AUTOMATION FAIR
YOUR PLACE TO GET IT ALL

NOVEMBER 19 - 20 • ANAHEIM, CA

23rd Annual

SHOW HOURS
Wednesday, Nov 19
8:00 am – 5:30pm

10,000 ATTENDEES

LAST TIME IN ANAHEIM

2009

4,850 CUSTOMERS (EXPECTED)

Thursday, Nov 20
8:00 am – 4:00pm
GREATEST VALUE
In Automation Education

99 TECHNICAL SESSIONS
18 HANDS-ON LABS
17 WORKSHOPS

9 FORUMS

FOOD & BEVERAGE  MINING  SAFETY OEM  OEM  ENGINEERING & CONSULTANTS  OIL & GAS  POWER & ENERGY  SAFETY  WATER WASTEWATER

OVER 15,000 PDH CREDITS AWARDED

USER GROUPS  |  SEMINARS  |  GLOBAL MEDIA EVENT
15 ROCKWELL AUTOMATION EXHIBITS
FEATURING
THE CONNECTED ENTERPRISE

Essential Components
Integrated Architecture
Intelligent Motor Control
Industry Pavilions
Energy Management
Process Solutions
Safety Solutions
Solutions & Services
FIRST Robotics
Industrial IP Advantage
Information Software
User Research

152 PARTNER EXHIBITS

99 ENCOMPASS PARTNERS
19 SOLUTION PARTNERS
10 OEM PARTNERS
3 ALLIANCE PARTNERS
7 UNIVERSITIES
10 PUBLICATIONS
4 ORGANIZATIONS
INDUSTRY PAVILION
CAPABILITIES SHOWCASE
Mining, Minerals, Cement; Oil & Gas; Power Generation; Water Wastewater

Wayfinder
Control Room Simulation
Capabilities Touch Screen
Solutions & Successes
PlantPAx Demo
Industry Domain Experts
Show Floor Highlights

Integrated Architecture
- Showcasing Stratix
- New interactive Multidiscipline Systems display wall
- Live demo-iTrak and Asia Machine Builder Partner featuring Kinetix
- New Studio 5000 v24
- Launching PanelView Plus 7

Intelligent Motor Control
- Premier Integration into our Integrated Architecture
- PowerFlex® AC Drives & Motor Control Center portfolios

Safety Solutions
- Process Safety & Arc Flash applications
- Maturity Index, Safety Automation Builder

Information Software
- MES suites featuring pre-configured, industry-specific workflows and libraries
- Production information delivered on any mobile device
- Information Experience area

Solutions and Services
- Scalable solutions for Remote Monitoring
- Integrated information, control, power and safety to enable the Digital Oilfield
- Network & Security Services

Energy Management
- Learn how to consume less energy and make operations more efficient

Process Solutions
- System capability enhancements enabling faster project implementation and operator effectiveness

Industrial IP Advantage
- Education and advocacy of EtherNet/IP in collaboration with Cisco, Panduit, ODVA

Information Experience area

Essential Components
- E300 Electronic Overload Relay with embedded EtherNet/IP
- IO-Link solutions including Allen-Bradley sensors and Point I/O master
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November 19-20
Anaheim, CA