solutions

Vibration Monitoring and Meaningful Alarming

Dennis Shreve, GE

Using Daily Inspections and Online Contamination Monitoring to Creating Savings

Steffen D. Nyman, C.C. Jensen

Case Study: Identifying Structural Resonance in a Centrifugal Water Pump

Douglas Moon, Praxair

Planning and Scheduling

How to Mitigate Risk When Installing or Upgrading Equipment

Fred Elbert, Elbert Field Engineering Solutions

Effective Maintenance Planning and Scheduling: A Case Study

Tim Kister, Life Cycle Engineering

The Journey to Reliability Excellence

Roger Watson, Owens Corning

Reliability Engineering

Using Big Data to Improve Your Uptime

Burt Hurlock, Azima DLI

Measure and Verify Foundation Flatness to Ensure Reliable Performance

Steve Lochard, LUDECA

Improving Reliable Manufacturing with Precision Maintenance

Tom Carr, Reliability Solutions

The Importance of Designing Reliability into Machines

Jerry Putt, Noria Corporation

Maintenance Management

Starting Your Campaign: Selling Maintenance as a Profit Center

Joe Anderson, JM Smucker Co.

PM Optimization: Striving for Excellence

Kenny Myers, Ashland Specialty Ingredients

7 Wastes That Kill Craft Productivity

Edward Stanek, Predictive Service

Show Me the Money: Cost-Reporting Analysis for Maintenance Mitigation

Leon Reed, GenesisSolutions

Creating a Reliability Culture: How to Establish Your CMMS as the Backbone

Matt Midas, GenesisSolutions

How to Lead a Reliability Initiative

Greg Folts, Marshall Institute

8 Steps to Successfully Building a Reliability-Centered Culture

Jeff Shiver, People and Processes

PM Optimization Made Easy

Joe Anderson, JM Smucker Co.

Root Cause Analysis

New Gearbox Failure and Paths of Remediation

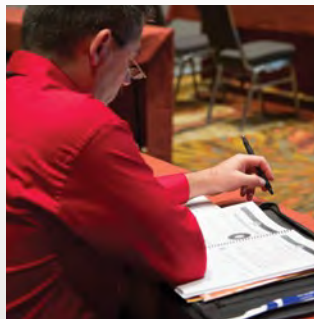
Justin Reynolds, Freeport McMoRan

Filtration and Fluid Additives: Myths and Realities

Christian Bauer, Pall Corp.

How to Identify the Origin of the Contaminants in Your Machines

Alejandro Meza, Noria Corporation



CONFERENCE SCHEDULE

Monday, April 20

7:00 a.m. – 5:00 p.m. On-site Registration
8:00 a.m. – 4:30 p.m. Pre-Conference Workshops
5:30 p.m. – 8:30 p.m. ICML Certification Testing

Tuesday, April 21

7:00 a.m. – 5:00 p.m. On-site Registration
7:30 a.m. – 8:00 a.m. Continental Breakfast
8:00 a.m. – 9:20 a.m. Opening Keynote
9:30 a.m. – 10:50 a.m. Exhibit Hall Grand Opening
11:00 a.m. – 11:50 a.m. Conference Sessions
12:00 p.m. – 1:20 p.m. Lunch in Exhibit Hall
1:30 p.m. – 5:20 p.m. Conference Sessions
3:20 p.m. – 4:20 p.m. Refreshment Break
4:30 p.m. – 5:30 p.m. MEGA Session/Panel Discussion
5:30 p.m. – 7:30 p.m. Meet and Greet Reception
9:30 a.m. – 5:30 p.m. Exhibition Hours

Wednesday, April 22

7:30 a.m. – 5:00 p.m. On-site Registration
7:30 a.m. – 8:00 a.m. Continental Breakfast
8:00 a.m. – 9:50 a.m. Conference Sessions
10:00 a.m. – 10:50 a.m. Refreshment Break
11:00 a.m. – 11:50 a.m. Conference Sessions
12:00 p.m. – 1:20 p.m. Lunch in Exhibit Hall
1:30 p.m. – 5:20 p.m. Conference Sessions
3:20 p.m. – 4:20 p.m. Refreshment Break
5:30 p.m. – 6:30 p.m. Networking Reception
6:00 p.m. – 9:00 p.m. ICML Certification Testing
9:30 a.m. – 6:30 p.m. Exhibition Hours

Thursday, April 23

7:30 a.m. – 11:00 a.m. On-site Registration
7:30 a.m. – 8:00 a.m. Continental Breakfast
8:00 a.m. – 11:10 a.m. Conference Sessions
11:15 a.m. – 12:00 p.m. Giveaways in Exhibit Hall
1:00 p.m. – 4:30 p.m. Post-Conference Workshops
8:50 a.m. – 12:00 p.m. Exhibition Hours



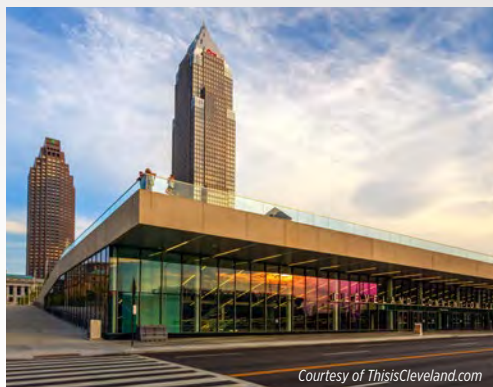
Founded in 1796 near the mouth of the Cuyahoga River, Cleveland is located in northeastern Ohio on the southern shore of Lake Erie. It quickly became a manufacturing center due to its location on the lake shore, as well as being connected to numerous canals and railroad lines.

Cleveland is a city with a rich and vibrant history extending over 200 years. Founded by General Moses Cleaveland, the city changed the spelling of its name to Cleveland in 1831. Massive growth in manufacturing, steel and other industries has allowed the city to experience tremendous development and growth. Post-recession, a re-development surge occurred within the city limits and has been strongest in the downtown area near the Gateway complex and North Coast Harbor. This development includes the new, state-of-the-art Cleveland Convention Center, the Rock and Roll Hall of Fame, Cleveland Browns Stadium and the Great Lakes Science Center. Local sporting facilities include Progressive Field, FirstEnergy Stadium, Quicken Loans Arena and the Wolstein Center where sports fans can follow their favorite teams including the Cleveland Indians, Cleveland Browns and Cleveland Cavaliers. April weather in Cleveland ranges from highs near 60-65 degrees with evening lows in the 40s, providing an ideal and comfortable climate for conference attendees. With a beautiful cityscape, convenient geographic location, technological synergy and array of entertainment and dining options, Cleveland offers the perfect mix of business and pleasure. *We look forward to seeing you there!*

Cool trivia facts:

- Cleveland became the world's first city to be lighted electrically in 1879.
- Cleveland boasts America's first traffic light. It flashed for the first time on August 5, 1914.
- Many movies have been set or filmed in the city, including "Major League," which featured the Cleveland Indians, "A Christmas Story," "The Shawshank Redemption," "Planes, Trains and Automobiles," "Men in Black," "Spiderman 3" and many others.
- Cleveland is home to many nationally-recognized museums including The Rock and Roll Hall of Fame, The Great Lakes Science Center, The Cleveland Museum of Art, The Cleveland Botanical Gardens, and The Cleveland Natural History Museum to name a few.

For more information about Cleveland, check out ThisisCleveland.com



Courtesy of ThisisCleveland.com



HOTEL

Specially-rated blocks of rooms are reserved at the Cleveland Marriott Downtown at Key Center, directly across from the convention center. You can take advantage of these discounted rates by booking your room(s) directly with the Marriott using the group name “**Reliable Plant 2015**” at the time of reservation. Availability is limited, and you are encouraged to make reservations early.

Cleveland Marriott Downtown at Key Center

1-800-228-9290 | 127 Public Square | Cleveland, Ohio | USA 44114

Reserve Your Room by March 25, 2015

Single or Double Occupancy: \$169.00

Reserve Your Room Today!

- ▶ Call the hotel at 1-800-228-9290
- ▶ Be sure to provide the group code:
RELIABLE PLANT 2015
- ▶ Make all hotel reservation changes or cancellations directly with the Marriott
- ▶ Visit Conference.ReliablePlant.com for a short cut to the hotel registration site

Need a visa?

Noria welcomes international attendees to the Reliable Plant Conference and Exhibition. To receive an invitation letter to the Reliable Plant Conference and Exhibition, please e-mail registrations@noria.com.



CATCH THE EARLY BIRD REGISTER TODAY & **SAVE \$400**

SCORE A FREE **ROCK & ROLL HALL OF FAME** TICKET!
REGISTER BY JANUARY 15TH AND **USE PASSWORD RNR400M** TO CLAIM THIS OFFER*



FULL CONFERENCE REGISTRATION

On or before January 15, 2015	\$795
On or before February 19, 2015	\$895
On or before March 19, 2015	\$995
After March 19, 2015	\$1,195

FULL CONFERENCE REGISTRATION INCLUDES:

- Admission to all conference sessions
- Conference proceedings
- Opening General Session
- Exhibition hall access
- Lunches in the exhibit hall
- Daily continental breakfasts and refreshment breaks
- Networking receptions
- **FREE** Noria training coupon, valued at \$1,295

PRE-AND POST-CONFERENCE WORKSHOPS

Half-day workshop (with full conference registration) . . .	\$225
Half-day (workshop only)	\$295

WORKSHOP REGISTRATION INCLUDES:

- Course materials
- Refreshment breaks
- Opening General Session (Tuesday only)
- Exhibition hall access (Tuesday only)

HOW TO REGISTER

ONLINE: Conference.ReliablePlant.com

PHONE:

Give us a call
Monday – Friday, 8 a.m. – 5 p.m. (CST)
918-392-5038

FAX:

Fax your completed
registration form to:
918-746-0925



BRINGING THE CREW? GROUP DISCOUNTS AVAILABLE

3 to 9 ATTENDEES:

Get three or more full conference registrations for only \$595 each, plus a 30% discount on all pre-conference workshop fees.

10 or MORE ATTENDEES:

Get 10 or more full conference registrations for only \$495 each, plus a 30% discount on all pre-conference workshop fees.

***TO CLAIM YOUR FREE TICKET TO THE ROCK & ROLL HALL OF FAME + MUSEUM**

When registering online, select the "Full Conference Registration + Promotional Item" and enter **"RNR400M"** in the password field.

QUESTIONS

Registration Information

Elissa Ackerman
Toll Free: 1-800-597-5460
or 1-918-392-5038
registrations@noria.com

Exhibitor Space Sales

Tim Davidson
Toll Free: 1-800-597-5460
or 1-918-392-5052
tdavidson@noria.com

Attendee & Exhibitor Info

Gina Godfrey
Toll Free: 1-800-597-5460
or 1-918-392-5035
ggodfrey@noria.com



FOR ALL THE INFORMATION YOU NEED

Find more details and the most up-to-date information by visiting Conference.ReliablePlant.com

Find Your **ADVANTAGE**

It's not too late to consider a sponsorship!

Sponsorship packages go fast and are sold on a first-come, first-served basis. A few premiere sponsorships remain – increase your visibility and put your marketing dollars to work for you by joining this prestigious group of 2015 Reliable Plant sponsors.

Cancellations

Cancellations must be in writing and postmarked by March 23, 2015. All cancellations received after this date are subject to a \$75 administrative fee, but you will also receive a \$75 coupon good for use against the cost of a Noria training or conference. If you don't cancel and you don't attend, you will be charged the full registration fee. However, a company may substitute one attendee for another, without penalty. Written notice prior to the event is required for substitute attendees.

2015 ADVISORY COUNCIL

Jim Fitch, CEO Noria Corporation
Jason Sowards, Editor-in-Chief Noria Corporation
Jeremy Wright, Vice President of Technical Services Noria Corporation

Jeff Horst, Senior Reliability Engineer Tamko
Eric Krause, Senior Technical Specialist Pall Corporation
Jeffrey Mordas, General Manager MP Filtri
Daniel Rader, Reliability Engineering Supervisor OG&E
Jad Salem, Mechanical Engineer Kimberly Clark
Justin Stover, Sales Manager C.C. Jensen
Kenneth Walsh, Marketing/Communications Manager SKF/Lincoln/Alemite

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