

American Business Conferences
presents



STREAMS
FOR
AGRICULTURE
AND
MANUFACTURING

Plus!
SPECIAL FOCUS
ON The ENERGY
and
WATER Nexus

Understanding, Measuring & Managing Water Scarcity Risks & Footprints

In The Supply Chain **February 25-26, 2010**
San Francisco, US

For Multi Nationals Operating & Managing Diverse Supply
Chains In Regions Of Increasing Water Stress

SECTOR FOCUS:

- Agriculture
- Raw Material Sourcing
- Industrial Manufacturing
- Energy & Mining

DEEP REGIONAL ANALYSIS OF:

- Western USA
- Africa
- China
- South America
- Southern/ Eastern Europe



Willie Johnson
Associate Director – Global Product
Supply Sustainability
PROCTER AND GAMBLE



Elaine Dorward-King
Global Head of Health,
Safety & Environment
RIO TINTO



Roland Schroeder
Head Sustainability &
Product Safety
HENKEL



John Frazier
Director Of Considered
Chemistry
NIKE



Chris Williams
Director Freshwater
Conservation
WWF



Bruce Lauerman
Natural Resources
Manager
NESTLE WATERS
NORTH AMERICA



Jonathan Kaplan
Senior Policy Specialist
NATURAL RESOURCES
DEFENCE COUNCIL



Tom Cooper
Corporate Water
Programs Manager
INTEL



Kim Marrota
Vice President Corporate
Responsibility
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Register Now! Visit www.corporate-water-availability-risk.com



Understand How To Measure Footprints & Manage Water Scarcity Risks

Post Copenhagen 2009, the world's business leaders will turn their attention onto the burgeoning importance of water availability.

Empirical data now shows that climate change and population growth is already impacting water availability in regions as diverse as Western United States, South America, China and Eastern Europe.

Recently, for example, the Mexican Federal Government warned that Mexico City may suffer an acute shortage of water by February 2010. Droughts are also happening in Wisconsin; an area not normally associated with water shortages.

As a multi-national, with a global supply chain, you need to understand business risks like these.

Having signed up to the UN's CEO Water mandate, leading multi-nationals with global supply chains have begun or completed consumption assessments, either via life cycle analyses or the Water Footprint methodology. Now armed with this data, some corporations are asking how this data can be used to secure business strategies for the future. Meanwhile, within the consumer products sector, retailers are spearheading the development of a sustainability index that could allow consumers to make informed decisions on the products they are buying, based on water usage metrics.

Introducing American Business Conferences' Water Footprinting & Availability Risk Management 2010, the first event to focus on practical solutions for assessing and managing water availability risk, within regional contexts (U.S. and global) and specific to either agriculture or industrial operations/mining/manufacturing.

The Summit brings together multi-national corporations, with complex international supply chains, to share insights on measuring water use in volume and investigating new and innovative strategies to secure your business in regions of increasing Water Scarcity. With plenary sessions on water risk strategy and specific streams divided into specific solutions for managing risks in (1) Agriculture and (2) Manufacturing, mining and industrial operations, this event will help you plan future strategy as well as implement practical steps on managing your Water Footprint.

Key Learning Benefits Include:

- Review the levels of available water and predictions for future water stress
- Examine the business case for measuring Water Footprints & addressing high risk water stress hotspots and understand what is at risk if you do not take action
- Understand why water risk along the supply chain is the next big issue facing operations
- Hear best practice case studies on developing measurement methodologies and participate in focused discussions on standards, including input from the Water Footprint Network, ISO, European Union, California State and the Mexican National Water Regulator
- Benefit from regional analyses of water availability – Africa, China, North America, South America risks of Water Scarcity and developing better water management in Africa, Europe, the Middle East, North and South America
- Develop your understanding of water risks in agriculture and how to work with growers to minimize water usage, via tightening up operations or developing technology
- Develop your strategies for working with multiple partners on complex supply chains and on watersheds supplies

Researched With & Produced For The Following Sectors:

- Food and drink (managing agricultural and manufacturing supply chain operations)
- Clothing (managing agricultural and manufacturing supply chain operations)
- Consumer products including electronics (managing manufacturing supply chain operations)
- Steel, heavy industrial manufacturing, aerospace, automotive (managing heavy industrial supply chain operations)
- Oil and gas, petrochemicals (managing mining and heavy industrial supply chain operations)
- Pharmaceuticals & Life Sciences (agriculture and heavy industrial supply chain operations)



Day One: February 25, 2010

PRE CONFERENCE BREAKFAST BRIEFING

07.30 - 8.30 Risk Awareness: Analyzing Water Availability & Scarcity Globally and Regionally
The purpose of this one-hour breakfast briefing is to give delegates an unbiased scientific grounding on water availability and the sustainability of businesses globally. There will also be a chance to scrutinize fresh data on changing weather patterns, shifting groundwater levels and climate change projections for:

- Western USA
- Africa
- China
- South America
- Southern/Eastern Europe
- South-East Asia

Roger Pulwarty, Programme Director Of The National Drought Monitor, NOAA

08.45 Chair's Opening Remarks

Chairperson:

Derk Kuiper, Executive Director, Water Footprint Network

OPENING PANEL SESSION

09.00 Understanding The Business Case For Measuring Water Footprints & Addressing High Risk Water Stress Hotspots: What Is At Risk?

- How Water Scarcity risk links into the whole mix of global business risks
- Determining the risk to your operations and defining measures to mitigate that risk
- Developing global modeling and scenario analysis to identify water stress indicators
- Knowing your risks and the biggest impacts to your supply chain
- Addressing the Water Footprint – lessons learned from carbon Footprinting
- Analyzing the value of going beyond your operations: supply chain, customers and the use of products
- Where are there risks of shortage?

John Frazier, Director of Considered Chemistry, NIKE

Willie Johnson, Associate Director – Global Product Supply Sustainability, PROCTER AND GAMBLE

Dr Elaine Dorward-King, Global Head of Health, Safety, Environment, RIO TINTO

Tom Cooper, Worldwide Water Program Manager, INTEL

09.40 Extended Questions And Discussion

INTERNATIONAL REGULATION & POLICY PANEL

09.50 Outlining The Goals Of Global Policy Programmes Driving Sustainable Water Management Practices

- An update on intended international regulations from the EU, US and Mexico on sustainable water management
- Outlining where policies are going
- Understanding priorities for managing the:
 - Protection of watersheds
 - Agricultural sustainability and Water Scarcity
 - Reduction of industrial water usage
 - Distribution
 - Over usage
 - Over population

Joe Grindstaff, Director, CALFED

Ing. Sergio Soto Priante, Subdirector General of Hydro-Agricultural Infrastructure,

MEXICAN NATIONAL WATER REGULATOR

Jonathan Kaledin, Blue Water Certification Program Director, THE NATURE CONSERVANCY

AND THE ALLIANCE FOR WATER STEWARDSHIP

Chris Williams, Director Of Fresh Water Conservation, WWF

10.35 Questions And Discussion

10.45 Morning Networking Refreshments

MANAGING THE WATER FOOTPRINT ASSESSMENT: WHAT ARE YOU MEASURING AND HOW DO YOU DO IT?

11.15 Update On The Development Of Water Footprinting Standards And The Application Of LCA Methodologies: Which Standards Are Emerging?

Part A: Developing Standards For Water Metrics In Consumer Products, Manufacturing & Heavy Industry: What Standards Are Emerging?

Part B: Metrics For Water In Agricultural Production Including Measuring Water Irrigation Usage

- An examination of latest updates and changes in Water Footprint standard setting
- Towards a unified view of methodology
- Developing a common set of standards and databases
- What are the current best practices, where is it heading?
- Overview of latest policy advances from national governments on H2O policy and different countries
- Development of international standards – ISO

Jon Johnson, Sustainability Consortium, UNIVERSITY OF ARKANSAS

Dr Frank Roland Schröder, Head of Sustainability and Product Safety, HENKEL

Dave Shenton, National Environment Manager, LAFARGE

David Spitzley, National Product Manager, KIMBERLY-CLARK

12.00 Developing A Refined Model Of Water Footprinting

- Examining different ways of obtaining data from your suppliers
 - Using an overlay of water stress to generate a water impact assessment rather than straight volume
 - Comparing different approaches for obtaining local site information & modeling data
 - Obtaining the right data on operations – where you begin and end – how far do you go?
- Derk Kuiper, Executive Director, WATER FOOTPRINT NETWORK**

12.30 Question And Answer Session

12.40 Networking Lunch

IDENTIFYING RISK HOTSPOTS FOR REGIONAL SUPPLY CHAINS Which Areas Could Be Water Scarce In A Few Years Time?

2.00 Methodology For Identifying Water Availability Risk Hotspots

- Example: Identifying high water stress regions within California And Midwestern United States
 - Methodologies for understanding and recognizing Water Scarcity risks on a regional basis
 - Assessing the latest research on the expected scale of climate change
 - Analyzing the latest forecasts and data on how changes to rainfall patterns and temperature could change the operating landscape for California and Midwestern United States
 - Over what timescales can companies expect to experience these changes?
 - Detailing the impacts for agricultural food production, heavy industry and manufacturing
- Jan Dell, Water Core Project Team, WORLD BUSINESS COUNCIL SUSTAINABLE DEVELOPMENT and Vice President, CH2M HILL**

PANEL
SESSION



BREAKOUT GROUPS UNDERSTANDING REGIONAL WATER SCARCITY RISKS

Each of the following 30-minute breakout groups will examine methodologies for assessing risk in specific geographical regions. In addition the sessions will examine how the relationship between climate change, population growth and a sustained increase in the price of fossil fuels will impact water availability regionally.

Each 30-minute breakout group will deliver:

- Methodologies for identifying water stresses in different locations through regional examples
- Scientific backgrounds on the projected linkage between regional climate change and water availability: which areas will be water scarce in a few years time?
- Data on changes to weather patterns and regular climate
- Information on the marginal watersheds for each region

BREAKOUT GROUP A:

AGRICULTURAL SUPPLY CHAINS BY REGION

A.1 EUROPEAN AGRICULTURE

2.40 Comparing Water Footprints of Agricultural Products in Europe: Water Scarce and Water Abundant Regions

- Assessing crops in the Czech Republic and other countries
- Developing a system to assess the value
- Using the data – what does it tell you and applying that to your sustainability strategy

Chris Williams, *Director Of Fresh Water Conservation, WWF*

A.2: AMERICAS

3.15 Examining The Business Case For Recognizing the Risks in Agricultural Operations and Adopting a Water Efficiency Solution

- Analyzing the key elements of operating an on-farm plant in an agricultural zoned area processing facility
- Utilizing the challenges to work better with local utilities
- Maintaining a net zero Water Footprint

Mark Retzloff, *Chairman, AURORA ORGANIC DAIRY*

3.50 Afternoon Refreshments Served

A.3: AFRICA

4.20 How Climate Change Will Impact Water Availability In Africa

- Methodologies for understanding water availability stress areas within African Agriculture
- Unbiased opinions on changing weather patterns, climate change projections
- Information on the watershed
- Specific impacts for specialty crops in Africa

BREAKOUT GROUP B:

MANUFACTURING, HEAVY INDUSTRY AND MINING SUPPLY CHAINS BY REGION

B.1: HEAVY INDUSTRY IN THE UK

2.40 Identifying Water Risk Within A Heavy Industrial Supply Chain In The UK

- Identifying and measuring blue water in the supply chain and the impact on sources
- Maximizing green supplies- capturing to reduce the impact on other sources
- Analyzing water imports and exports

Dave Shenton, *National Environment Manager, LAFARGE*

B.2: MANUFACTURING IN CHINA

3.15 Understanding Future Water Scarcity Risks & Identifying The Footprint For Chinese Manufacturing

- Methodologies for understanding water availability stress hotspots for manufacturing in China
- Understanding changing weather patterns, climate change projections
- Information on the watershed

Tom Cooper, *Worldwide Water Program Manager, INTEL*

3.50 Afternoon Refreshments Served

B.3: HEAVY INDUSTRIAL & MINING

4.20 Projecting How Climate Change Will Impact Global Water Availability and Mining

- Developing water indicators for TSM based on this
- Applying disclosure methods to water usage
- Methodologies for understanding water availability stress hotspots for manufacturing

Dr Elaine Dorward-King, *Global Head of Health, Safety, Environment, RIO TINTO*

SUMMARY OF KEY BREAKOUT GROUP FINDINGS

5.00 Identifying Regional Water Scarcity Risks In The Supply Chain

5.40 Evening Drinks Reception - Evening Entertainment And Networking Organized For All Delegates - 7.00

5.30 Chair's Closing Remarks

8.00 VIP Speaker Dinner



Day Two: February 26, 2010

08.45 Chair's Opening Remarks

Chairperson: Zack Mansdorf, *Former Director, L'OREAL NORTH AMERICA & WORLDWIDE*

OPENING KEYNOTE ADDRESS

KEYNOTE
ADDRESS

Working With Regional Governments, Regulators & Local Businesses To Mitigate Risks Through Long Term Agreements On Water Sharing & Water Prioritizing

- How can business work with local governments, water utilities and NGOs to solve water problems?
- How can companies protect against disruptions in local water supplies?
- Understanding how water utilities can help brands measure & reduce water consumption
- Understanding where the greatest savings can be made
- Best practice examples on using cleaned waste water
- Working with Local Governments and Regulators
- Towards a consensus on water use
- Changing approaches to water licensing
- Monitoring water consumption
- Working with competitors for access to water

Commissioner John A. Bohn, **CALIFORNIA PUBLIC UTILITIES COMMISSION**

ENGAGING THE SUPPLY CHAIN

SUPPLY CHAIN PARTNERSHIPS

09.20 Developing Tools For Managing Relationships Along The Supply Chain

- Understanding sensitivities and maintaining operational standards
- Encompassing the water volume message
- Encouraging behaviour change
- Sharing best practices on reducing consumption and waste
- Product development to minimize water use

John Frazier, *Director of Considered Chemistry, NIKE*

MAKING CHANGE HAPPEN ON THE GROUND

09.50 Analyzing Data Captured And Using It To Develop Strategies

- Removing barriers to communication and sharing information
- Developing a benchmark for what constitutes efficient water use
- Agreeing on an appropriate way to report water use
- Using water data to make business more efficient, to recognize and understand risks
- Setting your data capture boundaries
- Identifying the right data points to determine high stress and Water Scarcity

David Spitzley, *National Product Manager, KIMBERLY-CLARK*

10.20 Questions And Discussion

10.30 Morning Networking Refreshments

SPECIAL INTEREST PANEL

11.00 Managing The Water Energy Nexus:

- Solar thermal power projects
- Improving water and energy efficiency to enable sustainable growth
- Reviewing diverse appropriate mitigation or adaptation strategies
- Balancing water consumption and alternative supplies with increased energy use
 - Industrial wastewater recycling
 - Desalination

Dr Michael E. Webber, *Associate Director of the Center for International Energy and Environmental Policy, UNIVERSITY OF TEXAS AT AUSTIN*

Jan Dell, PE, *Water Energy Project Team, WBCSD*

11.30 Protecting Existing Sources Through Watershed Conservation

- Protecting a single water source or group of sources
- Working to restrict and manage activity on the watershed
- Managing the risk of Water Scarcity
- Achieving sustainability on watersheds

Bruce Lauerman, *Natural Resources Manager, NESTLE WATERS N. AMERICA*

12.00 Question And Answer Session

TAKING ACTION IN CONSUMER PRODUCTS

12.10 Developing Indices To Measure Product Water Usage Through The Supply Chain And Working With Multiple Stakeholders To Manage Risks

- Explaining the strategies used to make impact assessments of the key drivers affecting products
- Defining the Sustainability Consortium
- Understanding tools and data used
- Discovering the practical solutions needed to work with multiple stakeholders to define a product's sustainability index rating
- Finding out what methodologies they are using to reach across the supply chain and monitor the sustainability of their suppliers' practices

Kim Marrota, *Vice President Corporate Responsibility, MILLERCOORS*

Jon Johnson, *Professor and Executive Director, WAL-MART SUSTAINABILITY CONSORTIUM/UNIVERSITY OF ARKANSAS*

The Sustainability Consortium is supported by Wal-Mart and is managed by the Universities of Arkansas and Arizona.

12.40 Water Footprint In The Product Life Cycle: A Perspective From The Detergent Industry

- Global trends and pressure on ecosystems
- Water use and availability in a global context
- The importance of life cycle thinking to foster sustainability
- The virtual Water Footprint in the supply chain
- Water consumption on a global scale
- How biodegradable ingredients can help to reduce the Water Footprint

Dr Frank Roland Schröder, *Head of Sustainability and Product Safety, HENKEL*

1.10 Networking Lunch

2.10 UNEP Water Accounting Stocktaking Exercise: An Analysis Of Methods And Tools For Measuring Water Usage And Its Impacts

- Pilot testing of water accounting methodologies and supporting management tools
- Mapping and refining methodologies and related management tools for the Water Footprint and water neutrality concepts
- Building capacity and raising awareness among the public and private sectors in order to apply "Water Footprinting" and neutrality concepts on a greater scale and with greater consistency
- Demonstrate the applicability of harmonized concepts in enhancing water efficiency and improving water quality in water-intensive industries and water stressed regions

Jason Morrison, *Economic Globalization and the Environment Program Director, PACIFIC INSTITUTE*



STREAMED SESSIONS FOR AGRICULTURE & MANUFACTURING MANAGING & ADAPTING TO WATER AVAILABILITY RISKS

The following breakout groups will examine strategies for continuing operations in marginal watersheds within manufacturing and agriculture

BREAKOUT GROUP A: AGRICULTURE

A.1 AFRICAN AGRICULTURE

2.50 Integrated Solutions To Water Issues And Risks In Supply Chains Using Finance And Capacity Building

- Why agribusiness development is a priority for the IFC
- Financing capacity building projects to address water risks in Africa
- Case studies on creating successful partnerships

Bastiaan Mohrmann, Principal Investment Officer, INTERNATIONAL FINANCE CORPORATION

3.20 Afternoon Refreshments Served

A.2:

3.50 Measuring Water Use And Quality Through The Stewardship Index For Specialty Crops

- Addressing the unique needs of the specialty crop industry while demonstrably improving environmental and social impacts
- Providing a standardized system for measuring performance, thus reducing the potential for duplicative monitoring and reporting systems

Jonathan Kaplan, Senior Policy Specialist, NATURAL RESOURCES DEFENCE COUNCIL

A.3:

4.20 Experiences On Reducing The Water Footprint Of An Agricultural Operation By Improving Irrigation Performance

- Weighing up the penalties of over and under irrigation
- Balancing evapo-transpiration for crops coefficients

Derek Yurosek, VP of Agricultural Operations, BOLTHOUSE FARMS, INC

A.4:

5.00 Understanding Water as an Ecological Services Asset

- Water Resources Asset and Liability Management
- Approaches to prioritize investment opportunities in water services (Net Environmental Benefits Analysis)
- Emerging ecological service markets and water valuation techniques to realize increased water resource assets
- Example of agricultural water asset management in a watershed

Greg Reub, Principal, Natural Resource Valuation Practice Leader, ENVIRON INTERNATIONAL CORPORATION

5.40 Summary Of Findings By The Chairman, Close Of Breakout Session

5.45 Chair's Closing Remarks

BREAKOUT GROUP B: MANUFACTURING

B.1:

2.50 Managing Water Risks In Heavy Industry & Manufacturing Supply Chains

- Defining a corporate water strategy
- Advancing efficiency in manufacturing operations
- Working with different partners
- Examining the Life Cycle Assessment and what the LCA measures

Willie Johnson, Associate Director – Global Product Supply Sustainability, PROCTER AND GAMBLE

3.20 Afternoon Refreshments Served

B.2:

3.50 Making The Business Case For Investing In Waste Water Treatment In The Developing World

- Best practices on recycling waste water
- Regional factors determining the specifications of recycling
- Measuring water flows

David Spitzley, National Product Manager, KIMBERLY-CLARK

B.3:

4.10 The Cooling Water Case-the Good, Bad and Ugly

- Is cooling water grey water?
- Temperature change vs quality
- Should cooling water be counted in a water audit?
- What is the energy mix and what are the trade-offs?

Zack Mansdorf, Former Senior VP Safety, Health, Environment, L'OREAL

B.4:

5.00 A Life Sciences Manufacturer's Experiences Of Managing Water And Waste Water In Diverse Operations

Robbie Van Bree, Senior Waste and Wastewater Expert

5.40 Summary Of Findings By The Chairman, Close Of Breakout Session

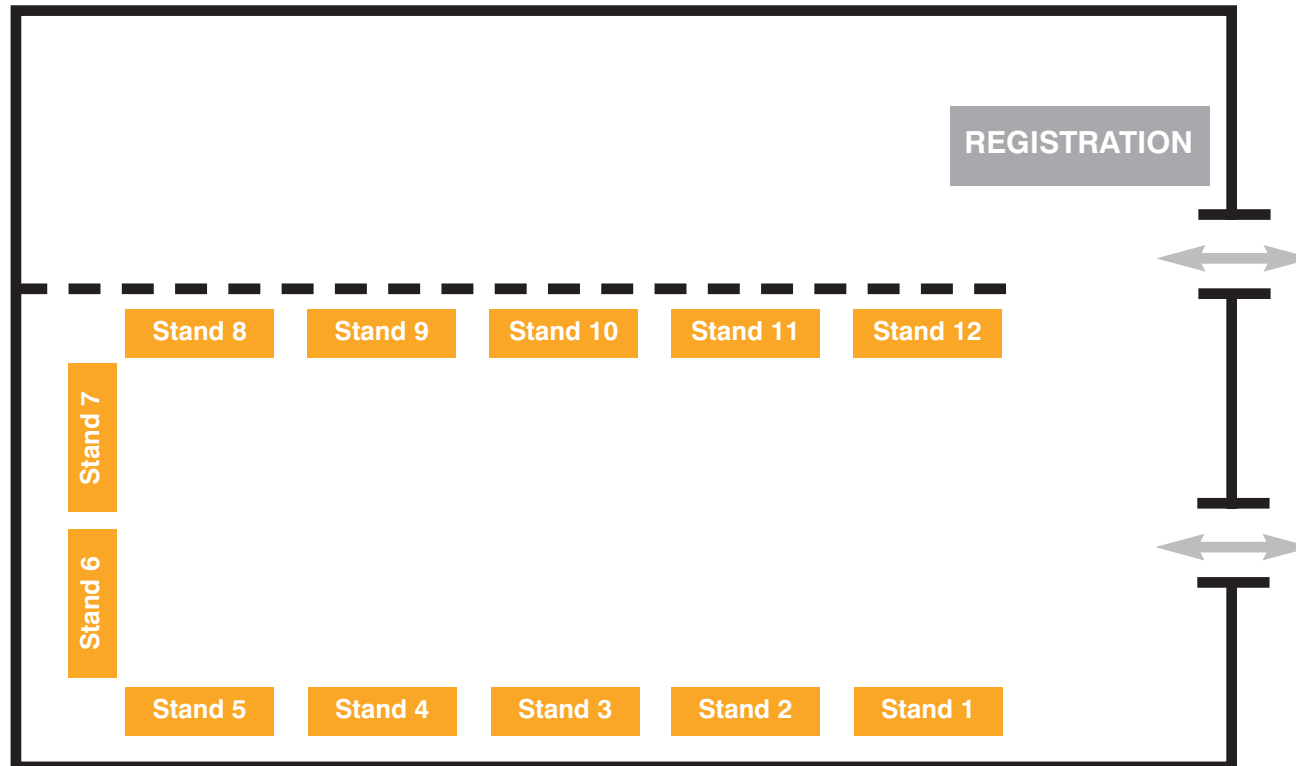


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The exhibition showcase will provide the opportunity for vendors to demonstrate their solutions in an informal setting.

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Coca Cola	Nestle Vevey
Cadbury Schweppes	New Belgium Brewing Co.
Cranfield University	Nike
Danone	Northern Foods
Darden Restaurants	Norwich Union
Dean Foods	P&G
Defra	Pacific Institute
Dreyer's Grand Ice	PepsiCo International
Environmental Management Corporation	Rio Tinto
EPA	SAB Miller
ExxonMobil Research and Engineering Company	Sara Lee International
Farm Fresh Direct	Sodexo
Florida Earth Foundation	South Florida Water Management District
Future 500	Starbucks
General Mills	Tate & Lyle
Great Lakes Protection Fund	The Clorox Company
H&M	The Nature Conservancy
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Henkel	Unilever
Ikea	University of Twente
Intel	Veolia Water
International Dairy Foods Association	Water Asset Management
John Deere	Water Environment Federation
Kellogg	Water Environment Research Foundation
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Levis	Wetsus
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Accommodation

A special room rate of \$109 has been arranged for conference delegates. Please call American Business Conferences on 1 800 721 3915 for reservations.

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Payment must be received in full prior to the event.

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