



INSPIRE YOUR TEAM EMPOWER YOUR BUSINESS

BOCA RATON, FL
MARCH 25 | 26 | 27

New for 2018:

- More Session Options
- Focused “Innovation Labs”
- An Expanded Solutions Center



SOFTWARE

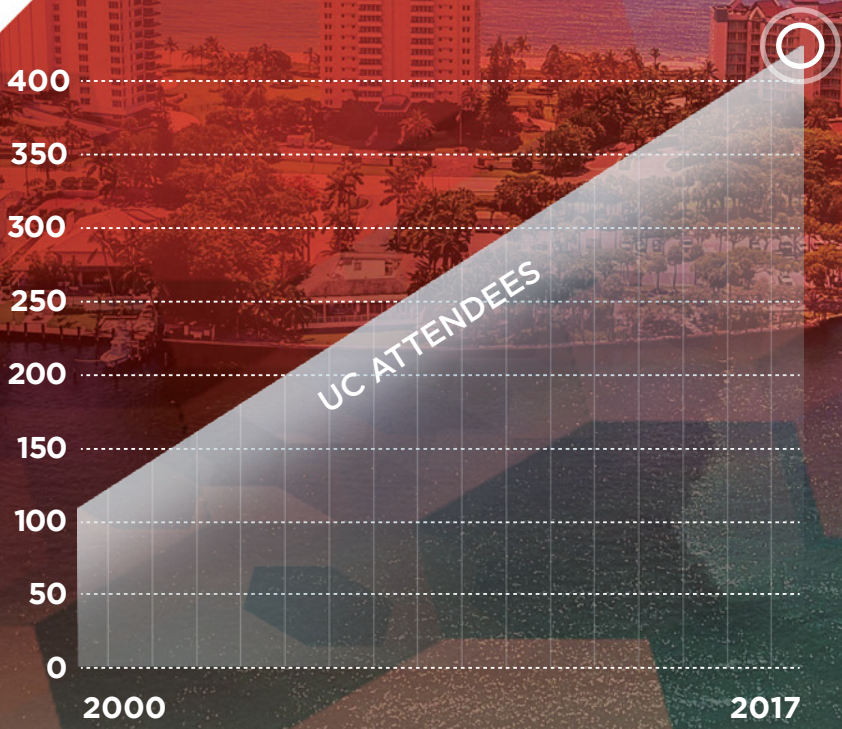
PLEASE JOIN US

For 17 years, the B2W User Conference has delivered a proven return on investment.

Three intensive days of hands-on training, networking and one-on-one time with the B2W team pay big dividends for everyone, from the most experienced users to new clients just starting out with B2W. There is simply no better way to step up your game and get more out of your software.

Join us in Boca Raton, Florida for UC2018 and return to work empowered by knowledge, connections and inspiration to optimize your use of the B2W Platform and drive profitability.

Three B2W Clients have attended every User Conference



PROVEN VALUE HAS DRIVEN THE CONTINUOUS GROWTH OF THE B2W USER CONFERENCE.

REGISTER TODAY:
www.b2wsoftware.com/company/uc

COMPELLING REASONS TO ATTEND UC18



Optimize Your Software Investment

The 2018 Conference will include more than 70 hours of training and 68 in-depth sessions covering every element within the ONE Platform for estimating and operations.

Newer users, as well as seasoned experts, can expand their knowledge and get even more value out of their software through hands-on training, answers to specific questions and an introduction to all the newest B2W features and capabilities.

“The presentations and especially the chance to meet one-on-one with the experts at those conferences have increased my knowledge and helped us get even more out of the software.”

Ryan Linder – M. A. Mortenson Company

Network with Industry Colleagues

The User Conference presents an opportunity all too rare within the day-to-day challenges of managing estimating or operations: the chance to step out and engage with other heavy construction pros using the B2W Platform.

This is the place to discuss common challenges and discover unique solutions. Formal and informal conversations with peers in the sessions, in the Solution Center, in the halls and at the social events are guaranteed to unveil valuable tips and tricks and may even spark new ideas.

“I really come because I like to talk to other people in the industry. You get a chance to sit down and compare notes with people throughout the country that do similar work. We don't have that experience otherwise.”

Tom Woodward – David Nelson Construction

Shape the Future of Your Software

Nearly every member of the B2W team attends the User Conference, and they come to learn as well as to teach. The group ranges from executives, implementation specialists, trainers and client support experts to the product managers and developers that build the software.

Bringing such a large and diverse group of software and construction professionals together creates an ideal environment to present emerging business challenges, brainstorm potential software solutions and add new feature requests to the aggressive B2W product development roadmap.

“Another big thing is being able to talk with the different developers and product managers of the software – getting those ideas on a list and having roadmaps each and every year for what's going to be improved. That has really impressed us in dealing with B2W.”

Heath Wahden – Barriere Construction

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WHO SHOULD ATTEND



INDUSTRY SECTORS

Transportation

- Roads and Highways
- Bridges and Tunnels
- Railroad Projects
- Airports
- Marine Projects

Land and Site Development

- Site Work
- Landscaping
- Water Control
- Environmental Projects

Utilities

- Water and Sewer
- Wastewater Treatment
- Electricity Transmission and Distribution
- Gas Infrastructure
- Telecommunications

Energy and Resources

- Oil and Gas Extraction
- Pipelines
- Generation Plants
- Renewable Energy Generation
- Mining

Other Heavy Civil Specialties

- Paving
- Grading and Excavating
- Concrete
- Materials
- Demolition

ROLES AND RESPONSIBILITIES

The Office

- Owners and CEOs
- Estimators - All Levels
- Schedulers and Dispatchers
- IT Managers
- CFOs and Financial/Accounting Personnel
- Process Improvement Specialists

The Field

- Project Managers
- Superintendents
- Foremen and Field Leaders
- Safety and Quality Managers

The Shop

- Shop/Maintenance Managers
- Fleet Managers



JUSTIFY YOUR ATTENDANCE

The User Conference can pay for itself in increased productivity and proficiency with the software.

Key points to justify attending include:

- B2W is offering very specific training sessions that address issues and challenges I face every day.
- The volume of hands-on training time more than justifies the cost.
- Meeting other users from other companies will expose me to new ideas and new ways that we can

optimize the software. I'd also like to establish some relationships with users like me that I could consult with from time to time.

- B2W continuously adds features. I really want to keep up, introduce those features to our company and be able to use the software to its full potential.
- This is a unique chance to meet B2W executives, developers and the support team in person. Establishing and expanding these relationships will enhance our long-term experience with the software.
- Now that we have been using the software, I have ideas for new features. The Conference is a great chance to present and explain these ideas and shape the B2W development roadmap.
- Registering early and sending more people could reduce our per-person investment.

THE B2W SOLUTIONS CENTER

The Solutions Center has emerged as a high-value complement to the structured classroom and hands-on training programs at the User Conference. With the ONE Platform up and running at stations staffed by the B2W development and training experts, this is like a mini trade show and the perfect venue for one-on-one and small group conversations and demonstrations. Several B2W partners will also be present.



Get Answers to Specific Questions

Almost every new and experienced user has specific questions about B2W products and how they are using them in their own particular circumstances. Come to the Solutions Center to get answers directly from the B2W experts.



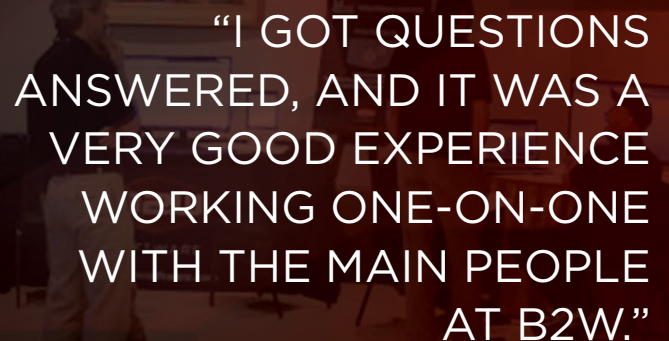
Discover and Propose New Features

Learn more about product features you have been curious about but weren't quite sure how to leverage for your business - or share your ideas about new features you would like to see.



Explore New B2W Elements

The ONE Platform includes unified elements for estimating and operations. For contractors using one or two elements and curious about the others, the Solutions Center is a great place for a brief, personalized introduction.



“I GOT QUESTIONS ANSWERED, AND IT WAS A VERY GOOD EXPERIENCE WORKING ONE-ON-ONE WITH THE MAIN PEOPLE AT B2W.”

Vasco Duke - Geostabilization International

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THIS YEAR'S SCHEDULE

NEW: More Sessions & More Flexibility

B2W has revised the User Conference schedule for 2018. There are more hours of training and a wider variety of sessions and session lengths. This gives attendees more flexibility to customize a schedule according to their specific interests and requirements.

NEW: Innovation Labs

This year's schedule includes Innovation Labs. These sessions provide the environment and the expertise for an in-depth dive into specific topics. You can even contact B2W to suggest additional Innovation Labs.

Solutions Center: Open 8:00am-12:00pm and 2:30-6:00pm

1:00-5:00PM	Attendee and Guest Registration
1:00-6:00PM	Golf Tournament
1:00-5:00PM	Solutions Center
7:00-10:00PM	Welcome Reception

SUNDAY

3.25.18



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THIS YEAR'S SCHEDULE CONT.

MONDAY

3.26.18

Solutions Center: Open 8:00am-12:00pm and 2:30-6:00pm

 B2W Estimate - Hands on Lab

 B2W Estimate - Class

 B2W Inform

 ONE Platform - Hands on Lab

 ONE Platform - Class

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Innovation Lab 1	Innovation Lab 2
7:00-8:00AM	Welcome Breakfast							
8:00-8:15AM	Solutions Center Break							
8:15-9:10AM	Creating Your First Estimate	B2W ONE Platform: The Complete Workflow	Introduction to B2W Resources	Labor Types, Rate Classes and Burdens	Introduction to the B2W ONE Platform	Panel Discussion: A Platform for Field-centric Cost Management	B2W Schedule Feature Review: Trucking and Materials	User Experience Enhancement
9:10-9:20AM	Break				Break			
9:20-10:15AM		B2W ONE Platform: Mechanic's Overview	Introduction to B2W Schedule	Administrator's Guide to the B2W ONE Platform	B2W Inform: What's New and What's Next		User Experience Enhancement	
10:15-10:35AM	Solutions Center Break							User Experience Enhancement
10:35-11:20AM	Tags, Views, Filters and Groups	The Time and Materials Workflow	Working with Custom Properties	Equipment Types, Rate Classes and Burdens	Project Manager's Guide to the B2W ONE Platform	B2W Estimate: What's New and What's Next	B2W Inform: Feature Review	User Experience Enhancement
11:20-11:30AM	Break							
11:30-12:15PM	Vendor RFQ Management	Getting the Most out of True Up	B2W Estimate Administration Tool	Building Better Crews	Importing Resources to the B2W ONE Platform	Introduction to B2W Inform	B2W Maintain Shop Manager Challenges	User Experience Enhancement
12:15-2:20PM	Lunch & Keynote							
2:20-3:15PM	WBS (Work Breakdown Structure)	B2W Maintain: The Complete Workflow	B2W Estimate Security	Creating Effective Task Templates	Managing Employees, Users and Security	Understanding Production Accounts and Tracking Accounts	B2W Inform: Chat with the Product Manager	B2W Platform Feature Review: Alerts and Notifications
3:15-3:25PM			Break					
3:25-4:20PM			Reporting and Analysis	Managing Needs and Assignments in B2W Schedule	Intro. to the New Grid View (Mobile App)	B2W Inform: Practical Applications and Benefits	B2W Track Feature Request: Printed Field Logs	B2W Estimate: Feature Review (To Be Announced)
4:20-4:40PM	Solutions Center Break							B2W Estimate: Chat with the Product Manager
4:40-5:40PM	Subcontractor RFQ Management	Creating and Managing Crews in B2W Schedule	Bid Closing Strategies	Saving as You Build	Parts and Inventory in B2W Maintain	Guide to Production Rates	B2W Inform: Feature Review	B2W Maintain Feature Review: (To Be Announced)
7:00PM	Evening Reception							



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THIS YEAR'S SCHEDULE CONT.

TUESDAY

TUESDAY 3.27.18

Solutions Center: Open 8:00am-12:00pm and 2:30-6:00pm

 B2W Estimate - Hands on Lab
 ONE Platform - Hands on Lab

 B2W Estimate - Class
 ONE Platform - Class

 B2W Inform

	Room 1	Room 2	Room 3	Room 4	Room 5	Room 6	Innovation Lab 1	Innovation Lab 2
7:00 - 8:00AM	Client Awards Breakfast							
8:00 - 8:15AM	Solutions Center Break							
8:15 - 9:10AM	Rock-solid Estimate Cost Structure	Equipment Management in B2W Maintain	Job Cost Coding for Export to B2W Track	Bid Completion and Bid Form Layout	Creating a Field Log (Mobile App)	Panel Discussion: Data Capture and Analysis	B2W Track: Did You Know...?	User Experience Enhancement
9:10 - 9:20AM			Break					Break
9:20 - 10:15AM			Market Analysis and Bid Schedules	Completing a Mechanic's Time Card (Mobile App)	B2W Maintain: Maintenance Manager Workflow		B2W Estimate: Top Requests	B2W Inform: Field Challenges Focus Group
10:15 - 10:35AM	Solutions Center Break							User Experience Enhancement
10:35 - 11:20AM	Importing Items From Excel (Creating a Schedule of Items)	Creating and Managing Schedules	Exporting Estimates to B2W Track	B2W Schedule Production Targets Overview	Completing Mechanic Work Orders	B2W Estimate Integration with Accounting	B2W Inform: Why You Should be Using Reports	B2W Maintain: Did You Know...?
11:20 - 11:30AM	Break							
11:30 - 12:15PM	Embedded Excel Workbooks	Exporting Jobs from B2W Estimate to B2W Track	Exporting Change Orders from B2W Estimate to B2W Track	Submitting a Bid via Expedite (BidX)	Purchase Orders in B2W Maintain	B2W Client Case Study (To Be Announced)	B2W Estimate: WBS Database Innovations	B2W Track: Foreman Focus Group
12:15 - 2:20PM	Lunch							
2:20 - 3:15PM	Building and Implementing a Solid Job Cost ID Plan	B2W Schedule: The Complete Workflow	Bid Closing and Estimate Error-check Wizard	Shortcuts and Best Practices	Change Orders From B2W Estimate to B2W Track	Maximizing Your Support Tools	B2W Maintain: Chat with the Product Manager	User Experience Enhancement
3:15 - 3:25PM			Break					
3:25 - 4:20PM			Organizing Your Organizations	Using Global Edits to Manage Costs	Reporting within the B2W ONE Platform	B2W Track and Maintain: What's New and What's Next	B2W Inform: Ask a Trainer "How To..."	User Experience Enhancement
4:20 - 4:40PM	Solutions Center Break							User Testing: B2W Inform
4:40 - 5:40PM	Managing your Materials	Nested Coding in B2W Maintain	Minority Requirements Settings and Usage	Importing Telematics and Meter Information	Managing Move Orders in B2W Schedule	ONE Platform Integration with Accounting	B2W Inform: Ask a Trainer "How To..."	User Experience Enhancement
7:00PM	Evening Reception							

Please download the UC18 Session Guide for detailed descriptions of each session.

[Download UC18 Session Guide](#)

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WWW.B2WSOFTWARE.COM/COMPANY/UC



Individual Registration: \$1,895

Rate for registrations received after 12-8-17.



Opportunities to Save



Register Before December 8th Save \$300 | \$1,595

Discounted rate expires 12-8-17. The standard rate above will apply to any payments received after that date.



Group of 10+ | \$1,695 Save \$200 per person

Rate for groups of 10 or more people registering after 12-8-17.

Included in Registration:

- Access to all training and innovation lab sessions
- Access to the Solutions Center
- Evening events and activities
- All event meals

Please note: registration rates do not include hotel. Attendees are responsible for making their own reservations with the Boca Raton Resort & Club at the discounted B2W rate.

Register by 12-8-17 to save \$300 per person



Golf Tournament March 25: \$99 per player

*Does not include shoes or golf clubs. Club rentals are available through the golf pro shop. Please see page 10 for details.



Guest Registration: \$595

Includes all events and meals. Training sessions not included.



Travel and Hotel

B2W Software has reserved attendee and guest rooms at the Boca Raton Resort & Club. To make your reservations visit www.b2wsoftware.com/company/uc/.

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CLIENT RECEPTIONS



Sunday, March 25 / 7:00 PM
Monday, March 26 / 7:00 PM
Tuesday, March 27 / 7:00 PM

The three evening dinner receptions will take advantage of the unique, oceanside venues and amenities at the Boca Raton Resort & Club. Keep the networking going or simply unwind and enjoy the food, beverages and entertainment with friends and colleagues.



Golf Tournament Sunday, March 25 / 1:00 PM

Play at one of the finest golf resorts in Florida, with a tradition dating back to when PGA professionals Sam Snead and Tommy Armour held positions on staff. The stunning par-71 Resort Course features a variety of elevation changes and 12 surface acres of water.

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ACCOMMODATIONS

BOCA RATON RESORT & CLUB

Located in the heart of South Florida's beautiful Gold Coast, Boca Raton Resort & Club and Boca Beach Club offer a unique, luxurious and inspiring environment for this year's B2W User Conference.

Boca Raton Resort & Club

This 356-acre resort on the edge of the Intracoastal Waterway and a luxury marina remains faithful to its glamorous past, while radiating a vibrant energy and offering infinite amenities.

- Private village with distinctive accommodations
- Half-mile private beach
- Award-winning spa and championship golf and tennis

Boca Beach Club

Just a short shuttle ride from the Boca Raton Resort & Club, this exclusive oceanfront property offers beachfront accommodations and shares all the luxurious amenities and activities with the resort.

Find out more about the Boca Raton Resort & Club



Hotel Reservations

To book your hotel reservations in B2W Software's room block, please visit <http://go.b2wsoftware.com/UC2018-book-your-room>

Getting Here is Easy

Boca Raton Resort & Club is easily accessible from three major airports...

- Fort Lauderdale/Hollywood International Airport
24 miles / 45 Minutes
- Palm Beach International Airport
29 Miles / 35 Minutes
- Miami International Airport
45 Miles / 75 Minutes

THE ENTIRE ONE PLATFORM WILL BE COVERED



B2W Estimate / Estimating & Bidding

From beginners to the most experienced users of the flagship B2W element, the User Conference has something for everyone. More than 30 hands-on and classroom sessions will give attendees the option to go through the Estimate element from start to finish, or to zero in on specific areas of interest. Sessions covering basic features and capabilities are an excellent option for newer users, while more advanced sessions will help seasoned users produce more efficient and profitable bids. In both cases, attendees will advance their general and specific skills and learn how to leverage additional features to work with even more speed and accuracy.

and messages, the User Conference is the place to explore this important new addition to the ONE Platform. B2W Schedule connects office and field employees online and in real time, so they can work cohesively to analyze, plan, schedule and dispatch resources across job locations and over time.



B2W Track / Field Tracking & Analysis

Track sessions at the User Conference will cover building field logs from the bid, exporting data to accounting/ERP systems, and all of the critical capabilities in between. Improve how you capture, communicate and analyze job performance on a daily basis to control costs and make better decisions based on accurate, up-to-date information on production, labor, materials and equipment. Powerful new features like Grid View and Production Rates will also be highlighted.



B2W Schedule / Resource Scheduling & Dispatching

Whether your company already uses B2W Dispatch or you are considering a replacement for spreadsheets, phone calls, whiteboards

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THE ENTIRE ONE PLATFORM WILL BE COVERED CONT.



B2W Maintain / Equipment Maintenance

Keeping assets on the job and minimizing cost of ownership are critical to profitability. Multiple sessions at the User Conference will cover the ins and outs of the comprehensive B2W Computerized Maintenance Management System (CMMS), including telematics integration, automated preventive maintenance, repair requests, work orders, mechanic time cards, parts inventory and reporting. Connecting the shop, the office and the field through a unified platform to enhance equipment related workflows will also be highlighted.



B2W Inform / Data Capture and Analysis

The number of contractors that have added B2W Inform to replace paper forms and enhance data analysis is growing steadily. The User Conference is the place for them to explore use cases, best practices and new features with peers and the B2W team. Prospective users considering this solution for safety, quality, equipment inspections and other workflows can also find out how other contractors are using it and benefiting from it.

“WE FIND THE CONFERENCES ARE HELPFUL BOTH WITH EXPANDING OUR KNOWLEDGE OF THE SOFTWARE AND WITH NETWORKING AND SHARING BEST PRACTICES WITH OTHER USERS.”

Jeff Grube - Chesterfield Associates

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USER CONFERENCE

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