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SAP Customers Explore the Importance of Getting Back to the Basics: *SAP-Centric EAM conference helps companies achieve performance optimization excellence*

(February 9, 2010) – Eventure Events announced today that SAP customers including Aquarion Water Company, Bharat Petroleum Corporation, BMW, City of San Diego, ConocoPhillips, Dow Corning, Dyno Nobel, E.ON US, Eastman Chemical Company, Essroc Cement, ExxonMobil Chemical, Genentech, Global Pharmaceutical Supply Group, Harley-Davidson, Hexion Specialty Chemicals, Houston Independent School District, IDCON, Imperial Oil, International Paper, Lincoln Electric System, Mercedes Benz, MillerCoors, NB Power, Nexen Inc., NOVA Chemicals, Owens Corning, RRI Energy, and many others will gather at the sixth annual SAP-Centric EAM conference to learn first-hand how they can successfully implement SAP EAM solutions and see a greater return on their investments. The SAP-Centric EAM conference will take place March 28-31, 2010, at the Tampa Marriott Waterside Hotel & Marina in Florida.

This year's SAP-Centric EAM conference will drive companies to **get back to the basics** and ignite real change within their organizations. Attendees will be given the opportunity to dive deep into the core of their business to optimize what they have, leverage their investment and evaluate their effectiveness.

“As companies continue to experience mounting pressure to reduce cost, meet higher safety standards, and optimize performance, it is the perfect time to get involved in the SAP-Centric EAM community,” said Steve Sinkoff, President and CEO of Eventure Events, the company that is developing and hosting the program. “Designed to deliver in-depth content on the entire maintenance end-to-end business process, SAP-Centric EAM will give attendees the opportunity to explore critical solutions for Enterprise Asset Management (SAP PM).”

SAP-Centric EAM 2010 features five tracks of presenters each day, keynote presentations by some of the top maintenance professionals in the world, seven half-day, subject-specific workshops, roundtable breakout sessions, and exhibits from top technology and service partners.

Registration for SAP-Centric EAM will remain open until March 24, 2010. For more information or to register, please visit the conference website at www.sap-centric-eam.com or call the Eventure Events office at 877-411-4675 or 914-509-5354.

Eventure Events, LLC is an event production company that is dedicated to inventing and nurturing world-class conference brands in under-served niche technology markets. To learn more, visit www.eventureevents.com.