CARBON Conference
February 25–26, 2016 | Orlando, Florida
Omni Orlando at ChampionsGate
Earlybird & Hotel Deadline January 22, 2016
Thursday, February 25, 2016

THURSDAY  9:00 – 11:30 AM
Product Division Council Meetings
Closed to council
Bar Division Council
Flat Rolled Council
Plates & Shapes Council

THURSDAY  11:15 AM – NOON
Lunch

THURSDAY  NOON – 1:00 PM
Globalization & China
Dr. Garten will discuss three possible scenarios for China over the next several years, beginning with the uncertainties that are enveloping the Chinese economy today. What are the implications for China and the rest of the world, especially concerning U.S. trade, investment, financial matters, and geopolitics?
Jeffrey E. Garten, Ph.D., dean emeritus, Yale School of Management, Yale University

THURSDAY  1:00 – 1:30 PM
Refreshment Break

THURSDAY  1:30 – 2:30 PM
Industry Panel
Moderator: M. Robert Weidner, Ill, president & CEO, MSCI
Panelists:
Peter Campo, Ph.D., president, Gerdau Long Steel North America
Richard Robinson, president, Norfolk Iron & Metal Company
James Heard, president, Cargill Metals, U.S.

THURSDAY  2:30 – 3:30 PM
Political Update 2016 and Beyond
Ana Navarro will analyze the current political landscape and beyond.
Ana Navarro, CNN political strategist, political contributor on The View

THURSDAY  3:30 – 3:45 PM
Refreshment Break

THURSDAY  3:45 – 4:45 PM
Foresight 20/20: Ten Trends Transforming Tomorrow
What might the world of 2020 like look like? What business disruptions will you face? More importantly, how will you and your organization need to change? Uldrich will help you navigate the decade ahead with an in-depth exploration of ten technological trends that will transform the world of 2020.
Jack Uldrich, global futurist, speaker, and best-selling author

THURSDAY  5:15 – 6:00 PM
Affiliate Member and First-Time Attendee Reception
By invitation only.

THURSDAY  6:00 – 7:00 PM
Receptions by Product Division
Bar Products
Flat Rolled
Plates & Shapes

THURSDAY  7:00 – 9:00 PM
Dinner
FRIDAY 7:00 – 7:30 AM
Breakfast Buffet

FRIDAY 7:30 – 8:30 AM
Global Economic Outlook
Dan North will share his insight on the current economic environment and where the economy may be headed. [Dan North](#), chief economist, Euler Hermes North America

FRIDAY 8:30 – 9:00 AM
Refreshment Break

FRIDAY 9:00 – 10:00 AM
Trends in Material Use
Materials science is a rapidly changing area that will continue to affect the metals industry and the end use capabilities of carbon steel. Metals professionals need to stay on top of these developments. Find out about the current and potential future materials technologies that apply to metals—carbon steel in particular. What are the more compelling substitutes for metal, like composite materials? How will metals be able to compete with those materials through innovations like molecular engineering, nanotechnology, and additive manufacturing? [Antoine Allanore, Ph.D.](#), Thomas B. King assistant professor of metallurgy, department of materials science & engineering, Massachusetts Institute of Technology

FRIDAY 10:00 – 11:00 AM
Leading Teams: Motivating and Optimizing Performance
Lynn Swann will outline strategies for sustaining high performance, including using coaching to improve team performance and motivating through shared leadership. [Lynn C. Swann](#), Hall of Fame Wide Receiver – Pittsburgh Steelers; Sports Commentator

FRIDAY 12:30 – 5:30 PM
Golf Tournament – Shotgun start – International Course
Lunch buffet for the golfers at 11:30 am

See beyond the here and now and plan for trends that could disrupt your business a year from now, or 5 years from now!
The MSCI Difference

We pay exceptional attention to detail so you have a seamless experience. We remember your preferences and treat every member as a VIP. Our team is happy to facilitate introductions and connect first-time attendees with people who have been around the block.

General Information

About Omni Orlando Resort at ChampionsGate

For an escape to paradise, nestled in the heart of Orlando’s finest golf, Omni Orlando Resort at ChampionsGate offers secluded luxury and easy access to area attractions like Walt Disney World, Universal Studios and SeaWorld.

Omni Orlando Resort at ChampionsGate

1500 Masters Boulevard
Orlando, FL 33896
Phone: (407) 390-6664
www.omnihotels.com/hotels/orlando-championsgate

Online reservations may be made from MSCI’s Carbon Conference webpage. When calling, please mention MSCI to receive the negotiated rate.

Room Rates (run of house – single/double occupancy):
$256.00 (plus tax – resort fee has been waived)

Cut-off date: Friday, January 22, 2016
Important Deadlines and Policies

Please note: It is recommended that you make your hotel accommodations early to ascertain availability. MSCI cannot guarantee availability or the room rate after Friday, January 22, 2016 or when the MSCI room block is filled—whichever occurs first.

All reservation requests must be accompanied by a first night room deposit, or guaranteed with a major credit card. Hotel room deposits will be refunded if cancellations are made at least 48 hours prior to scheduled arrival time.

Hotel check-in time is 4:00 pm and check-out time is 11:00 am. While the hotel will attempt to accommodate early check-in and late departures, it cannot be guaranteed depending upon hotel occupancy.

Activity & Registration Cancellation Policies
A full refund will be issued for cancellations received in writing by MSCI by 5:00 pm Friday, January 22, 2016; cancellations received in writing by MSCI by 5:00 pm Friday, February 5, 2016, will receive a refund of 50% of registration fees paid. No shows and cancellations received after that time will not be eligible for refunds. Substitutions may be made at any time. Written cancellations or substitutions will be accepted by the MSCI Member Services Department.

Activity registration deadline is Friday, January 22, 2016. No refunds on cancelled activities or golf will be issued after this date as we are obligated to provide guarantees to our vendors.

Press and Sponsorship Policies
No MSCI policy is intended to prevent accredited members of the press from attending MSCI events. Members of the press are defined as employees of publications that are subject to a circulation audit by a reputable third party (i.e., BPA). Each press outlet will receive one complimentary press registration. Any attribution from a formal presentation or informal conversation outside of a formal conference session requires the permission of the delegate or speaker and MSCI before their comments or information from their presentation may be printed or distributed. Please note that recording of programs, materials and/or presentations (e.g., audio taping and/or videotaping) is prohibited. MSCI has the right to deny attendance to individuals or publications not abiding by this policy.

Only event sponsors may distribute products or promotional materials at MSCI venues. Please contact Monique Kaiserauer at (847) 485-3004 if you are interested in becoming a sponsor.

Spouse/Guest Participation
Spouse and guests who accompany our delegates to Orlando are encouraged to attend our Friday evening dinner. A spouse/guest dinner ticket for the Friday reception and dinner is $125.00. No children please. Your spouse or guest may also pay to participate in the optional activity noted in the schedule. The golf tournament is for delegate members only. To purchase a dinner or a tour ticket for your spouse/guest, please call Briana Dee at (847) 485-3021.

MSCI Conference App for iPhones & Androids
If you have an iPhone or Android phone, MSCI has a convenient mobile app which will provide you with all the details of the conference, speakers, current attendance list, session room locations, property maps and other helpful information. Go to the App Store or Google Play and search for MSCI.
MSCI Golf Tournament & Tour

MSCI Golf Tournaments

International Course
Friday, February 26, 12:30 pm
Shotgun start*

The International Course at Omni Orlando Resort at ChampionsGate offers an authentic link-style golf experience, reminiscent of the great golf courses of the British Isles.

Fee: $210.00 per person, inclusive of tournament and greens fees, golf cart, and lunch.

Taylor-Made clubs are available to rent for $39.00 and are charged to your room portfolio.

Should you wish to arrange individual tee times, please contact the golf shop directly: (407) 390-6664.

Golf pairing requests will be taken until Friday, February 12, 2016. Please email confirmed foursomes to Rose Manfredini. After that time, we will be unable to accommodate special requests.

Bass Fishing on Bay Lake

Friday, February 26, 1:00 – 4:15 pm
$150 per person

In the late 1960's, more than 70,000 bass fingerlings were released into Bay Lake and Seven Seas Lagoon. Organized fishing was not allowed on Disney property until 1977 leaving bass to grow and breed undisturbed for years. The heaviest largemouth bass caught and recorded at the Vacation Kingdom was 14 pounds, 6 ounces. Join us for a two hour catch and release tour; pontoon boats are fully stocked for excursions, with rods, reels, fishing gear, beverages and a digital camera. Boats seat 5. Guests may not bring their own food, beverage, or coolers.

Please enjoy lunch on your own prior to the tour.

Tour registration deadline: Friday, January 22, 2016

MSCI's Carbon Conference is the place to meet key decision maker's in the North American steel industry. View the attendee list.
Sponsorship Opportunities

Don’t miss the opportunity to generate new leads and raise positive awareness of your company. Be a 2016 Carbon Conference sponsor and build on your relationships within the metals supply chain.

A number of outstanding sponsorships remain. For more information and to secure your sponsorship, speak with Monique Kaiserauer at (847) 485-3004.

Deadline to submit artwork is Friday, January 22, 2016. Limit one sponsor per event unless otherwise noted.

**$7,500 LEVEL**
Includes one complimentary registration*, signage, listing in the app, and display of literature. Meal sponsorships also include a reserved table, and the golf sponsorship includes custom flags. Choose from:

| Breakfast | February 26 |
| Lunch     | February 25 |
| Dinner    | February 25 or 26 |
| Golf Tournament | February 26 |
| Room Drop of company literature or takeaway item | February 25** |
| Carbon Conference App |

| Padfolios | provided upon registration |
| Room Keycards | provided upon check-in |
| Bottled Water | provided at refreshment breaks and throughout the conference |

**$5,000 LEVEL**
Includes signage, listing in the app, and display of literature. Choose from:

| Charging Station | Mints |
| Padfolios provided in registration foyer |

**$3,500 LEVEL**
Includes custom napkins, signage, listing in the app, and display of literature. Choose from:

| Product Division Reception | (choose Bar, Flat Rolled or Plates & Shapes) February 25 |
| Refreshment Break | February 25 or 26 |

*Complimentary registrations are valued at $1,695  **Limit 2 sponsors per evening
2016 Carbon Conference Registration: Part 1

See the Schedule and General Information sections of this brochure for deadlines and additional information regarding activities. You may also direct questions to MSCI Member Services at (847) 485-3000. Or, visit our website for information or to register online. Please copy for additional participants.

**DELEGATE INFORMATION:**

- □ First-time Attendee
- □ 25-Year Attendee

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*Please include your cell phone number. We'd like to keep this on file should we need to get in contact with you before, during or after the conference.

**SIGN UP FOR MEETINGS AND EVENTS**

**IMPORTANT!** This section must be completed to ensure each registrant is registered for specific meal events.

**THURSDAY**

- □ Lunch
- □ Receptions
  - □ Bar Products
  - □ Flat Rolled
  - □ Plates & Shapes
  - □ Dinner

**FRIDAY**

- □ Breakfast Buffet
- □ Reception
- □ Dinner

**registration discounts:** Save $500 per person if you register online and on or before the early-bird deadline. If paying by check or with a credit card over the mail, phone or fax and on or before the early-bird deadline, the $200 online discount does not apply. The early-bird deadline is **Friday, January 22, 2016.**

**cancellations:** Because guarantees are based on advance ticket sales, no tour refunds or exchanges will be made after **Friday, January 22, 2016.** MSCI reserves the right to cancel tours and refund the ticket price if the minimum number of tickets is not sold.

**Spouse/Guest Information:**

Friday, February 26, 2016 reception & dinner - $125.00

| Name of Spouse/Guest |

| TOUR REGISTRATION DEADLINE: The registration deadline is **Friday, January 22, 2016.** Please register as early as possible as tours that do not meet minimum attendance requirements will be cancelled. After this date, tour registrations will be taken on a space-available basis only. |

| SPOUSE/GUEST INFORMATION: |

Name of Spouse/Guest
2016 Carbon Conference Registration: Part 2

See the Schedule and General Information sections of this brochure for deadlines and additional information regarding activities. You may also direct questions to MSCI Member Services at (847) 485-3000. Or, visit our website for information or to register online. Please copy for additional participants.

Delegate Name:

<table>
<thead>
<tr>
<th>REGISTRATION FEES — REQUIRED</th>
<th>DELEGATE</th>
<th>SUBTOTAL</th>
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<tr>
<td>Register <strong>Online AND On or Before January 22, 2016 — SAVE $500</strong></td>
<td>$1,695</td>
<td>REGISTER ONLINE</td>
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<td>Register <strong>On or Before January 22, 2016 — SAVE $300</strong></td>
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<td>Register <strong>Online After January 22, 2016 — SAVE $200</strong></td>
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<td>Register <strong>After January 22, 2016</strong></td>
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**TOUR DEADLINE: FRI., JANUARY 22**
Tours have minimum participant requirements. Please do not wait to register on property as tours without minimums met will be cancelled beforehand.

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<tr>
<th>ACTIVITIES / TOURS — OPTIONAL</th>
<th>DATE</th>
<th>TIME</th>
<th>COST</th>
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<tr>
<td>☐ <strong>Bass Fishing on Bay Lake</strong></td>
<td>FRI, 2/26</td>
<td>1:00 – 4:15 pm</td>
<td>$150</td>
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**GOLF REGISTRATION — OPTIONAL**

| | CLUB RENTAL | HDCP* | COST | QTY | SUBTOTAL |
|☐ Delegate — **Friday, February 26** | | | $210 | | |
|☐ Club Rental — **TaylorMade Rental Clubs** | ☐ RIGHT ☐ LEFT ☐ NONE | | $39 | | Charged to Room |

*MSCI must have your handicap for the golf tournament

**PAYMENT INFORMATION**

☐ Enclosed is a check payable to the **Metals Service Center Institute** (must be in U.S. funds) along with this completed form.

Please charge my credit card: ☐ Visa ☐ American Express ☐ Master Card

Number _______ Exp _______

Cardholder Name _______ CW _______

Cardholder Signature

Return Form & Payment to:

IF USING REGULAR MAIL:
Metals Service Center Institute
25868 Network Place, Chicago, IL 60673-1258

OVERNIGHT OR COURIER DELIVERIES:
JPMorgan Chase
131 S Dearborn, 6th Floor, Chicago, IL 60603
Attn: Metals Service Center Institute; Box # 25868

IF BY FAX:
Fax: (847) 485-3001

OR REGISTER ONLINE:

MSCI 2016 Carbon Conference