

**TRIZCON2010 the 12th anniversary event**, will be the largest international TRIZ Conference in the world. This annual event brings together an array of international TRIZ experts and end-users. The first day of the Conference, is dedicated to Tutorials. Beginners & Advanced topics will be presented in two tracks. The next day, the Symposium, will have Keynote Speakers and numerous papers & case studies presented on TRIZ and related applications. This 2 day Conference is an opportunity for new/experienced people to get an in depth introduction to TRIZ and to meet with an international group of trainers and end-users. Even though the agenda is packed with training opportunities, there is ample time for one on one discussion between attendees.

There is no Primary Sponsor for this years Conference. Rather, we have several supporters – Wrights Brothers Institute, PDMA-Cincinnati Chapter, and the Air Force Research Lab. We also have a site promoter, Zenovate, led Jim Sinclair and Tom Hortel. We also expect a lot of attendance from local and regional attendees who will be seriously looking at TRIZ for the first time. There will also be a 3<sup>rd</sup> Track each day covering Innovation from alternative points of view.

**Theme:** The theme this year will be "**TRIZ for New Beginnings.**"

**Where:** The Conference to be held at the Hope Hotel and Conference Center in Dayton Ohio on the **7-8 October, 2010.**

**Special activities:** Included this year will be the first Certification test for Practitioner. We also will have the first inductees into the TRIZ Hall of Fame. A committee has been formed to collect nominations and select the first group of special TRIZ people for this recognition and worldwide honor.

**Designated Hotel:** Hope Hotel and Conference Center, Building 823, Area A, Wright Patterson AFB in Dayton, Ohio will be the site for this Conference. [www.HopeHotel.com](http://www.HopeHotel.com)

**Price:** This year, our pricing structure has been dramatically altered -- only \$325 per day or \$600 for both days. Early-Bird registrations will be given a 5% discount for the two day registration only. AI Members (annual or lifetime) will receive a 10% discount as a benefit of membership.

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