



## 2024 Automation Fair® Event Exhibitor and Sponsorship FAQ

### When will Automation Fair exhibit space and sponsorship sales open?

Exhibit space and sponsorship sales open in April 2024.

### What is the deadline to sign up as an Exhibitor and/or Sponsor?

Sponsorship sales close on August 30. Exhibitor sales close on September 30. Following these deadlines, sponsorship and exhibit booth space may be available on a limited basis.

### Are there any discounts for exhibit booths?

Yes. Partners are encouraged to sign up by June 28 and take advantage of 5% savings on exhibitor pricing.

### When do exhibit and sponsorship sales open for Automation Fair 2025 in Chicago and what are the rates?

Partners who sign up for Automation Fair 2024 in Anaheim will be provided exclusive access to sign up early for Automation Fair 2025 in Chicago with the below benefits. This is not applicable to Distributors.

**NO PRICE INCREASE** – Sign up for 2025 as an Exhibitor or Sponsor **by August 1** and secure the 2024 early discount pricing. Rates will increase after August 1.

**SPONSORSHIP RIGHT OF FIRST REFUSAL** – 2024 Sponsors will have exclusive access to secure the same sponsorship for 2025 **by August 1** at no price increase.

**EARLY SPONSORSHIP PROMOTION** – Sponsorship packages confirmed **by August 1** will be included in 2025 event promotions scheduled to start as early as November 2024.

### Who can participate as an Exhibitor and Sponsor?

All eligible Partners from the Rockwell Automation PartnerNetwork™ program are invited to participate. Please review the Prospectus for details.

### Can I participate as an Exhibitor or Sponsor at Automation Fair if my company is not a member of the PartnerNetwork?

To participate as an exhibitor and/or sponsor, you must currently be an enrolled member of the Rockwell Automation PartnerNetwork program. If you are interested in applying to join, please visit our Partner Program webpage to learn more. Please note that the application process may take several weeks to months, pending the proposed technology and committee input.

### How do I apply to exhibit and/or sponsor Automation Fair?

# Automation Fair®

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If you are currently an enrolled member of the Rockwell Automation PartnerNetwork, you may complete the [Exhibitor Interest Form to request access to the Exhibitor Resource Center \(ERC\)](#). Once your company is verified, you will receive an email with unique credentials and instructions on how to log in to the ERC and complete the Exhibitor/Sponsor Application.

*Note: Please allow 2 business days for a response to Interest Form submissions.*

### **What is the payment process for exhibit booths and/or sponsorships?**

**New this year:** All payments will be collected by Rockwell Automation's official payment processor for exhibitor and sponsor fees, Meetings & Incentives Worldwide, Inc (M&IW).

- Orders placed online on or before June 30, 2024 require at least 50% of full payment due at time of application. Participants will have the option to pay the entire balance in one payment. Invoices will be emailed within 4 business days of order. The final balance will be charged to credit cards or invoiced on August 30, 2024.
- Orders placed online after June 30, 2024 will require 100% full payment due when space is requested.
- Credit cards will be charged at time of order. All charges will be in USD, converted by the individual's credit card to their local currency as dictated by their card policies.
- Invoices will be emailed and must be paid within 30 days. Failure to pay invoice within 45 days may result in cancellation of order.
- All payments must be received prior to setting up at Automation Fair or receiving sponsorship benefits.
- 1% convenience fee will be added to all credit card transactions.

### **What is the Exhibitor Resource Center (ERC) and what information can I find there?**

The Exhibitor Resource Center is an online resource designed to provide information you need to efficiently navigate the exhibitor and sponsorship process. The ERC is where you can access exhibitor and sponsor details, planning guides and order materials. The ERC is also where you will upload your organization's logo, description and other marketing assets for event promotions.

The Exhibitor Resource Center includes access to:

- Exhibitor Prospectus
- Exhibitor / Sponsorship Application
- Expo Floor Diagram
- Exhibitor Rules and Regulations
- Exhibitor Registration and Hotel Room Reservations
- Exhibitor Services Kit, IT Services Form, Lead Retrieval Equipment Order Form
- Portal to upload your company logo, company descriptions and sponsorship assets

### **How do I access the Exhibitor Resource Center?**

Submit an Exhibitor / Sponsor Interest Form for access to the [Exhibitor Resource Center and receive a link to activate your ERC account](#). *Note: Please allow 2 business days for a response to Interest Form submissions.*

### **What key deadlines should I be aware of as an exhibitor and/or sponsor?**

- April 5: Exhibitor/Sponsorships opens
- April 30: Deadline to submit session abstracts for consideration

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- June 28: Sign up early as an exhibitor for 5% savings
- August 1: Early access Automation Fair 2025 Chicago exhibitor/sponsorship deadline
- August 30: Sponsorship signup deadline, limited availability after August 30
- September 30: Exhibitor signup deadline, limited availability after September 30

## Exhibitors

### **My company represents multiple brands – am I allowed to purchase one exhibit booth and display all my brands?**

Yes, a company that represents an umbrella brand over its subsidiaries can purchase a single booth space and present themselves how they wish, in a combined way, with multiple brands that are part of the PartnerNetwork.

### **Do I get to select my company's exhibit space in the Expo?**

Exhibit booths are assigned on a first-come/first-served basis at the sole discretion of Rockwell Automation.

### **When will I know where my exhibit is located in the Expo?**

Exhibit booth assignments will be announced in late July.

## Sponsorship

### **Can Partners sponsor an activity at the event if they are not exhibiting?**

Sponsorship opportunities are open to all Partners. You do not need to exhibit at the event to be a sponsor. Please review the Prospectus for details.

### **Are there new sponsorship opportunities available this year?**

Yes, there are numerous new sponsorship opportunities available this year, available to all Partners and at multiple price points. New sponsorships include networking receptions, coffee breaks, hotel key cards, Summits and more. Please review the Prospectus for a full list of opportunities.

### **Can my company purchase more than one sponsorship?**

Yes, you may purchase more than one sponsorship.

## Registration Passes

### **Will I receive any registration passes with my exhibit/sponsorship purchase?**

All exhibit booths and some sponsorships include complimentary General Access Passes + Advanced Training Passes. The quantity of complimentary passes is based on the exhibit/sponsorship selection.

All exhibit booths receive unlimited Exhibitor Staff passes for your organization.

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## **What is an Exhibitor Staff pass? How many are included with my booth? And what access does this pass provide?**

Exhibiting Partners receive **unlimited** Exhibitor Staff passes providing access to the Expo during set-up, the event and for teardown post-event.

The Exhibitor Staff pass also includes access to the Keynotes on Monday, Tuesday and Wednesday and to the complimentary attendee lunch on Monday, Tuesday, Wednesday and Thursday.

The Exhibitor Staff pass does not provide access to sessions, technical training, Summits or Off-site Tours.

## Questions

### **I have questions about exhibiting and/or sponsorships. Who can I reach out to?**

Contact us at [exhibitors@rockwellautomation.com](mailto:exhibitors@rockwellautomation.com). We're here to help!